

॥ उत्तरीयं कुडां ज्येता ॥

**NORTH MAHARASHTRA UNIVERSITY,
JALGAON**



Master of Mass Communication & Journalism (M.C.J.)

(Two Years Course)

SYLLABUS

(w.e.f. June 2003 - 2004)

**North Maharashtra University, Jalgaon
Post Box No.80,
Jalgaon - 425 001**

Master of Mass Communication & Journalism (M.C.J.)

(Two Years Course)

SYLLABUS

(w.e.f. June 2003 - 2004)

The two year Master's in Communication and Journalism (M.C.J.) course will come to effect from the academic year beginning in July 2003. For the academic year 2003-2004, students will be admitted to the first year. Students who have passed one year B.C.J. course prior to the introduction of the two year M.C.J. course are eligible for admission to the second year of M.C.J. course. However, they will be required to appear for an Entrance Test. The structure of the two year M.C.J. course is as follows -

North Maharashtra University, Jalgaon.

Syllabus of Master of Mass Communication & Journalism (M.C.J.)

PART - I

Paper - I

CJ 101 Principles of Mass Communication

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Models : SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

media system and theories : authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market - driven media content - effects, skyvasion, cultural integration and cultural pollution.

Issues of media monopoly - cross-media ownership; Macbride commission & other reports on communication.

Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

New Trends in Communication.

Paper II

CJ 102 Development of Media

Print

Language and society - development of language as a vehicle of communication - invention of printing press and paper - pioneer publications in Europe and USA.

Early communication systems in India - development of printing - early efforts to publish newspapers in different part of India.

Newspapers and magazines in the nineteenth century - Indian Independence movement and the press - issues of freedom, both political freedom and press freedom.

Birth of journalism : Early Anglo-Indian Newspapers Development of Bengali and Hindi newspapers, orthodox vs reformist newspapers; Social reform movement and journalism - Raja Ram Mohan Roy etc.

History of Marathi journalism : Bal Shastri Jambhekar, Lokahitawadi, Ranade, Tilak, Agarkar, N.C. Kelkar, S.M. Paranjape, Babasaheb Ambedkar, Khadiikar, Acharya Atre, Nanasaheb Parulekar etc. Some significant Marathi newspapers.

The Press in India After 1947 : Development of news agencies, changing role and nature of the press, Government newsprint policy; Emergency and the press; reports of the Press Commissions; prominent institutions and organizations connected with the press; current trends in English and language journalism in India.

An overview of press in khandesh region.

Electronics Media

Evolution and growth of electronic media : radio, television and internet. Characteristics of radio, television and internet as medium of communication - spoken, visual and multiple versions of information through links.

Films

Early efforts - film as a mass medium; historical development of Indian films - silent era - talkies - Indian cinema after Independence; parallel cinema - commercial cinema; documentaries - issues and problems of Indian cinema.

Folk media

Traditional media in India - regional diversity - content - form - character - utility - evaluation - future.

Paper III

CJ 103 Reporting and Editing

Reporting

News; definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Interviewing - kinds, purposes, technique..

Reporting - purposes, sources, styles, techniques, columns - development, criticism, reviews, feature writing, news analysis, backgrounding.

Investigative reporting, Interpretative reporting, Sustainable Developmental News Reporting. news regarding natural calamities like floods, fire, accidents, Reporting the Parliament and Legislative Council and Assembly, Zilla Parishad and Civic Body. Changing scene in reporting trends, Human interest, science technology & Agricultural, E-Business news reports.

- Political reporting
- Legislative reporting
- Diplomatic reporting
- Scoops and exclusives and specialized reporting - science, sports, economic, development, commerce, gender, and allied areas reporting for magazines.

Editing : Meaning, purposes, symbols, tools, lead, body, paragraphing.

- proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy management and organization.

- Headlines - techniques, styles, purposes, kinds of headlines. Page making on computers, layout, principles of photo editing use of graphics. Types and styles of design. New Trends in Design. The Role of artists and art-work in Modern Newspaper.
- Magazine editing, Tabloids.

Reference Library of Newspaper - Clipping and Morgue - Style book a Newspaper.

