



Estd. 1962
NAAC 'A' Grade

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दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग-- २६०९०९४)

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SU/BOS/IDS/

M 743 Date: 10 JUL 2020

To,

The Head,
Concerned Department,
Shivaji University, Kolhapur

Subject: Regarding syllabi and Nature of question paper of Master of Journalism (M.J). Part II (Sem III & IV) (CBCS) degree programme under the Faculty of Inter Disciplinary Studies.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, Master of Journalism (MJ). Part- II (Sem III & IV) Choice Based Credit System (CBCS) degree Programme under the Faculty of Inter Disciplinary Studies

This syllabi shall be implemented from the academic year 2020-2021 onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in. (Students/Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2020 & March/April 2021. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Dy Registrar

Copy to:

1	P.A. to Director Board of Evaluation and Examination	9	Centre for Distance Education
2	The Dean, Faculty of IDS	10	Computer Centre
3	The Chairman, Respective Board of Studies	11	Affiliation Section (U.G.)
4	B.A. Exam	12	Affiliation Section (P.G.)
5	Eligibility Section	13	P.G.Admission Section
6	O.E. I, II, III, IV Section	14	Appointment Section
7	Dy.registrar (On Exam)	15	P.G.Seminar Section
8	Dy.registrar (Pre. Exam)		

SHIVAJI UNIVERSITY, KOLHAPUR
Revised Syllabus for
Master of Journalism (MJ) -(Sem-III –Sem IV)
Choice Based Credit System - (CBCS)
(To be implemented from 2020 Onwards)

M.J. Semester III				M.J. Semester IV			
Paper Number	Paper Number	Credits	Marks	Paper Number	Paper Number	Credits	Marks
(I)	Compulsory Papers			Compulsory Papers			
MJ (C) 11	Communication Research	04	100 (80+20)	MJ (C) 16	Environmental and Health Communication	04	100 (80+20)
MJ (C) 12	Communication for Development and Social Change	04	100 (80+20)	MJ (C) 17	Gender and Media	04	100 (80+20)
MJ (C) 13	Global Communication	04	100 (80+20)	MJ (C) 18	Intercultural Communication	04	100 (80+20)
MJ (C) 14	Film Studies	04	100 (80+20)				
MJ (C) 15	Digital and Data Journalism	04	100 (80+20)				
	(Home assignment 10 marks+ Class Test 10 marks for each subject)						
(II)	Compulsory Practical Paper (P)			Compulsory Practical Paper (P)			
MJ (P) 3	a) Research Journal (50marks) b) Study Tour (25 marks) c) Media Survey(25 marks)	04	100	MJ (P) 4	Dissertation -120 marks Viva-Voce-80 marks	04	200
(IV)	Elective Paper for Credits by Choice (E)						
MJ (E) III	Business and Industrial Journalism	04	100 (80+20)				

Communication Research
MJ (C) 11- Compulsory Papers

Unit I

Definition of Research ,Types of Research, Definition, concept of Communication Research ,Origin and Growth of Communication Research, Communication Research in India, Importance of Communication Research, Types and Methods of Media Research, Identification of Research Problems, hypotheses ,data collection,Research Designs – types, structure, components, classical, experimental and quasi experimental, variables and;

Unit II

Research in Print, Electronic media, Public Relations, advertising, cinema, Digital Media, television, Internet, social media ,Research and Gender and Media, Development and Communication Research.

Unit III

Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, dairy, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content).

Unit IV

Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

Reading List :

1. Scientific Social Surveys and Research, Pauline V Young, Prentice-Hall of India, New Delhi, 1992.
2. Scientific Method and Social Research, B. N. Ghosh, Sterling publishers, New Delhi, 1992 (First Ed., 1982).
3. An Introduction to Journalism Research, Ralph O. Nafziger and Marcus M. Wikerson, Greenwood Press, New York, 1968.
4. Introduction to Mass Communications Research, Edited by Ralph 6. Nafziger and David M. White, Louisiana State University Press. Baton Rouge, 1958 (Rev. Ed. 1963)
5. Mass Media Research: An Introduction, Roger D. Wimmer and Joseph R. Dominick, Wadsworth Publishing Company, Belmont, 1987.
6. Communication Research : The Challenge of the Information Age, Edited by Nancy Weatherly Sharp, Syracuse University Press, Syracuse, 1988.
7. Content Analysis of communications, Richard W. Budd, Robert k. Thorp, Lewis Donohen, The Macmillan Company, New York, 1967.
8. Content Analysis in Communication Research, Bernard Berelson, Hatner Publishing Company, New York, 1995.
9. Milestones in Mass Communication Research : Media Effects, ShearonLawrey Melvin L. DeFleur, Longman, New York, 1983.

