

**SCHEME FOR CHOICE BASED CREDIT SYSTEM
(CBCS) AND AWARDING GRADES TO THE POST
GRADUATE STUDENTS
IN UNIVERSITY DEPARTMENTS**

w.e.f. June, 2014 (Academic Year, 2014-2015)

The CBCS System

University Departments have adopted a credit-based system under the Academic Flexibility Programme of the University from the academic year 2011-12. This provides the flexibility to make the system more responsive to the changing needs of our students, the professionals and society. It gives greater freedom to students to determine their own pace of study. The credit-based system also facilitates the transfer of credits.

I. Admission / Promotion

Admission to the course in the concern department will be done on the performance of CET score and / or on their performance in the qualifying graduate level examination. The student will apply on the application form of the University provided with the prospectus. Once the student is admitted to the concern department/ course, he/she will be promoted to next semester with full carryon; subject to the registration of student in every consecutive semester. Dropout student will be allowed to register for respective semester as and when the concerned courses are offered by the department, subject to the condition that his/her tenure should not exceed more than twice the duration of course from the date of first registration at parent department. The admission of concern student will be automatically get cancelled if he/she fails to complete the course in maximum period (Four years/Eight semesters).

II. Credits and Degrees

- i) A candidate who has successfully completed all the core courses, Elective/ Specialized courses and, seminars and project prescribed and or optional service courses approved by the University for the programme with prescribed CGPA shall be eligible to receive the degree.

- ii) One Credit shall mean one teaching period of one hour per week for one semester (of 15 weeks) for theory courses and two practical/ laboratory/field/demonstration hours/ week for one semester.
- iii) Every student will have to complete at least 100 credits to obtain the masters degree (Post graduate degree) in the subjects having practicals/laboratory work/field work /demonstration work, out of which 96 credits should be from their respective subject and four credits from service courses. However the autonomous departments can design the curriculum of more credits and it will be compulsory for the students from that department to complete the credits in their subject accordingly.
- iv) Every student will have to complete at least 68 credits to obtain the masters degree (Post graduate degree) in the subjects without practicals/laboratory work/field work /demonstration work, out of which 64 credits should be from their respective subject and four credits from service courses. However the autonomous departments can design the curriculum of more credits and it will be compulsory for the students from that department to complete the credits in their subject accordingly.

III. Courses

- (i) **Core Course** : A core course is a course that a student admitted to a particular P. G. programme must successfully complete to receive the degree. Normally no theory course shall have more than 4 credits.
- (ii) **Elective Course**: Means an optional course from the basic subject or specialization.
- (iii) **Service course (SC)**: The service courses will be offered in third and fourth semesters in different departments of the University. Student should complete at least one service course in any semester.
- (iv) Each Course shall include lectures / tutorials / laboratory or field work / Seminar / Practical training / Assignments / mid term and term end examinations/ paper / Report writing or review of literature and any other innovative practice etc., to meet effective teaching and learning needs.
- (v) **Attendance**: Students must have 75% of attendance in each Core and Elective course for appearing the examination. However student having 65% attendance with medical certificate may apply to the H.O.D. for condonation of attendance.

IV. Registration for Service Course :-

- i) The student will register the service course of his interest after the start of semester in the concerned department on official registration form. The teacher incharge of the respective course will keep the record of the students registered. Maximum fifteen days period will be given from the date of admission for completion of registration procedure. The Departmental Committee shall follow a selection procedure after counseling to the students etc. to avoid overcrowding to particular course(s) at the expense of some other courses.
- ii) No student shall be permitted to register for more than one service course in a semester.
- iii) The University department shall decide the maximum number of students in each service course taking into account the teachers and Physical facilities available in the Department.
- iv) The University may make available to all students a listing of all the courses offered in every semester specifying the credits, the prerequisites, a brief description or list of topics the course intends to cover, the instructor who is giving the courses, the time and place of the classes for the course. This information shall be made available on the University website.
- v) Normally no service course shall be offered unless a minimum of 10 students are registered.
- vi) The student shall have to pay the prescribed fee per course per semester/year for the registration as decided by the University.

V. Departmental Committee :-

Every P. G. programme of the University/College shall be monitored by a committee constituted for this purpose by the Department. The Committee shall consist of H. O. D. as a Chairman and some/all the teachers of the Department as its members.

VI. Results Grievances Redressal Committee:-

The University shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD. This Committee shall solve all grievances relating to the Assessment of the students.

VII. Grade Awards :-

- (i) A ten point rating scale shall be used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master's Programme. Grade points are based on the total number of marks obtained by him/her in all the heads of examination of the course. These grade points and their equivalent range of marks are shown separately in Table.

Table I: Ten point grades and grade description

Sr. No.	Equivalent percentage	Grade points	Grade	Grade description
1.	90.00-100	9.00-10	O	Outstanding
2.	80.00-89.99	8.00-8.99	A++	Excellent
3.	70.00-79.99	7.00-7.99	A+	Exceptional
4.	60.00-69.99	6.00-6.99	A	Very good
5.	55.00-59.99	5.50-5.99	B+	Good
6.	50.00-54.99	5.00-5.49	B	Fair
7.	45.00-49.99	4.50-4.99	C+	Average
8.	40.01-44.99	4.01-4.49	C	Below average
9.	40	4.00	D	Pass
10.	< 40	0.00	F	Fail

- ii) Non appearance in any examination/assessment shall be treated as the student have secured zero mark in that subject examination/ assessment.
- iii) Minimum D grade (4.00 grade points) shall be the limit to clear / pass the course/subject. A student with F grade will be considered as .failed. in the concerned course and he/she has to clear the course by reappearing in the next successive semester examinations. There will be no revaluation or recounting under this system.
- iv) Every student shall be awarded Grade points out of maximum 10 points in each subject (based on 10 Point Scale). Based on the Grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and cumulative Grade card with CGPA will be given on completion of the course.

VIII. Computation of SGPA (Semester grade point average) & CGPA (Cumulative grade point average)

The computation of SGPA & CGPA, will be as below:

- a) Semester Grade Point Average (SGPA) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$\text{SG PA} = \frac{\text{Sum (Course Credit * Number of Points in concern course gained by the students)}}{\text{Sum(Course Credit)}}$$

The Semester Grade Point Average (SGPA) for all the four semesters will be mentioned at the end of every semester.

- b) The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semesters of the course and will be computed as under -

$$\text{CGPA} = \frac{\text{Sum(All four semester SGPA)}}{\text{Total Number of Semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

IX. Evaluation method :-

Each theory course will be of 100 Marks and be divided in to internal examination (Sessional) of 20 Marks and Semester end examination of 80 Marks. (20+80 = 100 Marks) Each Practical course will be of 50 marks. Research project if any, will be of 100 marks.

a. Internal Evaluation Method

There shall be two mid semester examinations, first based on 40 percent syllabus taught and second based on 60 percent syllabus taught. The setting of the question papers and the assessment will be done by the concerned teacher who has taught the syllabus. Average score obtained out of two mid semester examinations will be considered for the preparation of final sectional marks/grade.

b. Term end examination and evaluation

- i. Semester end examination time table will be declared by the departmental committee and accordingly the concern course teacher will have to set question paper, conduct theory examination, conduct practical examination with external expert, evaluate, satisfy the objection / query of the student (if any) and submit the result to DC.