Paper IV

CJ 104 Media Law and Ethics

Media Law : Constitution of India; fundamental rights - freedom of speech and expression and their limits - directive principles of state policy, provisions of declaring emergency and their effects on media - provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Specified press laws : history of press laws in India - Contempt of Courts Act 1971 - civil and criminal law of defamation - relevant provisions of Indian Penal Code with reference of sedition, crime against women and children : laws dealing with obscenity; Official Secrets Act, 1923, vis-a-vis right to information - Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; - Cinematograph Act, 1952; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act - information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media - role of press and/or media councils and press ombudsmen in the world - Press Council of India and its broad guidelines for the press - codes suggested for the press by Press Council and Press Commissions and other national and international organizations - codes for radio, television, advertising and public relations.

Accountability and independence of media.

Paper V

CJ 105 Media Management

Principles of media management and their significance - media as an industry and profession.

Ownership patterns of mass-media in India - sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation - planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and co-ordination.

Hierarchy, functions and organisational structure of different departments - general management, finance, circulation (sales promotion - including pricing and price - war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial - Response system.

Economics of print and electronic media - management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production - production terms, control practices and procedures. Administration and programme management in media - scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies - brand promotion (space/time, circulation) - reach - promotion - market survey techniques - human resource development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Paper VI

CJ 105 Advertising and Public Relations

Advertising

Evolution and growth of advertising - definitions of advertising - relevance of advertising in the marketing mix - classification of advertising - various media for advertising - national and global advertising scene - socio-economics of advertising.

Ad agency management, various specialist department in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.)

Client related issues and the process, business development, pitching for accounts - agency - client interface : the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

Mass media laws concerning advertising - apex bodies in advertising (AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI.

Public Relations and Corporate Communication

Evolution and history of public relations - definitions of PR, PR and allied disciplines (Publicity, propaganda, public affairs, lobbying, etc.)

Symmetrical and asymmetrical theories of PR-law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, media and selective media) - PR in industry (public sector, private sector and multinational) - PR in central and state government and the functioning of various media units of the state and Union governments.

Writing for PR : internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.)

Writing for media (press release / backgrounder, press brief, rejoinders, etc.)

PART - II

Paper I

CJ 201 NewMedia Technology

Communication Technology (CT) : concept and scope

CT and IT : similarities and differences - telephony - electronic digital exchange, C-Dot - Pager, Cellular Telephone.

Internate : LAN, MAN, WAN, E-mail, Web.

Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fibre : structure, advantage and application; protocols of internet; SLIP, CSLIP, TCP/IP, PPP.

WEB PAGE, Websites, Homepages.

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resource; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a web-site.

Cyber Journalism : On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; Social, political, legal and ethical issues related IT and CT.

Paper II

CJ 202 Communication Research

Definition - elements of research - scientific approach - research and communication theories - role - function - scope and importance of communication research - basic and applied research.

Research design components - experimental, quasi-experimental, bench mark, longitudinal studies - simulation - panel studies - correlational designs.

Methods of communication research - census method, survey method, observation method - clinical studies - case studies - content analysis.

Tools of data collection : sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Media research - evaluation, feedback - feed forward - media habits - public opinion surveys - pre-election studies and exit polls.

Report writing - data analysis techniques - coding and tabulation - non-statistical methods - descriptive - historical - statistical analysis - parametric - uni-variate - bi-variate - multi-variate - tests of significance - levels of measurement - central tendency - tests of reliability and validity - SPSS and other statistical packages.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / projects / dissertations / theses. Ethical perspectives of mass media research.

Paper III

CJ 203 Development Communication

Development : meaning, concept, process and models of development - theories - approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Development communication : meaning - concept - definition - philosophy - process - theories - role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience - development communication policy - strategies and action plans - democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development : The genesis of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation - model of agricultural extension - case studies of communication support to agriculture.

Development support communication : population and family welfare - health - education and society - environment and development - problems faced in development support communication.

Development and rural extension agencies : governmental, semi-government, non-government organizations problems faced in effective communication, micro - macro - economic frame work available for actual development activities - case studies on development communication programmes.

Writing development messages for rural audience : specific requirement of media writing with special reference to radio and television.

Optional Subjects -

(Choice of any two of the following courses from CJ 204 To CJ 210. At least 10 students would have to select an Optional Course for it to be offered by the College.)