Communication for Development and Social Change

MJ (C) 11- Compulsory Papers

Unit I

Role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences.

Unit II

Development and social change- Issues and post-colonial conceptions.

Deconstruction of dominant paradigm of communication and development. Responses and critique of dominant models.

Unit III

Corporatization of development – Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporate. Paradigms and discourse of development communication.

Unit IV

Emergence of global civil societies, public sphere, global communication system – Nation State-Universal, national communication policies. Leading influencers of social reform in India – Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

Reading List:

1. Communication for Development and Social Change- Jan Servaes- 2007
2. The Handbook of Development Communication and Social Change- Thomas Tufte, Karin Gwinn Wilkins, Rafael Obregon-2013
3. Communication for Development: Theory and Practice for Empowerment and Social Justice- Srinivas R. Melkote, H. Leslie Steeves-2015
4. Communicating for Development: Human Change for Survival- Sonia Restrepo-Estrada, Colin Fraser-1998
5. Communication for Development and Social Change Edited by Jane Servaes - Published by SAGE Publishing India
6. UNICEF books on Development Communication and Social Change.

Global Communication

MJ (C) 11- Compulsory Papers

UNIT I

Origin and Growth of Global Communication, Difference and Similarities in Global and International Communication, Economic and Cultural Dimensions of Global Communication – International News Flow – Imbalance – MacBride Commission's Report, Democratization Of Information Flow – Non-Aligned News Agencies News Pool – Its Working, Success, Failure. UNESCO's Efforts In Removal Imbalance in News Flow – Global Media Growth – Right to Communication, UNO's Universal Declaration Of Human Rights–

UNIT II

Impact of New Communication Technology and News Flow – Satellite Communication – Its Historical Background – Status – Progress – Effects – Information Super Highways – International Telecommunication Union (ITU) .Federal Communication Commission (FCC) National Communication Policy.

UNIT III

Issues In Global Communication –Imperialism – Criticisms; Violence Against Media Persons; - Effects Of Globalization on Media Systems And Their Functions; Global Media Ownership; International Intellectual Property Rights; International Media Institutions (IPI,WAN)And Professional Organizations; Code of Conduct, Violence Against Journalists.

UNIT IV

Global Culture Vs. Local Culture, Cultural Studies-Cultural Pollution, Global Communication From Eastern to Western World.Global media in Digital age

Reading List :

1. MacBride, Sean : Many Voices, One World, UNESCO, Paris, 1980.
2. Thussu Daya -International Communication: Continuity and Change Bloomsbury Publishing 2019
3. Cees J Hamlink, Global Communication ,SAGE Publications,2009
4. Jan Nederveen Pieterse, *Globalization and Culture: Global Mélange*, 2nd ed.
5. Albert Moran, *New Flows in Global TV*
6. Nikos Papastergiadis, *Cosmopolitanism and Culture*
7. Lisa Parks and Shanti Kumar, eds., *Planet TV: A Global Television Reader*
8. Serra Tinic, *On Location: Canada's Television Industry in a Global Market*

Film Studies

MJ (C) 11- Compulsory Papers

Unit I

Definition of a film. Characteristics of film media, Film and identity in Indian film studies, leading film directors of India before and after Independence. Indian cinema in the 21st century.

Unit II

Basics of film language and aesthetics, the dominant film paradigm, evolution of Indian cinema-commercial and 'non-commercial' genres, the Hindi film song, Indian aesthetics and poetics (the theory of Rasa and Dhvani). Influences on Indian cinema, Culture of Indian cinema.

Unit III

National cinema movements: Soviet Montage cinema, German Expressionistic cinema, Italian Neo-Realistic cinema, French New Wave cinema, British New Wave cinema, Indian New Wave cinema, Period cinema. Cinema in the new millennium. Film Society Movement.Global Cinema.

Unit IV

Film Criticism :, Political, Sociological and Social Genre, Feminist, Audience and Reception. Evaluating Films, Books vs. Movies ,Elements of a Film From Theaters to Netflix to iPhones Home Video Revolution . Impact of films on Society ,Film: Beyond Entertainment ,Social Media Movies and Censorship .Global, National and State awards for films.