- ii. The semester end examination theory question paper will have two parts (20+60 = 80 Marks) Part A will carry short question of 2-3 marks (fill in the blanks/ multiple choice questions/ match columns / state true or false / answer in one sentence) as **compulsory questions** and it should cover entire syllabus. (20 Marks)
Part B will carry 7 questions out of which there shall be atleast one question from each unit, student will have to answer any five questions out of 1 (60 marks)
- iii. Semester end practical examinations will be of 50 marks each and students will be examined by one external and one internal examiner. Project work and seminar if any, will be evaluated by the external examiners along with guide.
- iv. At the end of each semester the Committee of Department shall assign grades to the students.
- v. The Committee of Department shall prepare the copies of the result sheet in duplicate.
- vi. Every student shall have the right to scrutinize answer scripts of Mid semester / Term end semester examinations and seek clarifications from the teacher regarding evaluation of the scripts immediately thereafter or within 3 days of receiving the evaluated scripts.
- vii. The Head of the department shall display the grade points and grades for the notice of students.
- viii. The head of the department shall send all records of evaluation for safekeeping to the Controller of Examinations as soon as all the formalities are over.

X. Grade Card

The University shall issue at the beginning of each semester a grade card for the student, containing the grades obtained by the student in the previous semester and his Semester Grade Point Average (SGPA).

The grade card shall list:

- (a) the title of the courses along with code taken by the student
- (b) the credits associated with the course,
- (c) the grade and grade points secured by the student,
- (d) the total credits earned by the student in that semester.
- (e) the SGPA of the student,
- (f) the total credits earned by the students till that semester and
- (g) the CGPA of the student (At the end of the IVth Semester).

XI. Cumulative Grade Card

At the end of the IVth semester, the University shall issue Cumulative Grade Card to the Students showing details of Grades obtained by the student in each subject in all semesters along with CGPA and total credits earned.

Aurangabad

Date : 20/05/2011

(Prof.....)

Vice-Chancellor

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,

AURANGABAD (MAHARASHTRA) INDIA

Admission Rules & Fee Structure For

B. A. (Mass Communication & Journalism)

Professional New Degree Course designed by U. G. C.

BAMCJ : R-1 : B. A. (M. C. J.) Bachelor of Arts (Mass Communication & Journalism) is a three years professional degree course. The minimum qualification of the admission of this course is 12th (Art/Science/Commerce) streams with 40% marks.

BAMCJ : R-2 : The intake capacity of for this course shall be 40 and admission shall be made on the basis of the entrance examination of 70 marks, Group Discussion 10, Interview of 10 marks and 10 marks for 12th examination merit. Thus, admission list shall be prepared on the basis of performance out of 100 marks. The reservation policy of the State Government / University shall be applicable in admission. 30% seats shall be reserved for female candidates, within the respective categories (Open, S.C., S. T., O. B. C., NTDNT etc.).

BAMCJ : R-3 : The candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. This fee will be Rs. 400/- for reserve category students.

BAMCJ : R-4 : The course shall be of three academic years & six semesters. The fee structure of the course shall be as follows for University Department & All Colleges

Admission Fee : Rs. 1000/-

Tuition fee per semester : Rs. 5000/-

Laboratory fee per year : Rs. 500/-

Dept. Library fee per year : Rs. 200/-

Study tour contribution per year : Rs. 2000/-

Placement fee final year : Rs. 500/-

Examination fee per semester : Rs. 500/-

Other fees as per university structure.

BAMCJ: R-5 :The candidate, who completes the terms but fails in examination of first semester, shall be eligible to take admission to second semester. However, the candidate, who has clearly passed the first semester, shall be eligible for taking admission to third semester. Likewise, to take admission for fourth semester, he /she must pass the second semester examination & for admission to the fifth semester. The candidate has to clear third semester and to take admission to sixth semester, the candidate must clear his fourth semester.

BAMCJ: R-6: As course is professional one, admitted candidates are required to attend Department regularly and minimum 75% attendance is essential. The candidate fails to attend the course, shall be liable for cancellation of admission to the concerned semester and he has to repeat that semester again.

BAMCJ: R-7: One study tour is compulsory for every candidate per academic year and student has to pay the contribution of Rs. 2000/- per year for the purpose. The study tour shall carry marks as fixed by the Department / University.

BAMCJ: R-8: The College will have Three Years integrated Bachelor of Arts in Mass Communication & Journalism Course. It will run for 6 semesters Medium of instruction and answer can be Marathi / Hindi or English.

BAMCJ: R-9 : The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be declared for each semester and the final examination will give total marks.

A candidate secures 40% to 50% of aggregate marks prescribed for the said examination shall be awarded Pass Class and 51% to 59% shall be awarded second class, 60% to 69% shall be awarded First Class and if 70% or more shall be awarded as Distinction

BAMCJ: R-10: The contributory teachers shall be either from approved teaching faculty of other colleges / institutions / NET/ SET/Ph. D. (Journalism), holding candidates or from media profession with minimum 10 years experience. The contributory teachers shall be entitled for honorarium of Rs. 200/- per lecture.

BAMCJ: R-11: The practical & oral examination shall be conducted by the team of internal & external examiners (2 from colleges & 2 from university). The practical assessment honorarium shall be Rs. 50 per practical file / paper / unit; as the case may be.

R.750 Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of professional course of Journalism. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

- (a) In the Department / Institution / College, where Bachelor of Arts Journalism course is being conducted, there shall be atleast 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university / U. G. C.
- (b) There shall be a separate computer lab with at least 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier.
- (c) Every department/college/institution shall purchase atleast four digital video cameras, one still digital camera, large screen TV, DVD Player, LCD/digital projector. Audio/video recording & editing studio
- (d) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment in the tune of minimum Rs. 50,000/- for library. Every year college / department shall add books of Rs. 40,000.
- (e) There shall be one librarian (part time / full time) 2 non-teaching staff, out of which one shall be a DTP operator .

R.751 The examination shall consist of four semester as detailed below :

B. A. Mass Communication and Journalism

Course structure and Scheme of Examination

Paper No.	Subject	Theory	Practical
SEMESTER I			
	CORE PAPER		
JOU BA-01	Introduction to Mass Communication	50	200 Marks for four practicals
JOU BA-02	Print Media I	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-03	Reporting I	50	
JOU BA-04	Basics of Computer Application for Mass Media	50	
JOU BA-05	Printing technology	50	
SEMESTER II			
	CORE PAPER		
JOU BA-06	Media Language and Communication Skills	50	200 Marks for four practicals
JOU BA-07	Print Media II	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-08	Editing	50	
JOU BA-09	Introduction to Audio Visual Media I	50	
JOU BA-10	Community and social justice reporting	50	
JOU BA-11	SERVICE PAPER - Media Writing Skills	50	
SEMESTER III			
	CORE PAPER		
JOU BA-12	Indian Constitution & Democracy	50	200 Marks for four practicals
JOU BA-13	Photo Journalism	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-14	Reporting II	50	
JOU BA-15	Introduction to Audio Visual Media II	50	

JOU BA-16	Social Economic Development	50	
SEMESTER IV			
	CORE PAPER		
JOU BA-17	Basics of Advertisement	50	200 Marks for four practicals
JOU BA-18	Media Management	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-19	New Media & Web Journalism	50	
JOU BA-20	Translation Technique & Media Review	50	
JOU BA-21	Design & Graphics	50	
SEMESTER V			
	CORE PAPER		
JOU BA-22	Film & Entertainment Journalism	50	200 Marks for four practicals
JOU BA-23	Reporting III	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-24	Media Law	50	
JOU BA-25	Public Relation & Corporate Communication	50	
JOU BA-26	Development communication	50	
SEMESTER VI			
	CORE PAPER		
JOU BA-27	Feature & Article Writing	50	200 Marks for four practicals
JOU BA-28	Governance & International Relation	50	
	ELECTIVE PAPER (SELECT ANY 2)		
JOU BA-29	Environmental Communication	50	
JOU BA-30	Internship	50	
JOU BA-31	Business journalism	50	

Total Marks – Theory – 1200 + Practical – 1200 = 2400

B. A. Mass Communication and Journalism

B. A. (MCJ) First Year

SEMESTER – 1

Paper – JOU BA – 01 : Introduction to Mass Communication

Unit 1:

- Definition and origin of Communication
- Nature, scope and Functions of Communication
- Importance and Necessity of Communication
- Communication Process

Unit 2 :

- Types of Communication -Verbal and non verbal, Intra personal and Interpersonal Communication
- Group and Mass Communication and Folk Communication

Unit 3 :

- Early Communication system of India
- Development of media
- Types of media used for mass communication

Unit 4 :

- Early efforts in printing
- Books as a medium of mass communication
- Development of printing press in global scenario
- Early efforts to publish news papers in different parts of India

Unit 5 :

- Role of Media in National Development
- Role of Media in Education, political, Economic system

Reference book

१. संवादविश्व, सुषमा दातार
२. संवादशा. I, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे
३. जनसंवाद सिद्धांत, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद
4. Mass Communication in India, Keval Kumar, Jaico Publication, Pune
5. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Turst, New Delhi.
6. Introduction to Mass Communcation, Emery E. Ault, P. H. Agee.
7. Process and Effect of Mass Communication, Shram.