CJ 204 Print Media

Reporting :

Use of Information technology in news gathering, coverage, online news reporting, use of computer note-book & mobile instrument. Voice recognition technology and its use in news coverage. Palmtop and mobile communication sets.

i) **Feature Writing :**

Nature of a Feature - Feature angle - structure and Language of a Feature. Use of reference material and other sources - Types of Feature, Science, Regional, Labour, Education, Social, Development and Welfare etc. Planning a Feature - column and Columnist - The "Made" Feature - The colour Feature, trends in news based features, feature editors and his duties.

ii) **Photo Journalism :**

The changing of photographic communication Process of Photo Reproduction - Briefing Comeraman - Type of News Photos - Photo selection - Photo Editing - News Photos and Photo Features - Caption Writing, digital photography, photo editing on computer, internet photo services, Specialty of digital photography.

Editing :

a) Planning a page make-up Page display variety and balance - Inside Page - Feature page - The Regional and News Page - Leader Page - Society or Women's page - Education Page etc.

b) Editorial Organization and the Role of the Editor - Relationship between Proprietor, Chief Editor, Editor and News Editor.

c) Tools and Techniques of Editorial Writing - Planning Editorial Page - Editing of Special pages like arts sports and women etc. Planning and Editing of social issues supplements and colour printing.

d) Use of Processing of syndicated material - Conference with leader writers - Icons of Press -

e) Editing and Team work - Relationship between departmental Heads and other executives.

Radio

CJ 205 Radio Journalism & Production

Radio programme production process and techniques, thinking audio. Aspects of sound recording - type of microphones and their uses - field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources - news production.

Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes - format of radio programmes - studio interviews - studio discussions - phone-in programme - O.B. production of sporting and mega events.

Writing for radio : Spoken language writing - writing for programme - writing for radio commercials - illustrating copy with sound effects; news writing - structuring radio-copy; editing agency copy, reporter's copy - compiling radio news programmes; writing intro to bytes - writing headlines, teasers and promos.

Radio reporting : Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report - news capsuling and radio commentary.

Voice training - effective use of voice - enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Television

CJ 206 Television Journalism and Production

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 - cut, mix and dissolve use of cutaway - AB roll editing; digital effects and post production - planning location shoots - story board - single camera shooting - multi camera shooting - shooting and editing schedules - studio production - role of functionaries - planning studio programmes - cue's and commands - formats of TV programmes - studio interview - studio discussion - studio chat shows with audience participation - studio quiz program with audience participation - TV documentary production - corporate video production.

Writing for television : Writing to still, writing for video, reference visuals to words.

TV news writing; marking copy in production language.

Writing for television programmes - research, visualization and production script.

Television reporting : visualising 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.

Television news editing : planning, production and compilation of news programmes - writing lead-in/intro to news packages - headlines writing, teasers and promos.

Television anchoring : voice broadcast skills - enunciation, flow, modulation - facing a camera - eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

CJ 207 Advertising

Advertising tools and practice; consumer behaviour; analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.)

Consumer in economic theories, models of consumer behaviour.

Brand management : definition, concepts and evolution of brand management - component of a brand; strategy and structure - brand equity, image and personality - corporate brand.

Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of compaigns.

Media characteristics - defining media planning, media scene in India, sources of media information, media strategie, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Advertising research : scope and objective - research as a decision making tool. Market research and advertising research - types of research : target marketing research, positioning research - pre-test research, post test research, audience research, methods of analyzing research (psychographic/life style research, psycho-physiological research)

CJ 208 Public Relations

Public Relations and Communications Management - Importance of PR in organisational communication, role and contribution to management planning and decision making. The inhouse PR department, role of the senior PR Manager, PR consultancy firms.

Importance of corporate communications the corporate image, difference between image and identity, developing a corporate identity, strategies for executing corporate communications.

The PR Programme - Research inputs, Planning and Budgeting, setting objectives, defining strategies and tactics, evaluating PR efforts.

Tools of PR - Different PR media : (Print) - house journals, brochures etc. (Outdoor) - exhibitions special programmes / sponsored events (Audiovisual) film, video etc. Advertising as a PR tool

Internal and External Communications - PR in HRD management, internal PR audiences. Internal PR programmes and techniques.

External PR - Financial communications and investor relations, PR for other external audiences : community, customers, suppliers and pressure groups.

PR and Marketing - the integration demand, using corporate branding in marketing, role in product promotion.

Media Relations - Building and mainaining cordial relationships with media, cooperation, access and honesty, organising press conferences, visits and interviews, writing press releases.

PR ethics - ethical and legal issues, PR (Athens) code, PR and social responsibility.

