



SHIVAJI UNIVERSITY, KOLHAPUR - 416 004,
MAHARASHTRA
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शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र
दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग - ०२३१-२६०९०९४



जा.क्र./शिवाजी वि./अ.मं./ 308

दि.०४/०५/२०२३

प्रति,

मा. प्राचार्य/संचालक,
सर्व संलग्नित महाविद्यालये/मान्यताप्राप्त संस्था,
शिवाजी विद्यापीठ, कोल्हापूर

विषय : एम.ए.मासकम्युनिकेशन भाग १कोर्सच्या अभ्यासक्रमाबाबत...
संदर्भ : या कार्यालयाचे पत्र क्र.१७६ दि.१३/०२/२०२३.

महोदय,

उपरोक्त संदर्भिय विषयास अनुसरुन आपणास आदेशान्वये कळविण्यात येते की, शैक्षणिक वर्ष २०२२-२३ पासून लागू करण्यात आलेल्या एम. ए. मासकम्युनिकेशन भाग १ कोर्सच्या अभ्यासक्रमामध्ये किरकोळ दुरुस्ती करण्यात आलेली आहे. सोबत सदर अभ्यासक्रमाची प्रत जोडली आहे. तसेच विद्यापीठाच्या www.unishivaji.ac.in (Online Syllabus) या संकेतस्थळावर ठेवण्यात आला आहे.

सदर अभ्यासक्रम सर्व संबंधित विद्यार्थी व शिक्षकांच्या निदर्शनास आणून द्यावी ही विनंती.

कळावे,

आपला विश्वासू,

डॉ. संजय/मो. कुबल
उपकुलसचिव

सोबत : अभ्यासक्रमाची प्रत.

- प्रत : १. अधिष्ठाता, आंतरविद्याशाखा अभ्यास विद्याशाखा.
२. समन्वयक, जर्नलीझम आणि मास कम्युनिकेशन अभ्यास मंडळ.
३. संचालक, परीक्षा व मुल्यमापन मंडळ कार्यालयास.
४. परिक्षक नियुक्ती ए व बी विभागास.
५. इतर परीक्षा विभागास.
६. संगणक केंद्र/आय. टी. सेल विभागास.
७. दूरस्थ व ऑनलाईन शिक्षण विभाग.



SHIVAJI UNIVERSITY, KOLHAPUR

M.A MASS COMMUNICATION

(As Per the National Education Policy, 2020)

(Faculty: Interdisciplinary Studies)

SEMESTER I- II

(Syllabus to be implemented from June, 2022 onwards)

SHIVAJI UNIVERSITY, KOLHAPUR
Revised Syllabus for
M.A Mass Communication -(Sem-I –Sem IV)
As per National Education Policy 2020
(Sem-I –Sem II)

To be implemented from the academic year July 2022 onward

1.Course Title : M.A Mass Communication

2. Faculty : Interdisciplinary Studies

3.Year of Implementation: The revised syllabus will be implemented from the academic year June 2022 onwards

4. Preamble : Right to communication is now seen as a fundamental right. In present scenario global media is catering the needs of Global audiences effectively. With the emergence of the Digital Media the platform of Mass Communication has been changed drastically. Communication experts are now focusing beyond the human communication because what is next? is always study of Mass Media Research .In near future the application of Artificial Intelligence will be practiced in day to day life in Digital Society. Hence Mass Communication Syllabus will focus on Human Communication in Digital society and Digital Media, but before that the students have to understand the basic, introductory and the Development of Mass Media. The syllabus also includes introduction of mass media along with New Media, Mobile Media, Data Journalism etc.

5. Introduction: This Master degree in Mass Communication will provide changing theoretical perspective and applied approaches of media industry and media studies. The program is not only geared to acquire media skills but also to acquaint the media research. The syllabus offers an opportunity to the students to learn from basic principles of mass media to specialized areas of Mass Communication. Therefore the syllabus focuses on practical skills for each and every subject included in the syllabus. The entire effort of introducing this syllabus is to change thinking of students from examination oriented learning to decision making orientation learning in an effort to shape the future journalists and media professionals.

6. Objectives of the course: The main objective of this course is to prepare the journalists and media professionals for public cooperative and private sector organizations. The emphasis will therefore, be on developing a proper role perception of media persons in the National context by exposing them to a wide range of relevant areas, sufficiently in depth so that they can prepare to work in their chosen professional communication field where they will be able to translate policies into action effectively.

7.Duration : -The Course shall be a full time course.