Paper – JOU BA – 02 : Print Media I

Unit 1:

- Definition and concept of Journalism
- Nature, scope and Functions of Journalism
- Press for society and Government

Unit 2 :

- History of Indian Press– Introduction of Bengal Gazette and other contemporary news papers, Role of Rajaram Mohan Ray in social activism with press,
- Role of Press in Indian freedom Movement - Contribution of Tilak, Mahatma Gandhi and Phule in Indian Press, Importance of Dalit Press and Dr. Babasaheb Ambedkar's contribution in Indian Journalism.

Unit 3 :

- History and Development of Marathi Press
- Contribution of Balshastri Jambhekar, Agarkar and other regional editors in Maharashtra
- Role of Marathi press in National reconstruction & Social change

Unit 4 :

- Definition, role & necessity of news agencies
- Introduction to different news agencies working in country and on international level
- Working of News Agencies

Unit 5 :

- Introduction to magazines
- Brief history & development of magazines as media
- Different types of magazines with their features and characteristics like women, Political, Health, economic and children magazines

Reference book

१. माहिती तंत्रज्ञान आणि प्रसार माध्यमे, डॉ. वि.ल.धारुरकर,
३. मराठी वृत्तपत्रसृष्टीचे अंतरंग, प्रसन्नकुमार अकलूजकर, श्रीविद्या प्रकाशन
४. माध्यम, प्रकाश कुलकर्णी
५. मराठी पत्रकारिता, ए.व्ही. देशपांडे, सुखदा सौरभ प्रकाशन, पाटण
६. मराठी वृत्तपत्रांचा इतिहास, रा.क. लेले, कॉन्टीनेंटल प्रकाशन
7. History of Indian Journalism, J Natrajan, Publication Devison, Ministry of I&B
8. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008
9. Journalism in India, Rangswami Parthsarthy, Sterling Publication, 1991

Paper – JOU BA – 03 : Reporting I

Unit 1:

- Definition and concept of News
- Different elements of news and News values
- Sources of news
- 5W and 1H theory
- Principles of reporting

Unit 2 :

- Writing skills required for news item
- Types of news structure
- Headlines and its types
- Lead & its types
- Body of news
- Proof reading

Unit 3 :

- Technique of rewriting news received from Agencies and reporters
- Qualities of a good reporter
- Pitfalls and problems in reporting
- Embargo

Unit 4 :

- Stylebook used in Print Media
- Types of reporting and their characteristics – Crime, Court, Society, Education, Culture, Sports, Politics, Commerce, Business, Entertainment etc.

Unit 5 :

- Use of computer in news writing
- Introduction to E - news paper
- Writing for e - news paper

Reference book

१. बातमीदारी, सुनील माळी, राजहंस प्रकाशन, पुणे.
२. वार्तासंकलन, चंद्रकांत ताम्हणे, पॉप्युलर प्रकाशन
३. वृत्तलेखन, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद
4. The Mass Media Reporting, Writing, Editing, Rivers-Harper and Row.
5. Interpretative Reporting, MacDougall, MacMillan

Paper – JOU BA – 04 : Basics of Computer Application for Mass Media

Unit 1:

- Introduction to computers
- History and generation of computers
- Types of computers
- Hardware and software of computer – Input & output devices, Motherboard, processor, OS and types of OS
- Desktop operations, arrangement of files and folders

Unit 2 :

- MS Office and its application – Word, excel, power point
- Commands, working with text, graphs and charts, page setup
- Printing and formation technique
- Graphic and Drawings

Unit 3 :

- Introduction to Internet system
- LAN, MAN, WAN, domain names, internet protocol
- Search engine, web browsing, emails, portals

Unit 4 :

- CorelDraw, working with objects, outlining, clips and symbols, text creation and alignment, conversions, use of colours in publishing concepts
- Introduction to Page maker and In design, information of tools, page layout, handling images
- Introduction to Photoshop, introduction to tools and menu, details of Image, brightness & contrast, different filters, use of colors

Unit 5 :

- Concept of Multimedia
- Digital technology - types of signals, optical fibers, satellite communication

Reference book

1. Fundamentals of Computers 1st Edition 1st Edition, Deborah Morley, CENEAGE LEARNING INDIA PVT LTD
2. Email in A nut Shell, Alex Leon, Leon TECHWorld, Chennai
3. Internet Journalism in India, Om Gupta & Ajay S. Jasra, Kanishka Publishers, distributors, New Delhi
4. Computer & Languages, Poonam Yadav, Discovery publication, New Delhi

Paper – JOU BA – 05 : Printing Technology

Unit -I

- History of Press, Use & its role in print media,

Unit -II

- Colour scanning, colour separation. colour correction,
- Colour positive, colour negative, reparation of bromides, artpuls

Unit-III

- Pre-press, concept, page making, magazine, lay-out,
- pagination, pasting, proof, plate making

Unit-IV

- Printing methods, letterpress, cylinder, rotary, gravure, screen, offset
- Types of papers, magazines lay-out, pagination, designing and printing of cover pages
- safety measures in printing press.

Unit -V

- Digital printing, colour printing, current trends in colour printing.

Reference book

१. मुद्रणतंत्रज्ञान, महाराष्ट्र मुद्रण परिषद
2. The Complete Book on Printing Technology, Edited by A. K. Gupta, Asia Pasific Business Press, New Delhi.
3. Printing Technology, J. Michael Adems & Penny Anndolm, Delmark 2001
4. Handbook of Offset Printing Technology, Eirei Publication.
5. Screen Printing Technology Handbook, A. K. Gupta, Asian Pasific Business Press, New Delhi.
6. Colour Desk Top Printer Technology, Noboni Ohta, Mitchell Rosen, CRC Publication, 2006

Practical –

1. PPT presentation of Introduction to Mass Communication **20 M**
2. PPT presentation of Print Media I **20 M**
3. Writing of different 10 news item on the topic Social, Political , Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file **50 M**
4. practical exam of composing of Two news item on computer (Marathi & English One each) **20 M**
5. practical exam of composing of table in MS-word and copy pasting text in MS- Word **20 M**
6. Practical exam of preparing Charts in MS word & composing data in excel sheet **20 M**
7. Practical exam on Photoshop & Corel Draw **30 M**
8. Test **20 M**

SEMESTER 2

Paper – JOU BA – 06 : Media Language & Communication skills

Unit 1:

- Objectives of Writing (Past and present)
- Brief introduction and development of Marathi, Hindi and English language
- Importance of Devnagari script and its use in Indian languages

Unit 2 :