PR in various sectors - Public sector, education, government, defence etc.

Crisis management : Anticipating the worst-crisis, planning in different situations, need for honesty and openness, limiting damage to corporate image in a crisis.

CJ 209 Magazine Journalism

1. (a) Definition and types of magazines
 - i) Weekly/Fortnightly newsmagazines. Special interest magazines, Opinion magazines, Women's and home services magazines, Children's magazines, Academic / Scholarly magazine; Metropolitan and regional magazines, Business magazines, Leisure time and entertainment magazines, Little magazines, PR magazines.
 - (b) Brief history of magazine journalism in i) U.K. ii) U.S.A. iii) india
 - (c) Magazines in Indian languages with emphasis on Marathi, English and Hindi.
 - (d) Starting a new magazines/scope of magazine publishing today.
2. (a) Edition a magazine : Magazine Formulas, Editorial objectives Balancing content, Knowing the reader, Staying a step ahead of the reader, Planning special and other issues, Creativity in editing, forecasting trends, Evaluation of manuscripts, Polishing and Shaping up manuscripts, Writing effective titles and headlines, Correction and verification, Sub-editing : marking copy, marking for type, strapline, standfrests, Byline. House style, Difference

- between daily and Sunday newspapers and magazines in i) Style, ii) Format iii) Perspective and iv) Approaches.
- (b) Magazine contents : Advice column, Backgrounders, Book-adaptations, Campaigns, Competitions, Fiction, Horoscopes, Readers letters, Quizzes, Reviews, Opinion columns.
 - (c) Editorial administration, the Editor and the Law : Libel, Obscenity & Censorship, Copyright, Invasion of Privacy.
 - (d) Magazine Production : Layout and design, Photographs and illustrations, graphics, Printing.
 - (e) Management : Advertising, sales and subscription . Single copy distribution, Readership surveys, Promotion and Public Relations.
3. (a) Magazine research : Audience research, content studies, advertising research.
- (b) Freelancing for magazines
 - (c) Writing features for magazine
 - (d) Important magazines and anatomy or recent successes : India Today, Frontline, Sunday, EPW, A&M, Filmfare, Seminar, Life, Time, Newsweek.

CJ 210 International Communication

Political, economic and cultural dimensions of international communication - communication and information as a tool of equality and exploitation - international news flow - imbalance - media growth - international, regional and internal disparities.

Impact of new communication technology on news flow - satellite communication - its historical background - status - progress - effects - information super highways - international telecommunication and regulatory organizations - UNESCO's efforts in removal imbalance in news flow - debate on new international information and Economic Order - Mc Bride Commissions report - non-aligned news agencies news pool - its working, success, failure.

Issues in international communication - democratization of information flow and media systems - professional standards; communication research - telecommunication tariffs; information - prompted cultural imperialism - criticism ; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

NORTH MAHARASHTRA UNIVERSITY

Rules and Guideline for M.C.J.

The Structure of the two years Master of Mass Communication & Journalism and the marks for each paper is as follows :

PART - I :

Sr. No.	Title	Paper No.	Max. Marks
1.	Principals of Mass Communication	CJ 101	100
2.	Development of Media	CJ 102	100
3.	Reporting & Editing	CJ 103	100
4.	Media Law & Ethics	CJ 104	100
5.	Media Management	CJ 105	100
6.	Advertising & Public Relations / Corporate Communication	CJ 106	100

ii) Basic writing Skills

Practical	100
Termwork	50

iii) Vritta Vidya 25

iv) Internship 25

Total 800

(Internship)

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations / corporate communication, or any other identified by the students and faculty jointly / individually facilities for which are easily available locally or regionally.

PART II :

i) Core Subjects :-

Sr. No.	Title	Paper No.	Theory
1.	New Media Applications	CJ 201	100
2.	Communication Research	CJ 202	100
3.	Development Communication	CJ 203	100

II) Optional Subjects :-

(A choice of any TWO of the following FIVE Optional Courses from 4 to 6.
At least 10 students would have to select an Optional Course)

Sr. No.	Optional Subjects	Paper No	Theory
4.	Print Media	CJ 204	100
5	Radio Journalism and Production	CJ 205	100
6.	Television Journalism and Production	CJ 206	100
7.	Advertising	CJ 207	100
8.	Public Relations / Corporate Communication	CJ 208	100
9.	Magazine Journalism	CJ 209	100
10	International Communication	CJ 210	100

