



Estd. 1962
NAAC 'A' Grade
MHRD NIRF-28th Rank

SHIVAJI UNIVERISTY, KOLHAPUR-416 004. MAHARASHTRA

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दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग— २६०९०९४)

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SU/BOS/IDS /8471

Dates: 14/08/2019

To,
The Principal,
Affiliated Concerne Colleges/Institutions
Shivaji University, Kolhapur.

Subject: Regarding syllabi of Bachelor of Arts (BA) in Jornalism Part II (Sem III & IV) programme under the Faculty of Inter-Disciplinary Studies (IDS)

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, Nature of question paper and equivalence of Bachelor of Arts (BA) in Jornalism Part II (Sem III & IV) Choice Based Credit System (CBCS) under the Faculty of Inter-Disciplinary Studies (IDS).

This syllabi and equivalence shall be implemented from the academic year 2019-2020 (i.e. from June 2019) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in. (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 2019 & March/April 2020. 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	8	Appointment Section
2	The Dean, Faculty of Humanites	9	Centre for Distance Education
3	The Chairman, Respective Board of Studies	10	Computer Centre
4	B.A. Exam	11	Affiliation Section (U.G.)
5	Eligibility Section	12	Affiliation Section (P.G.)
6	O.E. I, II, III, IV Section	13	P.G.Admission Section
7	P.G.Seminar Section		



Shivaji University, Kolhapur

Choice Based Credit System (CBCS)

Bachelor of Arts (B. A.) in Journalism Part II

(Sem III-IV)

Faculty of Interdisciplinary Studies

To be Implemented from Academic Year 2019 onwards

Shivaji University, Kolhapur
Choice Based Credit System (CBCS)
BACHELOR OF ARTS (B. A.)-Journalism PART II
Under the Faculty of Interdisciplinary Studies
To be implemented from Academic Year 2019 onwards

B. A.-Journalism PART II
SEMESTER III

Semester III – Duration : 6 Months									
Sr.No	Teaching Scheme				Evaluation Scheme				
	Course	No. of Lectures	Hours	Credits	Theory	Internal	Total Marks	Min Marks (for passing)	Exam Duration (Hrs.)
1	<u>DSC D57- III</u> Introduction to Communication	4	3.2	4	50	No Internal Exam	50	18	2
2	<u>DSC D58-IV</u> Introduction to Television	4	3.2	4	50		50	18	2

B. A.-Journalism PART II
SEMESTER III

Semester IV – Duration : 6 Months									
Sr.No	Teaching Scheme				Evaluation Scheme				
	Course	No. of Lectures	Hours	Credits	Theory	Internal	Total Marks	Min Marks (for passing)	Exam Duration (Hrs.)
1	<u>DSC D59-V</u> International Communication	4	3.2	4	50	No Internal Exam	50	18	2
2	<u>DSC D60 -VI</u> Mobile Journalism	4	3.2	4	50		50	18	2

B. A.-Journalism PART II
SEMESTER III

DSC D57- III
Introduction to Communication

UNIT I

Human Communication, importance, concept, definition. Verbal, Non-verbal Communication, Animal Communication.

UNIT II

Communication process, Elements of Communication process, importance of feedback in communication process, basic models of communication process- Harold Lasswell.

UNIT III

Types of Communication- intrapersonal communication, interpersonal, group communication, mass communication. Characteristics of Mass Communication, mass communication audience.

UNIT IV

Concepts of Communication- Political communication, Environment Communication, International Communication, Organizational communication-internal and external.

DSC D58-IV
Introduction to Television

UNIT I

Emergence of Television as medium-analog to smart television. Development of Television in India, private television channels, Foreign Direct Investment in Television channels

UNIT II

Regional television channels, types of television channels-Entertainment, News, Sports, Music, etc. prominent players in regional television channels, Sahyadri and Private television channels in Maharashtra.

UNIT III

Structure and Hierarchy of Television channel-Station Director, Station Head, Editor to Anchor. Role of Journalist in News Channel. Women in Television Channels.

UNIT IV

Types of television shows, Popular television shows, Television Rating Point, television script writing for various programs. Television Awards.

B. A.-Journalism PART II
SEMESTER IV

DSC D59-V
International Communication

UNIT I

Definition of International Communication (IC), importance of International Communication, Growth of International communication after World War II.

UNIT II

Tools of International communication- telegraph, telephone, news agencies, radio, television, satellite, new media. Importance of Satellite communication in IC, Concept of Global village.

UNIT III

International News Flow –information Imbalance, MacBride’s Commission, UNESCO’s efforts in the removal of information imbalance, UNESCO and Communication.

UNIT IV

Emergence Of Global Media, Ownership Of Global Media, Global Culture Vs. Local Culture, Cultural Pollution

DSC D60-VI
Mobile Journalism

UNIT I

Mobile as a Media, Mobile Generation, Mobile Industry, Prominent Mobile Companies and service providers. Emergence of Mobile Journalism.

UNIT II

Mobile Governance, Impact of Mobile on Youth and Society, Mobile Apps for Women Security, News etc.

UNIT III

Techniques of Mobile Reporting, Mobile apps for reporting, audio and video mobile applications, Content Gathering for mobile journalism, using Mobile Journalism in various media.

UNIT IV

Mobile apps for photo shooting, photo editing-Adobe Photoshop Express, Snapseed, Pics Art etc. Case studies of Mobile Journalism.