- Basics of language structure – Words, subject, object and verb, sentences, paragraph, punctuations
- Tenses, clauses, articles etc for Marathi, Hindi and English language
- Basic grammar essential for media writing

Unit 3 :

- Introduction to forms of writing and their unique features – Prose, Poems, letters, essays, articles, reviews, analysis

Unit 4 :

- Popular style of news paper writing for Marathi, Hindi and English language
- Co relation between Hindi and Marathi language
- Importance of Hindi as a national language and English as a international language

Unit 5 :

- Communication and behavior
- Body language, gestures & Postures
- Life skills, art of listening, speech communication, personality development & self management

Reference book

१. नवभारत भाषा विशेषांक
2. Newsman's Language, Evan, Oxford University Press.
3. The Language of New Media, Leve Manovan, MIT, 2001
4. The Language of New Media, Allan Bell, Blackwell Publication, 1991.
5. The age of soft skills, Gopalswami, Pearson Education India, 2010
6. Fundamentals of Journalism, Spencer, McGrew Hill.
७. संवाद कौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण मुक्त विद्यापीठ, २००१
८. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे

Paper – JOU BA – 07 : Print Media II

Unit 1:

- Brief history and development of print media after independence in India and Maharashtra

Unit 2 :

- Freedom of Press – responsibilities and criticism
- Press as a fourth estate in democracy, the role of print media in molding public opinion
- Relationship of print media with other media

Unit 3 :

- Political communication in print media, elections and the press, current trends regarding paid news and its critical analysis

Unit 4 :

- Press council of India- its working and functions
- Major recommendations of Press commission I and II
- Prasar Bharti, Right to Information Act

Unit 5 :

- New trends in Print Media
- Press in 21st century and neo journalism
- Public service journalism in new world, social and economic reporting after globalization
- Changes in society and mass media
- Elite and rural press, Bridging urban and rural gap

Reference book

१. संपादकाचे जीवनविश्व, द्वा. भ कर्णिक, किल्लोस्कर माहीती
२. पत्रकारितेची मूलतत्त्वे, प्रभाकर पाध्ये
3. News Editing, Wesley Bruce, Houghton Mifflin
4. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.
5. Modern Newspaper Editing & Production, F. W. Hodgson Oxford.
6. History of Indian Journalism, J Natrajan, Publication Division, Ministry of I&B
7. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008

Paper – JOU BA – 08: Editing

Unit 1:

- Definition, Concept and Principles of Editing
- Process of editing – purpose, symbols, tools, lead, body, paragraphing and proof reading
- Elements, values and needs of editing

Unit 2 :

- News room, editorial organization, role and functions of editor
- Role of sub editor, news editor etc
- Guidelines and motivation to reporters from editor
- Handling publicity materials received from state publicity department & PIB and other sources

Unit 3 :

- Planning a page, page makeup
- Types of page layout, balancing the page
- Editing of specialized pages – Feature, regional, editorial, women and entertainment pages etc

Unit 4 :

- Reference library of news paper
- Stylebook, signs of editing and proof reading
- Translation and general knowledge

Unit 5 :

- Pagination on computers
- principles of photo editing
- Graphics and design, new trends in news paper layout

Reference book

१. संपादन कला व शात्र, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद.
२. संपादकाचे जीवनस्वप्न, द्वा. भ. कर्णिक
3. The Art of Editing, Baskett & Brooks, Macmillan, Newyork.
4. Editing in Electronic Era, Gibson, Prentice Hall.
5. Modern Newspaper Editing, Genegilmore, Iowa University Press 1990
6. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.
7. Modern Newspaper Editing & Production, F. W. Hodgson Oxford.
8. Editing in Electronic Era, Gibson, Prentice Hall.

Paper – JOU BA – 9: Introduction to Audio Visual Media I

Unit 1:

- Brief history of Radio – World radio and its important role in world war 2 as propaganda technique
- Brief history of Indian radio and Aakashwani and FM
- Brief history of Television – World television, Introduction of Indian Television
- Doordarshan and its importance in Indian development

Unit 2 :

- Characteristics of Radio as a media
- Technicalities of Radio production – Types of waves, specialty of FM transmission
- Types of microphones and editing software

Unit 3 :

- Developing language skill for Radio
- Voice culture, Voice modulations and its importance
- Introduction to Audio Studio – working structure and equipments

Unit 4 :

- Different types of Radio Programme
- Radio news- writing news script, Radio bulletin structure
- Radio Interview and its structure
- Script writing for Radio Talk and Discussion

Unit 5 :

- Concept of Radio Production, different steps of production
- Voice recording and use of different software
- Grammar of Sound designing

Reference book

१. रेडीओ और दूरदर्शन पत्रकारिता, हरिमोहन, विश्वविद्यालय प्रकाशन, वाराणसी.
२. नई पत्रकारिता और समाचार लेखन, सविता चड्ढा, विश्वविद्यालय प्रकाशन, वाराणसी.
3. मराठी नभोवाणी पत्रकारिता, पुरुषोत्तम कोरडे, श्रीविद्या प्रकाशन, पुणे
४. This is All India Radio, U. L. Baruah, Publication Department, I & B Ministry, New Delhi
4. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Turst, New Delhi.
5. Editing in Electronic Era, Gibson, Prntice Hall.
5. Broadcasting in India, P. C. Chatterji, Sage Publication, London.

Paper – JOU BA – 10: Community and Social Justice Reporting

Unit -I

- Importance of human rights and social justice reporting
- The present status of community and social news in India

Unit -II

- Social justice reporting and strengthening of Indian democracy
- Historical perspective and feature challenges

Unit -III

- Philosophy of social justice, its origin and development, from Raja Rammohan Roy, Mahatma Phule to Dr. B. R. Ambedkar
- The role of social reformation press in India.

Unit -IV

- Reporting problems of women and weaker section and down trodden in Indian Press
- Research and social reporting.

Unit -V

- Critical study of news, features and editorials, media and social justice coverage
- The role of radio & Television in social justice reporting.

Reference Books

१. मरठी पत्रकारिता, ए. बी. देशपांडे, सुखदा सौरभ प्रकाशन, सातारा, 2004
२. पत्रकारितेची मुलतत्त्वे, सुधाकर पवार, कॉन्सि.नें.ल प्रकाशन, पुणे 2006
3. Social Justice & Politics of Community, Chritane Evringhan, Ashgate Publication, London, 2003
4. Conversation on Community Theory, Gorge S. Wood, John C. Judik is Purdu University Press 2002
5. Community Development : Theory & Practices, Graycring Kith Popple & Maeshow Spokesman Russel House, Notingham UK, 2008
6. Making Spaces For Community Development, Mychael Pitchford & Paul Hendarson, Poly Press, 2006

Paper – JOU BA – 11: Service paper : Media Writing Skills

Unit -I

- Writing as craft, art and skill
- Fundamentals of writing for media
- Target audience, Feature writing.

Unit -II

- Writing for specialized readers
- Market and readership

Unit -III

- Various media's requirements and writing styles
- Development of style

Unit -IV

- Niche journalism. Magazines, journals writing
- Column writing

Unit -V

- Freelance writing
- Blogs, Websites

Reference Books

१. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे
२. फीचर रायिंग, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे
३. पत्रकारिता: विचार व व्यवहार, डॉ. सुधीर गव्हाणे
4. Fundamentals of Journalism, Spencer, McGraw Hill.
5. The Complete Reporter, Johnson, Harris, McMillan.