- The duration of the course shall be **Two** Years of **Four** semesters

8. Pattern : The pattern of the exam shall be CBCS -Semester with 80+20 (100 marks) system. Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

- 9. Fee Structure:**
- The entire fee for the course –as per mentioned in the University website.
 - The fee for the reservation candidate shall be as per the University Rules.
 - The Fee structure for the Foreign Students will be according To the University Rules.
 - The entire amount of the Fee has to be paid during the admission.

10. Medium of Instruction: The medium of Instruction shall be English. However ,the students shall have an option to write answer sheets, practical's, reports etc in Marathi and Hindi besides English.

11 . Eligibility for Admission: In order to secure admission to first year of two-year full time Journalism and Mass Communication course, the candidate should fulfil the following eligibility criteria.

- 1) The candidate must be qualified with minimum of 50 % marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree of minimum of three years duration in any discipline recognized by the UGC.
- 2) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)
- 3) The admission will be given on basis of merit list of the common entrance test
- 4) Intake of the Course: 30 Seats.
- 5) Eligibility criteria for the admission of foreign students will be according to the University rules.

12. The minimum attendance is compulsory as per the rules and regulation of Shivaji University and shall be calculated regularly. All the practical's in house activities are compulsory.

13.Structure of Course : The structure of the course shall be **Semester System** at M.A Mass Communication Level in accordance with the University decision .

14. Scheme of Teaching and Examination: This is a full time master degree program. As per the University rules the examination will be held at the end of each semester. In addition there will be practical for each paper conducted by the department.

16. Standard of Passing:

- a. To pass each paper 50 % for theory and for practical are required
- b. The student who have failed their practical, dissertation have to complete it within 3 years.
- c. Writing off of the practical work record – The practical work of the students shall be preserved in the department maximum for 3 years after the examination.
- d. The Dissertation has to be submitted before the commencement of final theory examination .The written copy of the dissertation will be considered after the successful completion of the viva conducted by the internal and external expert and submission of the soft and hard copy of the dissertation. However if the candidate is unable to submit the dissertation he/she can submit the same within three years.
- e. The practical will be conducted by the concern subject teacher, if the concern teacher is not available it will be the responsibility of HOD to take the decision of the practical assessment.
- f. The students have to complete their practical during the two years of the course period. However if they fail to complete the same, the practical can be submitted with three years after the examination. If the student fails to complete the theory examination he/she are eligible to re-appear the same as per the rules and regulations of Shivaji University.

17. Syllabus for the Common entrance test: The syllabus for the common entrance test will include 50 multiple choice question based on current affairs, aptitude, attitude test and media happenings. The minimum marks to qualify the CET will be as per the rules of Shivaji University. The merit list based on the marks obtained in the CET will be displayed on university website/department notice board .

18. Structure of the Syllabus:

The syllabus is divided into -Core (Compulsory) papers, Discipline Specific Elective course, Skill Enhancement Course.

Question Paper Format :

SHIVAJI UNIVERSITY, KOLHAPUR

Mass Communication : Semester I / II Examination-----

Paper No. -----

Paper Title-----

Day and Date:

Duration: 03 Hours

Total Marks: 80+

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

Q.No. 1. (A) Multiple choice Questions (5)----- 10 Marks

(B) Answer in One or Two Sentences (5) ----- 10 Marks

Q.No. 2 Short Notes (Any two out of five)----- 20 Marks

Q.No. 3 Descriptive Type Questions with internal choice ----- 20 Marks

Q.No. 4 Descriptive Type Questions with internal choice ----- 20 Marks

NATIONAL EDUCATION POLICY (NEP2020)

M.A Mass Communication

Semester I

Course Type & No.	Title of the Course	Examination Marks					Credits	Teaching Hours per week
		Maximum Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks		
MC-DSC 1	Principles of Mass Communication	80	40	20	10	100	4	4
MC-DSC 2	Development of Print Media	80	40	20	10	100	4	4
DSC: Core compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
MC- DSE1	Print Media-I	80	40	20	10	100	4	4
MC -DSE 2	Principles of Public Relations	80	40	20	10	100	4	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
MC - SEC-1	Introduction to Broadcast Media	50	25	-	25	50	2	2
SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)								
INTERNSHIP (Practical)	Internship in Media House	100	50	-	-	100	4	-
Total credits						550	22	

Practical – Sem I (Included in the 20 marks of each Subject)

MC-DSC 1	Principles of Mass Communication	Seminar on Mass Communication
MC-DSC 2	Development of Print Media	Field Visit to print media house and report submission
MC- DSE1	Print Media-I	Internal Test
MC -DSE 2	Principles of Public Relations	Field visit to PR office/agency/organisation and report submission