Reading List

1. Ed Sikov Film Studies: An Introduction- 2010
2. Guy Westwell, Annette Kuhn A Dictionary of Film Studies- 2012
3. Schirmer Encyclopedia of Film -Encyclopedia on Film Studies- 2010
4. Barnouw, Eric & Krishnaswamy: Indian Film, OUP, 1980
5. Beveridge, James: Script Writing for Short Films, Reports and i on Mass Communication, No. 57, UNESCO.
6. Bernard, William; Obscenity and Film Censorship, Cambridge University Press, 1990.
7. Garth, J. & Linton J. Movies as Mass Communication, The sagComm. Series, 1989, 2nd Edn.
8. Gjllilil'R.: The Subject of Cinema, Seagull, Calcutta, 1990.
9. Khwlna Ahmed Abbas : How Films are Made, National Book Trust 19Sj7jt977.
10. kracauer, Sigfried : Theory of Film, Oxford U. P. Oxford / London NY.
11. Quick Jon & Tern La Bau: Handbook of Film Production, Maori NY, 1972.
12. Sarkar, Kbbita : Indian Gnema Today : An Analysis, Sterlir Delhi, 1975.
13. Setion Marie: The Art of Five Directors: Film Appredatior Institute of Audiovisual Aids, New Delhi, 1962

Digital and Data Journalism **MJ (C) 12- Compulsory Papers**

Unit I

Understanding the digital media/Digital media in India, Digital Natives- Digital Immigrant, Digital identity, digital subjectivity, Digital Divide, digital equality, Women in Digital age. Definition of Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

Unit II

Methodology and Statistics for Journalists variables, Measurements, Testing The Hypothesis, Spreadsheets-inputting numbers and test, calculation and graphics, pivot tables, importing google doc, google refine. Digital Broadcasting, Digital Platforms of Media –NETFLIX, Digital Audiences, Data Verification of Fake News, Disinformation and misinformation, Digital Media fact verification- Google and other Media Initiatives, impact of digital media , social behavior and media.

Unit III

Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization. Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

Unit IV

Digital and Data Journalism in India. Case Studies in Global and National Levels, Wiki leaks(Afghan war, logs, panama papers)etc.

Reading List

1. Jonathan Gray, Liliana Bounegru, and Lucy Chambers-The Data Journalism Handbook 2012
2. Fred Vallance-Jones, David McKie -The Data Journalist: Getting the Story 2017
3. Megan LuceroData Journalism: Past, Present and Future

4. John Mair, Richard Lance Keeble Data Journalism: Mapping the Future, Abramis, 2013
5. Janet Jones and Lee Salter- Digital Journalism -2011
6. Kevin Y. Kawamoto Digital Journalism: Emerging Media and the Changing Horizons of Journalism-2003
7. Tamara Witschge, Alfred Hermida-The SAGE Handbook of Digital Journalism-2016

Business and Industrial Journalism

MJ (E) 3- Elective Paper

Unit I

Basic knowledge of finance system in India : gathering,distribution and allocation of revenue vis-a-vis Central Govt, and State Govt; Finance Commission and Planning Commission ,NITI AYOOG

Central and State budget-making exercise, how to read a budget, concept of zero budget, importance of Public Accounts Committees.

Introduction to Tax Laws, Essential Commodities Act, MRTP, FERA, Industrial relations and disputes Acts, Companies Acts ,GST,CGST,SGST and other laws relevant to finance, business and industries.

Unit II

Sources of news on business, finance and industry -governments, Chambers of Commerce and industries, corporate, trading and industrial executives, share markets, commodities markets, money market etc.

Unit III

Government policy on commerce and industry; Make in India etc, Company reports, RBI reports ,AGM reports .

New economic policy and its impact; rising importance of economy as a political power; increasing role of Indian corporate conglomerates and multinationals and global firms.

Unit IV

Business journalism; history (international and Indian); satellite network and new trends in business journalism; international money market and new information technology; commercial databases; ethics in business reporting - business journalism, concept of social audit.

Reading List :

1. Industrial Communication with Fieldbus and Ethernet
2. Keith Hayes Business Journalism: How to Report on Business and Economics
3. Shaw Ibrahim Seaga Business Journalism- Taylor & Francis Ltd
4. Houp, Kenneth & Pearsall, Thomas: Reporting Technical Information,Macmillan, NY 1984 5th edn.
5. Niti Ayog website
6. Ministry of Industry and Commerce website
7. RBI reports

Environmental and Health Communication

MJ (C) 12- Compulsory Papers

Unit I

What is environment-basic concepts and perspectives, global and local issues. Environment and society. Need of environment journalism, future prospective, National Geographic to New media.

Unit II

National environment policy, national .regional, local issues, conflict resolution and cooperation. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional practices and modern ways to protect environment, public awareness . Climate change and global warming. Issues of Biodiversity, Pollution and Waste management and sanitation. Prominent environment journalists, environment and media.

Unit III

Introduction to health communication, Public Health Communication, Health Promotion and Communicating with the Public, Public Relations in Health Communication, Health literacy and its implications.

Unit IV

Media and Health Communication- Media advocacy, social marketing and social support, Use of traditional and digital media for health communication, Special magazines, tv channels, radio programs on Health issues. HealthTourism.