Practical –

- | | |
|---|------|
| 1. PPT presentation on Print Media II | 20 M |
| 2. PPT presentation on Media language & Communication skills | 20 M |
| 3. Publication of one lab journals by a each student | 40 M |
| 4. Writing and recording radio news bulletin (10 min) and submission of CD | 30 M |
| 5. Writing and recording of a radio interview (10 min) and submission of CD | 30 M |
| 6. Practical exam of Page layout and design of newspaper on computer | 40 M |
| 7. Test | 20 M |

B. A. (MCJ) Second Year

SEMESTER 3

Paper – JOU BA – 12 : Indian Constitution & Democracy

Unit 1:

- History & making of constitution
- Salient features of Indian Constitution
- Preamble, fundamental rights & duties
- Freedom of press in Indian constitution

Unit 2 :

- Structure and working of – Lok Sabha and Rajya Sabha
- Structure and working of - State legislature and legislative assembly
- Structure of cabinet and ministries and their judiciary powers & functions
- The President and his judiciary powers
- The Prime minister and his judiciary powers

Unit 3 :

- Media Freedom and Democracy, Role of Media in Democracy,
- Different Political Parties and their structure and types, Election & Media
- Public Opinion & Media, People's participation & Media,

Unit 4 :

- Democratic Values and Media,
- Democracy and press freedom interdependency

Unit 5 :

- Introduction to Emergency powers
- Types of emergencies
- Impact of emergencies on society

Reference book

१. भारतीय राजकीय व्यवस्था, घांगरेकर, कवठाळकर, डा. सन्स.
२. भारतीय राज्यघटना, वि. मा. बाचल, के सागर पब्लिकेशन, पुणे
३. राज्यघ. नेचे अर्धशतक, न्या. नरेंद्र चपळगावकर, मौज प्रकाशन, मुंबई २००२
४. भारतीय राज्यघ. ना व राजकीय व्यवहार, डॉ. वि. मा. बामल, के. सागर पब्लिकेशन, पुणे २००२
5. Indian Constitution, Durga Dass Basu, Wadhva Publication, Nagpur, 2001

Paper – JOU BA – 13 : Photo Journalism

Unit 1:

- What is photo Journalism, necessity and significance
- Photography – Elements & Principle, and visual language
- Composition of photography – subject & lighting

Unit 2 :

- Photographic equipments
- Types of Cameras & their structure & functions
- Types of lenses
- Accessories

Unit 3 :

- Selection of subject for photography
- Different shots
- Technicalities of photography – Sensor, Shutter speed, Aperture, Sensitivity, focus
- Photo editing – Adjusting brightness, colour, frame etc

Unit 4 :

- Different types of Photographs – hard & soft etc
- Procedures pictures
- News values for photo picture
- Photo essays & photo features
- Caption and placement of photographs

Unit 5 :

- Essential qualities for photo journalism
- Impact of new technology on photo journalism
- Internet photo services

Reference book

१. पत्रकारिता वृत्तकोश, रमेश जैन, मॅशन पिब्लिशिंग हाऊस, नवी दिल्ली, २०००.
2. Photo Journalism-An Introduction, Freds Parrish, Wordsworth,2002
3. Photo Journalism, Kenvets Kobre & Bestybrill, Guf Professional Publisher, 2004.
4. Guide to Photo Journalism, Brian Horton, McGrow Hill, 2001
5. Photo Journalism, Franke P. Hoy, Prentice Hall, 1980.
6. Photo Journalism : Basics & History, Harris G. Smith & John Robaton, Upper Rver Publication, 1994.

Paper – JOU BA – 14 : Reporting II

Unit 1:

- Introduction to civic and rural journalism
- Society, Governance & Citizen
- The role of new civic journalism as a form of public service journalism

Unit 2 :

- Different types of civic reporting – Social, cultural, political, sanitation, law & order, environmental issues
- The reporting of social work, its coverage and its importance in news paper

Unit 3 :

- Rural Sector & new subject of reporting – Water, energy crisis
- Reporting women's and weaker section problem in rural areas
- Issues of crime and violence in rural areas
- Socio and economic benefits of civic and rural journalism

Unit 4 :

- Introduction to agriculture journalism
- Role of agriculture in India's economic development
- Factors influencing productivity in agriculture – Green revolution, white revolution
- Pattern of ownership, Prices and availability of finance

Unit 5 :

- NGOs and Non profit organizations
- Reporting success stories of NGO's, farmers
- Case study of a village such as Hiwre Bazar or Ralegansiddhi

Reference Books

१. ग्रामीण पत्रकारिता, डॉ. सुधीर गव्हाणे, प्रचार प्रकाशन, कोल्हापूर, १९९०
२. ग्रामीण क्षेत्र की पत्रकारिता, डॉ. रेणुका नायर, विश्वविद्यालय प्रकाशन, बनारस.
3. Press in Developing Countries, Loyed Ssimrland Amiiun & Sons, New Delhi, 1985
4. Rural Reporting in Indian, Ramchandra Murty.
5. Vidura Special Number on Rural Newspaper 1985
6. Indian Agriculture is an Open Economy, Ashok Gulati, Oxford University Press, 1999.

Paper – JOU BA – 15 : Introduction to Audio Visual Media II

Unit 1:

- Brief history of Television – World television, Introduction of Indian Television
- Doordarshan and its importance in Indian development
- Cable and Satellite Television
- Characteristics of Television as a medium

Unit 2 :

- Different types of TV programmes – Fiction & Non fiction
- Fiction Programme – Daily soap, sitcom, films, telefilms
- Non fiction programmes – News, Documentaries, Discussion, Interviews, Reality Shows

Unit 3 :

- Television News Bulletin structure, Different departments and work flow of television news
- Language used for TV news script,
- Script writing for documentaries, discussion and interview programmes

Unit 4 :

- What is story and screenplay, difference between story and screenplay, screenplay structure
- Concept of Shot, Scene, sequence, step outline, dialogues and script
- Different types of shots, Concept of Story board, shot division
- Changing scenario of Indian television serials, and sitcoms

Unit 5 :

- Concept of Television production, process of production
- Crew required for TV production, responsibilities of crew members
- Concept of lighting and types of lighting
- TV studio floor planning, cues and commands

Reference Books

1. Broadcasting in India, P. C. Chatterji, Sage Publication, London.
2. टेलिक्वीजन लेखन, असगर वजाहत, राधाकृष्ण प्रकाशन, दिल्ली २००१
3. टेलिक्वीजन की कहानी, डॉ श्याम कश्यप, मुकेश कुमार, राजकमल प्रकाशन, दिल्ली
4. टेलिक्वीजन आणि प्रसार माध्यमे, डॉ केशव साङ्ग्ये, प्रतीक प्रकाशन
5. Contemporary Television, French Richards, SAGE Publication
6. Encyclopedia of Broadcasting TV & Radio, P. C. Sharma, Anmol Prakashan, 2005

Paper – JOU BA – 16 : Social Economic Development

Unit-I

- Economic development: concept and general perspective,
- common characteristics of underdevelopment: India as a developing economy and its international standing, Developing countries & their problems.

Unit-II

- Strategies of development; balanced vs unbalanced growth strategy; wage goods strategy; basic-needs strategy; heavy import substitution strategy; export led growth strategy
- Developmental issues of backward regions of Maharashtra/world /India, Issue of Economic Recession & globalization

Unit-III

- Capital accumulation as a factor in economic growth;
- Role of education in economic development population and economic development (the two-way relationship).

Unit-IV

- Aspects of human development, education, poverty and inequality of income distribution (with special reference to India);
- Problems associated with these and approach towards their solution.