Gradation Chart

Maximum Marks : 50 Passing Marks : 25

Sr. No	Marks Range out of 50	Grade Point	Letter Grade
1	40-50	10	O : Outstanding
2.	35-39	9	A+ : Excellent
3.	30-34	8	A : Very Good
4.	28-29	7	B + : Good
5.	25-27	6	B : Above Average
6.	0-24	0	F: Fail
7.	Absent	0	Ab : Absent

Semester II

Course Type & No.	Title of the Course	Examination Marks					Credits	Teaching hours per week
		Maximum Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks		
MC-DSC 3	Communication Research	80	40	20	10	100	4	4
MC-DSC 4	International Communication	80	40	20	10	100	4	4
CC: Core compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
MC- DSE3	Print Media-II	80	40	20	10	100	4	4
MC-DSE 4	Media Management	80	40	20	10	100	4	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
MC- SEC- 2	Broadcast Media -II	50	25	-	25	50	2	2
SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)								
RES- Project	2 Lab Journals (1 English, 1 Marathi)	100	50	-	-	100 (50+50)	4	4
Total credits						550	22	

Practical : Sem- II (Included in the 20 marks of each Subject)

MC-DSC 3	Communication Research	Seminar on any subject Communication research
MC-DSC 4	International Communication	Content Analysis of International Communication happenings (Radio/ TV/ Newspaper/ Digital)
MC- DSE 3	Print Media-II	5 News Reporting
MC-DSE 4	Media Management	Internship in Electronic Media

Gradation Chart

Maximum Marks : 50 Passing Marks : 25

Sr. No	Marks Range out of 50	Grade Point	Letter Grade
1	40-50	10	O : Outstanding
2.	35-39	9	A+ : Excellent
3.	30-34	8	A : Very Good
4.	28-29	7	B + : Good
5.	25-27	6	B : Above Average
6.	0-24	0	F: Fail
7.	Absent	0	Ab : Absent

Semester I

Principles of Mass Communication

MC DSC 1- Discipline Specific Compulsory Papers

Unit I -

Human Communication, Functions of Communication, Verbal and Non-Verbal Communication, Types of communication- Intra-Personal, Inter-Personal, Group, Public And Mass Communication. Nature and Process of Mass Communication, Media of Mass Communication, Characteristics of mass communication, mass communication audiences.

Unit II

Models: Aristotle, Harold Lasswell, Shannon and Weaver, SMCR, Osgood, Dance, Wilbur Schramm, Gerbener, Newcomb, Gate-Keeping model, Communication and Socialization.

Unit III

Media Systems and Theories: Normative theories of press-Authoritarian, Libertarian, Social Responsibility, Development, Participatory. Public Opinion and Democracy, Media Content, Media Effects, Indian Communication Theory, Media Cultural Integration and Cultural Pollution.

Unit IV

Issues of Media Monopoly – Cross-Media Ownership; Ownership Patterns of Mass Media, Ethical aspects of Mass Media, Freedom of Speech and Expression, Right To Information, Media Accountability, Infotainment and ICE, Importance of Folk Media.

Development of Print Media

MC DSC 2 Discipline Specific Compulsory Papers

Unit I

Language and Society-Development of Language as a Vehicle of Communication
Invention of Printing Press, Early Communication Systems in India, Development of Printing, early Efforts to publish newspapers in different parts of India- with special reference to Maharashtra and Kolhapur, Christian mission contribution in Indian journalism, regional journalism in India, prominent English journalist, missionaries, newspapers in India.

Unit II

Newspapers and Magazines in the Nineteenth Century –Birth of the Indian Language Press, Social Reform Movement and social reformer journalists. A Brief History of Marathi Press Major Newspaper and Editors In Maharashtra And South

Maharashtra. Satya Shodhak Press, Dalit Press and its Social Importance.

Unit III

The Press In India –before, during and after independence, Mahatma Gandhi's Journalism, Dr. Babasaheb Ambedkar's Journalism, The Changing Role of the press. New trends and challenges before Indian print media

Unit IV

New trends in Indian Print Media-print to digital newspaper

Print Media-I

MC DSE 1 Discipline Specific Elective Course

Unit I

News: Definition, Concept, Elements, News Values, Sources, Kinds of Reporting Social, Economic and Political, Crime, Weather, City Life, Disaster, Court, Election, Riots, War/Conflict/Tensions. Interviewing – Kinds, Purposes, Techniques.