1. Health Communication: Theory and Practice" by Diane Berry, published by Open University Press.
2. "Handbook of Health Communication" edited by Teresa L. Thompson, Alicia M. Dorsey, Katherine I. Miller & Roxanne Parrott, published by Lawrence Erlbaum Associates,
3. Media advocacy: A strategy for empowering people and communities. Journal of Public Health Policy,
4. Health Promotion and Communicating with the Wider Public. Rimal, R.N. "Using Computers to Narrowcast Health Messages: The Role of Audience Segmentation,
5. Targeting and Tailoring in Health Promotion" in Handbook of Health Communication" in Handbook of Health Communication (LEA, 2003)
6. Tokar, Earth for sale: Reclaiming ecology in the age of corporate greenwash (pp. 125-140). Boston: South End Press.
7. Roy, A. (1999). The greater common good. Frontline,
8. Kinsella, W. J. (2004). Public expertise: A foundation for citizen participation in energy and environmental decisions
9. J. Robert Cox and Phaedra C. Pezzullo, Environmental Communication and the Public Sphere (4th ed.; Sage, 2015)
10. Various websites for Environment communication worth watching - www.esf.edu/ecn, www.uc.edu/cecs/cecs.html, www.rachel.org/home_eng.html

Gender and Media
MJ (C) 12- Compulsory Papers

Unit I

Concept and Importance of Gender and Media, Status of Women in Society, Changing role of women, Women's right as human rights – Role of UN in Women's Empowerment ,UN World Conference on Women ,Beijing conference and changing scenario regarding women's development. Women in Media industry.

UNIT II

Women's Social Reforms -Raja Ram Mohan Ray to Dr. B.R.Ambedkar, Feminist movement and its issues. Women's NGO and organization in India and Western Maharashtra.

UNIT III

Portrayal of Women in Advertisement ,Prohibition of Women Indecent Representation Act 1986 Women in Print, Radio, Television, Digital Media, Advertising ,Cinema. Ethical issues and code of conduct regarding mass media. Women's problems and media's responsibility in new millennium. Women portrayal in Print, Television and Film. Women Issues in Media Women based serials in Television, Women's Program on Radio.

UNIT IV

Research on Gender and Media, Global and National Research in Gender and Media, Types of Research in Gender and Media ,Gender equality in Digital Sphere, Women in Digital Newsroom.

Reading List :

1. Mary Kosut Sage Publication-Encyclopedia of Gender in Media
2. Cynthia Carter; Linda Steiner Critical Readings: Media and Gender Open University Press, 2004
3. Sue Thornham Women, Feminism and Media ,Edinburgh University Press, 2007
4. Ammu Joseph, Kalpana Sharma-Whose news?-Sage Publication 1994
5. Ammu Joseph Making News, Women in Journalism Penguin Books; REV and Updated ed. edition (January 1, 2005)
6. Website of NWMI,IWMF.
7. Dr.Nisha Pawar- Theoretical Dimensions :Women in Indian Print Media, Sapna Publication Bangalore. 2009

Intercultural Communication
MJ (C) 12- Compulsory Papers

Unit I

Culture – definition – process – culture as a social institution – value systems –
– Eastern and Western perspectives. Culture and Media, Culture symbols in Verbal and Non
verbal Communication. Inter-cultural communication – definition – process – philosophical and
functional dimensions . Perception of the world – Western and Greek (Christian) – varied eastern
concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between
Eastern and Western concepts.

Unit II

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha –
Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also
Sufism. Language and grammar as a medium of cultural communication – Panini / Patanjali –
Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of
inter-cultural communication.

Unit III

Modern mass media as vehicles of inter-cultural communication – barriers in intercultural
communication – religious, political and economic pressures; intercultural conflicts and
communication; impact of new technology on culture; globalization
effects on culture and communication; mass media as a culture manufacturing
industry – mass media as a cultural institution; mass culture typologies – criticism
and justification.

Unit IV

Culture, communication and folk media – character, content and functions – dance
and music as instruments of inter-cultural communication; UNESCO's efforts in the
promotion of intercultural communication – other organizations – code of ethics,
study some intercultural centers such as Ellora, Bahubai and
Temples of sktipithas such as Mahalaxmi, TuljaBhavani and Renuka, Mahur and
Intercultural centers such as Pandharpur, spirituals centers such
As Shirdi, Shegaw, Akkalkot.

Reading List :

1. Fred E. Jandt An Introduction to Intercultural Communication: Identities in a Global
Community
2. Adrian Holliday, John Kullman, and Martin Hyde Intercultural Communication: An
Advanced Resource Book for Students 2012
3. Jandt Fred E. An Introduction to Intercultural Communication -SAGE Publications
4. Richard Wiseman -Intercultural Communication Theory- SAGE Publications
5. Ting-Toomey Stella- Understanding Intercultural Communication –Oxford publication.
6. The SAGE Dictionary of Cultural Studies