Unit-V

- Changes in the sectoral distribution of national income, per capita income and labour force since independence
- Assessment of the Indian developing countries growth experience with respect to these

Reference Books

१. समाजाचे अर्थशा.।, संतोष दास्ताने, ब्लॅक अँड सन्स, मुंबई, १९८१
२. सामाजिक विकासाचे प्रश्न व धोरण, डॉ. शरदचंद्र गोखले, व्हिनस प्रकाशन, पुणे, १९८९.
३. गाडगीळ लेखसंग्रह, खाड-१, २, सुलभा ब्रह्मे, गोखले अर्थशा.। संस्था, पुणे १९७३
4. Development Economics , Water Elkan] Pengin Books Londa, 1973
5. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
6. India's Second Revolution, The Dimension of Development, Lawrance A, McGrow Hill, Newyrok

Practical -

1. PPT presentation on Indian Constitution & democracy **20 M**
2. Making of photo feature on given subject & submission of file **30 M**
3. Writing of different 10 news item on the topic Social, Political , Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file **50 M**
4. Video news bulletin of 10 minutes and submission of CD **40 M**
5. Video documentary of 5 minutes and submission of CD **40 M**
6. Test **20 M**

SEMESTER 4

Paper – JOU BA – 17 : Basics of Advertising

Unit 1:

- Definition & concept of Advertising
- History & Development of Advertising in global as well as in Indian scenario
- Socio economical benefits of Advertising

Unit 2 :

- Types of Advertising
- Consumer Advertising – Industrial, Retail, National, Trade, Professional, Social
- Various types of advertising media
- Advertising appeals and buying motives, Advertising strategy, advertising spiral, market segmentation, target audience
- Brand, Brand Image, Importance of Brand

Unit 3 :

- Different department in ad agency
- What is visualization, Art direction
- Elements of Copy writing
- Lay out , Aesthetics of lay out, Use of Colour in advertisement
- copy writing for print, copy writing for radio & TV media, difference between print and electronic media advertisement

Unit 4 :

- Advertising Research and its types and importance
- Advertising Campaign,
- Concept and process of media planning
- Different feedback techniques for advertising

Unit 5 :

- Advertising Agencies – structure & functions, and its importance
- Advertising standards council of India and DAVP
- Advertising ethics, Laws and regulation over advertising, New trends in advertising

Reference Books

१. जाहिरात पासष्टावी कला, उपेंद्र धारवाडकर
2. Chunawalla S. A., Foundations of Advertising Theory & Practice, Himalaya Publication, Bombay, 1985.
3. Frank Jefkings, Advertising, Rupa & Co. Heinemann London.
4. Rathor B. S., Advertising Management, Sterling Publication, Delhi.
5. Mathur Navin, Press Advertising, Himalaya Publication, New Delhi, 1987.
6. Malviya Subhash, Advertising Management, Adyan Publication, New Delhi, 2007.
7. Banerjee Subrata, Advertising as a Career, National Book Trust, New Delhi.

Paper – JOU BA – 18 : Media Management

Unit 1:

- What is media management – definition, functions, principles & its importance
- Media as an industry and profession
- Importance of management in media.

Unit 2 :

- Ownership patterns in media – Sole proprietorship, partnership, private limited companies, public limited companies, trust, cooperatives, religious institutions, franchises
- Types of news paper management in India – Individual owned or party owned, Family business, joint stock company
-

Unit 3 :

- Media Functioning – planning and execution
- Organizational structure of different departments in media house
- Circulation problems and strategies, sales promotion
- Economics of Print and electronic media

Unit 4 :

- Characteristic of different media
- Media marketing techniques
- Advertisement collection and corporate strategies
- Space and time selling

Unit 5 :

- Use of research in media management
- Use of feedback in media management
- Readership management system
- ABC, NRS, DAVP, INS, RNI
- Recommendation of Press commissions on Indian news paper management

Reference Books

1. Ruckerr L. W. & Williams, News Paper Organization & management, Iowa university press 1961
2. Media & communication Management, C. S. Raydu, Himalaya Publication House
3. A text book of Media Management, Mukul Sahay, Wisdom Press, Delhi, 2011
4. Media Management, K. P. Yadav, Adhyayan, Delhi, 2006
5. भोवडे अनंत, समाचार पत्र व्यवस्थापन, म प्र हिंदी प्रचार सभा भोपाल
6. जैन सुकुमार समाचार पत्र व्यवस्थापन संग्रहण और प्रबंधन

Paper – JOU BA – 19 : New Media & Web Journalism

Unit 1:

- Definition and Concept of new Media
- Characteristics and of New Media
- New Media as a medium of Communication
- Websites of major National/Regional/local Newspapers, Magazines and Channels

Unit 2 :

- Definition and Characteristics of Online-Journalism
- Blogs, Blog sphere, Video Blogging
- Features of Online Journalism – Hypertext, Multimedia
- Characteristics of web news papers
- Preparation of web editions
- Designing web news papers

Unit 3 :

- Language and Style of Online Journalism, Writing for the Web
- Dos and Don'ts of Internet Reporting
- Editing Requirements – Content, Layout, Clarity, Style and Conciseness
- Role of web editor, web master and web designer
- Web page designing and advertise on web page

Unit 4 :

- Feedback & read's participation on web page
- Future & impact of new media on various media
- Impact of new media on society and culture

Unit 5 :

- Ethical issues in Online Journalism
- Copyright and Libel
- Cyber Laws, Introduction to IT Act 2000

Reference Books

१. ई-जर्नालिझम, अर्जुन तिवारी, विश्वविद्यालय प्रकाशन, वाराणशी
२. इंटरनेट पत्रकारिता, सुरेश कुमार, विश्वविद्यालय प्रकाशन, वाराणशी
3. Internet Journalism in India, Om Gupta, Vishvidyalaya Prakashan, Varanasi.
4. Information Technology in Journalism, Om Gupta
5. Social Media & Networking, Prashant Mathur, Kanishka Publication, New Delhi
6. New Media & its language, Malti Mehta & S. R. Sharma, Sarup Book Publication, Delhi
7. Encyclopedia of Communication.

Paper – JOU BA – 20 : Translation Techniques & Media Review

Unit 1:

- Difference between review and criticism
- Different elements of review writing
- Formats of review in news paper
- Single book review and bunch of different review

Unit 2 :

- Translation as a technique
- Use of proper words and meanings – touching the core content
- Translation of news from agencies & reporters
- Translation of creative literature

Unit 3 :

- Shaping, brightening and tightening the copy
- Translation of complete news
- Translation of features and articles

Unit 4 :

- Translating and writing for target group and audience
- Translation for information and public relation service
- Translation for scientific writing

Unit 5 :

- Media Reviews of fiction and non fiction – Documentaries, TV serials, Reality shows music, dance, drama and folk performances,

Reference Books

१. भाषांतरमाला, तर्खडकर
२. वृत्तपत्रविद्या, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
३. नभोवाणी, भालचंद्र जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक.
४. भाषांतर, भालचंद्र जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक
५. संपादन विज्ञान, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी.

Paper – JOU BA – 21 : Design & Graphics

Unit -I

- Introduction to computers, types of computers
- Introduction to hardware and software for media.

Unit -II

- Elements of design and graphics, visualization, convergence and divergence
- conceptualization, functions and significance,
- Fundamentals of creativity in are-logic-style-value-tools of artillustrations- graphs.

Unit-III

- Basic elements and principles of graphics, design lay-out and production,
- Typeface families -kinds-principles of good typography, spacing, measurements, point system.

Unit –IV

- Type composition-manual -mechanical -lino-mono-photo, DTP, use of computer software,
- Character generation, use of multimedia.

Unit-V

- Page make-up,
- Lay-out & design

Reference Books

१. वृत्तपत्रविद्या, प्रसन्नकुमार अकलूजकर, श्रीविद्या प्रकाशन, पुणे, २०००
2. Design and Graphics, Peter Koenig, Prentice Hall, 2011
3. Modern Newspaper Design, Edmand Arnold, Harper & Raw, 1969
4. Desining the Toral Newspaper, Edmand Arnold, Harper & Raw, USA, Newyork 1981.