Unit II

News writing, News desk Lead, Types of Lead, Inverted pyramid, Body, Editorial Department Setup, News Editing, Online and Offline Editing

Unit III

News Flow, Copy Management and Organization. Headlines – Techniques, Styles, Purposes, Kinds of Headlines, Use of ICT in Newspaper production. Digital media , AI and news reporting.

Unit IV

Layout, Principles of Photo Editing. Magazine Editing, Layout, Graphics, On-line Reporting and Editing In the Cyber Age. New Trends in News Editing. Softwares and Apps for newspaper editing.

Principles of Public Relations

MC DSE 2 Discipline Specific Elective Course

Unit I

Definition Of PR, Origin and Growth Of PR , Difference Between PR, Propaganda Publicity And Advertising ,PR And Public Opinion, Formation Of Public Opinion, Types Of Public Opinion.

Unit II

PR in HRD management ,marketing ,customer ,investors, community relations ,finance, marketing, law, etc. –PR publics, internal and external PR publics, PR in public , private sector, co-operative and industry education, – PR in co-operative, PR in Government (Local, State, Central)

Unit III

Media Relations: Online and Offline PR tools, Organizing Media Conference, Media Tours, Media Briefings. Preparing Media Release And Media Hand-Outs, Publications, AGM And PR ,Proactive And Reactive Media Relations. Ethical Aspects In Media Relations, Research In PR.

Unit IV

Writing For PR Internal Publics House Journals, Bulletin Boards, Open Houses, Suggestion, Boxes, online and digital Magazines, Etc. Writing For Media -Press Release/Backgrounder, Press Brief,Rejoinders, Etc.) Preparing PR. Material for The PR Campaign Planning.

Introduction to Broadcast Media

MC SEC –I Skill Enhancement Course

Unit I

History and development of radio and television in India – Satellite Cable and Digital Television in India. Development of Regional Television Channels, City Cable Networks. Development of Radio as A Medium Of Mass Communication, Radio As An Instrument Of Propaganda during The World War II. History of Radio in India, Emergence of All India Radio (AIR) Akashwani, Commercial Broadcasting, FM Radio, - State and Private Initiatives, Community Radio, Digital Radio Technical Innovations in Radio Broadcasting.

Unit II

Writing For Television Programmes – Research, Visualization And Production Script. Television Reporting: Visualizing News / Eng – Research, Investigation – Interview Techniques; Piece To Camera And Voice Over; Sequencing And Editing News Packages; Investigative Reporting – Economic Reporting – Sports Reporting – Human Interest Stories. Types Of Radio Programs, Radio Feature, Documentaries, Current Affairs, Programs, Interviews, Talks, Radio News ,Phone-In Programs, Live Transmission Programs, Special Audience Programs-Women, Children, Youth, Farmers Etc.

Semester II

Communication Research

MC DSC 3 - Discipline Specific Compulsory Papers

Unit- I

Definition of Research–Types of research-basic and applied research – role – function – scope and importance of research – Development of Mass Media Research, Mass Media Research In India, formulation of research problems-sampling, data collection, hypothesis, research design, research methods. Online and Digital media research

Unit-II

Research design components – experimental, descriptive , exploratory quasi experimental, quasi experimental bench mark, longitudinal studies – simulation – panel studies –

Unit III

Methods of Communication Research qualitative and quantitative research methods– Census Method, Survey Method, Observation Method –Clinical Studies – Case Studies - Content Analysis. Tools Of Data Collection: Media Source Books, Questionnaire And Schedules, TRP Methods-Diary, Survey, People’s Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone, Surveys, Online Surveys ,Pre and Post-Election Polls, Case Study, Ethical Perspective Of Research, New Media Research, New Trends In Mass Media Research.

Unit IV

Report Writing – Data Analysis Techniques – Coding And Tabulation – Non-Statistical Methods – Descriptive – Historical – Statistical Analysis – Parametric And Nonparametric– Uni-variate – Bi-Variate – Multi-Variate – Tests Of Significance – Levels Of Measurement – Central Tendency – Tests Of Reliability And Validity – SPSS And Other Statistical Packages. Preparation Of Research Reports / Project Reports / Dissertations / Theses. Ethical Perspectives of Mass Media Research, Google analytics.

International Communication

MC DSC 4 - Discipline Specific Compulsory Papers

UNIT I

Origin and Growth of International Communication, International Communication before the Rise of nations. Economic and Cultural Dimensions of International Communication – Communication and Information as a Tool of Equality and Exploitation-International Communication in colonization – International News Flow –Communication As A Human Right – UN's Universal Declaration Of Human Rights– International News Agencies its organizational Structure and Functions – A Critique of Western News Values.