Practical -

- | | |
|--|-------------|
| 1. PPT presentation on Media Management | 20 M |
| 2. downloading of information on given subjects & preparation of blog | 30 M |
| 3. Clipping file of advertisement with review articles and submission for file | 30 M |
| 4. Preparation of Print & Radio advertise and submission of file & CD | 30 M |
| 5. Practical exam of advertisement | 20 M |
| 6. practical exam of creating e-newspaper / Blog | 30 M |
| 7. practical exam of translation | 20 M |
| 8. Test | 20 M |

B. A. (MCJ) Third Year

SEMESTER 5

Paper – JOU BA – 22 : Film & Entertainment Journalism

Unit 1:

- Innovation of Photography and Film Camera
- Experiment of Lumier brothers and others for film making
- A short history of world Cinema
- Introduction of Films to India before 1913

Unit 2 :

- History of Indian silent films- important work of Dadasaheb Falke
- Start of Indian Talkie films, Regional films, Studio System
- Golden era of Indian Cinema – Important work of Bimal Roy, Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Guru Datt, Raj Kapoor and V. Shantaram
- Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu
- Introduction to Marathi Films

Unit 3 :

- Different departments of Film Making and their responsibilities
- Process of pre production, production and post production in film making
- Film business and flow of money
- Film promotion

Unit 4 :

- Understanding language of Cinema – interpretation of visual language
- Film Review Writing & its structure
- Star system, gossips, parties and business news for media
- Relation of films and other media

Unit 5 :

- Other forms of entertainment – Dance, Drama, Television, Folk culture
- Reporting and Arranging entertainment for news readers
- Relation of Human Being and Entertainment

Reference Books

1. Indian Film , Brnoun e Krishnmurty,OVP, New Delhi, 1980
2. Garm J & Linton J., Movies as Mass Communication, Sage Publication, London, 1989
3. How Films are made, K. A. Abbas, National Book Turst, New Delhi, 1977.
4. Inida Cinema Today, Sarkar Kabita, Steerling Publication, New Delhi, 1975
5. Enc. of Indian Cinema, Asis Rgadhaykrla Paul, Willemen British Film Institute, London, 1999.

६. लोकराज्य, मराठी चित्रपट. विशेषांक
७. तुम्हे याद होगा, हिंदी चित्रपटाचा इतिहास १९३१-२००८, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
८. रसिक बलमा, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
९. सत्यजित रॉय, विषय चलचित्र, साकेत प्रकाशन, औरंगाबाद. १९९०
१०. सिनेमासंस्कृती, सुधीर नांदगावकर, एशियन फिल्म फाऊंडेशन, मुंबई

Paper – JOU BA – 23 : Reporting III

Unit 1:

- The concept, definition, nature and scope of sports journalism
- Types of sports reporting
- Tools and techniques of sports reporting – sports news, Feature & stories, special columns or articles, photo features
- New commercial approach in sports journalism after globalization

Unit 2 :

- What is culture a brief introduction of Indian culture
- Cultural Reporting – Reporting of religious customs, Festivals, food culture, costume culture, folk culture
- What is intercultural communication, importance of media in intercultural communication
- New look for cultural broadcasting

Unit 3 :

- Definition and concept of investigative journalism
- Short history of investigative reporting in World and India
- Stages of investigative reporting, concept of sting operation
- Laws and Ethics of investigative journalism

Unit 4 :

- Definition & concept of interpretative reporting
- Method style and angles of writing interpretative writing
- Consequences of interpretative & investigative reporting – Threats, Rights, freedom & interests

Unit 5 :

- Electronic Media and sports reporting
- Use of new media for sports, cultural, investigative & interpretative reporting
- Importance of investigative & interpretative reporting in modern world

Reference Books

१. आल्मिपीक खेल, अमरिश कुमार, खेल साहित्य केंद्र, नई दिल्ली.
२. क्रीडा पत्रकारिता, हेमंत जोगदेव, श्रीविद्या प्रकाशन, पुणे २००२

3. Sports & Recreation , Frank W. Hoffmann, William Bailey, Harrington Park Press, Newyork.
4. Media & Sports Journalism, T. Rajshekhar
5. Sports Laws, Adan Epstein, Delmar Learning, Canada 2003
6. Sports Journalism, Srinivas Rao, KSK New Delhi, 2009.
७. खोजी पत्रकारिता, विश्वविद्यालय प्रकाशन, वाराणसी.
8. Interpretative Reporting, Curtis Daniel, Macdougale Robert, Delawaseid, McMillan 1987.
9. Investigative Reporting, Sanjeeva Suri, Axis Publication, New Delhi, 2010
10. The Journal of Outrage : Investigative Reporting, David Protes & Others, The Gillford Press, Newyork, 1991.
11. Intestigate Reporting, David Park., Buherworth Heineman Hune, Oxford, 1999.
12. Investigative Reporting, David Adnerson & Peter Benjaminson, 1976

Paper – JOU BA – 24 : Media Law

Unit 1:

- Significance of media law
- Difference between law and ethics
- Evolution of press laws in British period
- Struggle of independence & evolution of freedom of press

Unit 2 :

- Registration of news paper & book act 1867
- Working journalist act 1955
- Copy right act 1957
- Press council act 1978

Unit 3 :

- Law of defamation
- Contempt of court
- Intellectual property right & its application in various field

Unit 4 :

- Criminal procedure, IPC
- Right to information
- Cyber laws in India

Unit 5 :

- Laws regarding FDI in Media
- Code of conduct for journalists
- Invasion of privacy and vulgarity
- Issues of ethics in media

Reference Books

१. वृत्तपत्रे व कायदा, वैजयंती जोशी
२. प्रेस विधी, डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी.
३. प्रेस कानून और पत्रकारिता, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी.
४. भारत में प्रेस कानून और पत्रकारिता, गंगाप्रसाद ठाकूर, विश्वविद्यालय प्रकाशन, वाराणसी.
5. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
6. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004

Paper – JOU BA – 25 : Public Relation and Corporate communication

Unit 1:

- Concept and types of Public
- Different definitions of Public Relation
- Introduction & growth of PR in India

Unit 2 :

- Different objectives and functions of PR
- Publicity, propaganda, public opinion and PR
- PR as a communication media & its importance
- Stages of PR – Planning, implementation, research, analysis, communication, evaluation (RACE Model)

Unit 3 :

- Tools of PR and their features – Print Media, Electronic Media, Outdoor media & New media
- Different techniques of print media for PR – House journal, press release, press note, handouts, leaflets, brochures etc
- PR agencies – structure and working
- PR of central government - DAVP, Field publicity, PIB & other bodies
- Ethics in PR

Unit 4 :

- The rise of MNC's and birth of Corporate communication
- Strategy in corporate communication
- The role of PR in corporate communication
- Different types of communication in corporate structure – Internal & External, Horizontal & vertical

Unit 5 :

- Planning of campaign and disaster management
- Media Relations
- Use of computer and information technology in CC

- New trends in PR and Corporate communication

Reference Books

1. Mahalanobis P., Publication Relation & Corporate Communication, Dominant Publication, New Delhi, 2005.
2. Beard Mike, Running a Public Relation Development, Crest Publication House, New Delhi.
3. Sharma Diwakar, P. R.s, Deep & Deep Publication, New Delhi.
४. पुरी सुरेश, जनसंपर्क : संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद, १९८४.
5. Corporate Communication, Joseph Fernandez, Sage Publication, New Delhi, 2004
6. Corporate Communication, Paul Argenti, McGraw Hill, Newyork, 2008
7. Corporate Communication, Joep Cornelissen, Sage Publication, London, 2004
8. Coporate PR., K. R. Balan
9. Essentials of Corporate Communication, Cess Vanriel and Charles Fornbrun, Routledge, Newyork, 2007

Paper – JOU BA – 26 : Development communication

Unit -I

- The concept of development communication, its origin and evolution
- Two different approaches of west and east. The rise of sustainable development communication

Unit -II

- Development communication and its relevance to developing countries
- Different paradigms of development communication

Unit -III

- The western model and Indian model based on Gandhi's vision - the alternative model of rural development and its relevance to Indian conditions

Unit -IV

- Participatory model, mechanistic and organic models of development for communication
- Diffusion of innovation, extension, dependency, Guardian model

Unit -V

- Creation of development messages -language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj;
- Campaigns and their evaluation –case studies in Indian context. Anna Hazare's concept of ideal village success story of Ralegaon Siddhi and Hiware Bazar

Reference Books

१. विकास संबंधी नवी क्षितीजे, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद. २०१०
2. Communication for the Development in the Thirs World, Srinivas Melkote & Leslie Steevs, Sage Publication, 2001.
3. Dvelopment Communiation, Mhomas Mcphail, Wiley Blackwell, London, 2009
4. International & Development Communication, Bellamody, Sage Publication, 2003
5. Development Communication, N. K. Jayswal.
6. Devlopment Communication, Paolo Meflopuos, World Bank Washington, 2008

Practical -

- | | |
|--|-------------|
| 1. PPT presentation on Media Law | 20 M |
| 2. Writing 4 news item each on investigative, interpretative, sports & culture & submission of file | 20 M |
| 3. Planning and production of a short film (5 min) & submission in group of 5 students with CD. | 40 M |
| 4. production of hand out and press-note, and press release for press conference, submission of file | 30 M |
| 5. Production of poster , broucher, folder | 30 M |
| 6. Visit reporting file on Akashwani, Field publicity and Govt. Information and PR Department | 20 M |
| 7. Practical exam on news writing | 20 M |
| 8. Test | 20 M |

SEMESTER 6

Paper – JOU BA – 27 : Feature & Article writing

Unit 1:

- The concept and definition of feature
- Feature as journalistic writing
- The concept and definition of article and side article & columns

Unit 2 :

- Important types of feature – Human Interest Feature, Historical Feature, Problem oriented feature, biographic feature, novelty feature, Religion, photo feature

Unit 3 :

- Stages in writing of feature – Selection of topic, field visit, interviews, recording notes
- Framing a feature in active & passive voice
- Using dialogue & interviews in between the narration
- Use of new media in features

Unit 4 :

- Language and style used for feature writing
- Different Approaches and angles of feature writing
- Study of famous feature writers in Maharashtra
- Qualities of feature writers & feature syndicate

Unit 5 :

- Language skills for article writing
- Preparation, reference work
- Different sources, Documentation of facts
- Study of Famous columnist in Maharashtra

Reference Books

१. फिचर रायिंग, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
२. मीडिया लेखन, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी.
३. मीडिया लेखन कला, सूर्यप्रसाद दीक्षित, विश्वविद्यालय प्रकाशन, वाराणसी.
4. Magazine Journalism, T. Antony Davis, Oxford University Press
5. Creative News Editing, C. Alfred, WMC Brown

Paper – JOU BA – 28 : Governance & International Relation

Unit 1:

- Concept of Governance
- Origin and development of Governance

Unit 2 :

- What is international relation
- Development of international relation between two world war
- International relation in new millennium

Unit 3 :

- Brief study of international relations – foreign policies of India, UK, USA & Russia
- United Nation and its Agencies, functions of UN
- Regional organizations such as ASEAN, SAARC, OIC, OAC

Unit 4 :

- Panchshil and non alignment - India's relationship with China, Pakistan, South Asian Countries, west Asian Countries, Africa, Europe and USA
- Indian foreign policy in new millennium

Unit 5 :

- General study of governance in state and their performance after independence
- Performance of Panchayat Raj system in India and Maharashtra
- E governance
- Right To Information

Reference Books

१. भारतीय शासन व राजकारण, डॉ. सुधाकर जोशी, विद्या बुक्स, औरंगाबाद.
२. भारतीय प्रशासनाची रूपरेषा, के. आर. बंग, विद्या बुक्त, नागपूर
३. भारताचे परराष्ट्र धोरण, डॉ. पद्माकर दुभाषी, श्रीविद्या प्रकाशन पुणे, २००६
४. आंतरराष्ट्रीय संबंध सिद्धांत व व्यवहार, बी. वाय. कुलकर्णी, अशोक नाईकवाडे, श्रीविद्या प्रकाशन, पुणे, २००४
5. Indian Govt. & Politics, S. N. Dube, Laxminarayan Agency Arga.

Paper – JOU BA – 29 : Environmental Communication

Unit 1:

- Definition & concept of Environmental Communication
- Nature & scope of environmental communication
- Brief introduction of various conferences – Stockholm, Rio de Janeiro, Copenhagen

Unit 2 :

- Issue of bio diversity
- Indian plan for protection of bio diversity
- Types of pollution
- Green house effect

Unit 3 :

- Need of environmental education – formal and informal
- Role of mass media in environmental education – print, electronic and folk

Unit 4 :

- Concept of green revolution
- Concept of green journalism
- Issue of global warming and role of media in awareness programmes

Unit 5 :

- India's 5 point programme
- Social forestry scheme
- Protection of wild life
- Developing eco friendly life style
- Use of social media in environmental education

Reference Books

१. पर्यावरण संवाद, तुकाराम दौंड, वावर प्रकाशन, लातूर २००८
2. Environmental Communication, Richard R. Jurin, Donny Roush, Jeffdantier, Springlur 2010
3. Environmental Communication & Public Share, Robert Cose, Sage, 2010
4. The Environmental Communication year Book, Stephen P. Depoe, L. E. Association , New Jersey 2006
5. Environmental Communication, Lea J. Parker, Kendallhunt Publication, 2005
6. Environmental online communication, Arno Scharl, Springer 2004.

Paper – JOU BA – 30 : Internship with project Report

During the course of degree examination every candidate should undergo an internship training of at least two months duration in renowned media houses including News papers, magazines, PR department, Akashwani, Doordarshan, Private News Channels, FM stations, advertising agency.

The candidate will have to produce a project report on the work done by him during the internship period. The candidate should have to produce a certificate by concern office and duly certified by the respective authority and principal.

This internship will start immediately after exams of 5th semester and no degree will be awarded without the satisfactory completion of Internship training.

Paper – JOU BA – 31 : Business Journalism

Unit -I

- Definition, nature, scope, business news, features and articles.
- The changing nature of business journalism in print & electronic media.

Unit -II

- History and evolution of Indian business journalism,
- Market survey and corporate business reporting.

Unit -III

- Research skills in business writing, data processing , Information technology and business coverage based on interviews.

Unit -IV

- Business features and field work, success stories, covering small, medium and big business problems.
- Writing special articles and critical review of achievements.

Unit -V

- Multinational companies and their role,
- The problem of competition and connectivity, Private and public business coverage,

- New modes and models of business writing – ethical issues, SEZ and Agro industrial change, PPP & covering new issues.

Reference Books

१. उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक
2. Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business
3. How to Exercise in Business Journalism, R. J. Vanketeshvaran.
4. Business Journalism, Mausuri
5. Business Journalism, Julien Elferibein, Horper Raw, 1960
6. Business Communiation, Urmila Roy & S. M. Roy, Himalaya Publication, 2008

Practical –

1. A project report on Environmental communication subject & its PPT presentation **50 M**
2. writing of different 10 news feature for print media on the topic Social, Political , Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file **30 M**
3. Writing of 5 articles on international topics & submission of file **30 M**
4. Survey of print media and submission of survey report (min 100 respondents) **50 M**
5. Study tour report submission **20 M**
6. Test **20 M**