UNIT II

Impact Of New Communication Technology And News Flow – Satellite Communication – Its Historical Background – Status – Progress – Effects – Information Super Highways- – International Telecommunication And Regulatory Organizations ITU – UNESCO's Efforts In Removal Imbalance In News Flow – Debate on New International Information and Economic Order – MacBride Commission's Report – Non-Aligned News Agencies – Its Working, Success and Failure.

UNIT III

Issues In International Communication – Democratization Of Information Flow And Media Systems – ITU and its function, Cultural Imperialism –Violence against Media Persons; - Effects Of Globalization on Media Systems And Their Functions; Transnational ; International Intellectual Property Rights; International Media Institutions IPI,WAN and Professional Organizations; Code of Conduct, Violence against Journalists

UNIT IV

Global Media-Emergence Of Global Media, Ownership Of Global Media, Global Culture Vs. Local Culture, Cultural Studies-Cultural Pollution, Global Communication From Eastern to Western World.

Print Media II

MC DSE 3 Discipline Specific Elective Course

Unit I

Newspaper: Structure and Working of A Newspaper organisation, Role Of Group Editor, Residential Editor, Executive Editor And Other Editorial Personals, Organizational Functioning Of Editorial Department, Duty and responsibility of Sub-Editor, Reporter, News Editor: Need For Editing, Proof-Reading, Editing Different Copies Copy and Schedule: Style, Writing Lead, Headline, Deadlines

Unit II

Newspaper Design: Functions, Basic Elements, Page Layout Feature Writing: Types Of Features, Sources And Ideas, Writing Style News Reporting And Writing: Inverted Pyramid, Focus, Lead, Quoting Sources, Style Columns: Development, Criticism, Reviews, Feature Writing, Letters to editor, News Analysis. Purposes, Sources, Styles, Techniques Of Following

Unit III

Types of Reporting Interpretative Reporting Investigative Reporting Political Reporting Legislative Reporting ,Scoops and Exclusive and Specialized Reporting Science, Sports, Economic, Development, Commerce Agriculture and co-operation gender ,minorities and allied areas reporting for print media.

Media Management

MC DSE 4 Discipline Specific Elective Course

UNIT I

Principles of media management, its significance. Media Industry. Ownership Patterns Of Mass-Media In India: Sole Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts, Co-Operatives, Religious Institutions (Societies). Foreign Equity In Indian Media (Print, Radio, Television, Film, Advertising),Economics Of Print And Electronic Media.

UNIT II

Organizational structure. Functions of different departments: Editorial, Finance, Circulation sales promotion; Marketing (Advertising), Human Resource and Production. DAVP, INS,ILNA,PCI,BAARC,ASCI,ABC,RNI and other organization related to Mass Media. Economics of print and electronic media.

UNIT III

ILNA and language newspapers, legal and financial aspects of media management. Advertising and sales strategy. Media Laws and Ethics

UNIT IV

Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

Lab Journal
MC DSE 5 Discipline Specific Elective Course

The students shall bring out the individual issue (with their own expenditure) of the department lab Journal –Media Spectrum in English and Marathi under the department and with help of concerned teacher, during the second Semester. They will get marks at the end of the Semester. They may submit the soft copy of the issue on the University website after the approval of Head of the Department.

Broadcast Media –II

MC SEC –I Skill Enhancement Course

Unit I

Radio program production process and techniques, thinking audio. Aspects of Sound recording – types of microphones and their uses – field recording skills radio Feature production; radio documentary production; studio chain; live studio broadcast – news production. Using sound bites and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes – formats of radio programmes – studio interviews – studio discussions- phone-in programmes – O.B. production of sporting and mega events.

Unit III

Visual Communication – Communicating With Still Pictures and Video – Shooting With TV Camera – Camera Mounting. Colour Balance, Basic Shots and Camera Movement. Basic of TV Production: TV Lighting in Field, Using Reflectors. Lighting Grid –Luminaries. Studio Lighting Three Point Lighting – High Key and Low Key Lighting; Properties, Studio Sets and Make-Up. T.V. Programmes : Types and formats. Role and function, formats, structure, types and sources of T.V.news and other programmes, live reporting, Role of Television in Development. Social obligations of T.V. responsibility, factuality and credibility. Television reporting – Visualizing news/ Electronic News Gathering (ENG) – research, investigation.