III)	Dissertation	75		100
	Viva Voce	25		
IV)	<u>Term Work</u>			
	Seminars	50		
	Study Tour	30	(Local + Outstation)	
	Research Journal	20		100
V)	Practical	100		
	Total Marks :-			
	Core Subjects			300
	Optional Subjects			200
	Dissertation + Viva			100
	Term Work			100
	Practical			100
				<hr/>
				300
				<hr/>

Dissertation

Every student will have to do a dissertation / project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

The length of dissertation should be not less than 15,000 words with a ceiling of 25,000 words. Two copies of the dissertation will be submitted through students approved guide before commencement of the theory examination.

Note :- All rules about admission, eligibility, standard of passing, award of class, remains same.

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Master in Communication & Journalism (M.C.J.)
W.e.f. June 2003

PART - I

Basic writing skills

Practical	:	100	
Term work	:	50	(6 Tests of theory papers of 25 marks each. These marks will be scaled downed 1/3 i.e. 50 marks of final examination.)
Vrita Vidya	:	25	(Production of Lab journal 3 each)
Internship	:	25	(Minimum four weeks internship in newspaper, cable TV, radio, advertising agency, P.R. Department etc. Every student has to submit a certificate of satisfactory completion of internship from media organization.)

PART - II

iii)	Dissertation	:	75 + 25 [Viva voce] = 100	
iv)	Term work	:	50	} 100
	Seminars	:	30 (Local & Out station)	
	Study tour	:	20	
	Research	:	20	
v)	Journal	:	100	
	Practical	:	100	

PRACTICAL EXAMINATION

PART - I [Practical]

100 Marks (Break up)

- Direct practical examination of pagination of newspaper on computers front page, edit page & supplement page all in A4 size total 3 pages. Direct practical examination of DTP (Desk Top Publishing) pagination. (Time provided : 3 hours)

25 Marks
- Direct practical examination of news-gathering & news-writing for print media by giving separate news assignment to each student. Every student will be given separate news-gathering assignment & he has to cover & bring that news-story & write it down on the day of practical examination
 Time provided : Three hours

25 Marks
- Practical examination of advertisement every student has to conceive & write copy of the advertisement on a given product / subject at the time of practical examination. He/she has to write the copy of the advertisement during direct practical examination, in one hour duration.

15 Marks
- Direct examination of public relations. Every student has to write a press release, press conference note or explanation on a given subject/issue at the time of practical examination. Time given : one hour.

15 Marks

- * Media survey Report of 100 respondents on any branch of mass communication media like newspaper, radio, TV, Cable, Internet newspaper, Advertising under the supervision of the teacher.

20 Marks

Total

100 Marks

PART -II

- Desertation : 75 Marks
Viva write : 25 Marks

100 Marks

Submission before the commencement of theory examination

Term Work :

Seminars :

50 Marks

Every student has to present a seminar paper on a given topic of all theory subjects. Each seminar shall be of 10 marks. There shall be in all 5 seminars. Every student will be given maximum 15 minutes to present his/her paper.

- Study tour (Local & Out station)
Research Journal :-

30 Marks
20 Marks

Every student has to submit a research paper on any media related topic / or topic assigned by the Department / College.

Practical 100 Marks (Break up)

For Optional Print media paper :

- 1) Production of Laboratory journal for print media—every student has to produce at least 3 issues with 3 news stories on development topics. Each issue 10 marks.

30 Marks

For Optional - Electronic Media paper

- 2) Electronic news gathering practical. Every student has to conceive, plan & edit one Radio News Bulletin of 10 minutes duration in his/her own voice. submission of CD/Cassettes.

Total 30 Marks
15 for Radio bulletin
15 Video bulletin

Video News Bulletin of 15 minutes duration in his/her own news-casting-submission of CD or Cassettes.

For PR / Ad - Report on study of brand management or public relations of Government / Corporate house.

3) One content Analysis of either print or electronic media (Content analysis of the period of atleast one month

20 Marks

4) New media Practical

50 Marks

1. Searching and downloading of information;
2. Establishing e-mail address;
3. Accessing, (receiving) sending and replying e-mail;
4. Sending and forwarding e-mail to multiple recipients;
5. Chatting over internet;
6. Networking with special interest groups;
7. Designing home pages; 8. Creating electronic newspapers;
9. Creating Internet ads, and,
10. Establishing and analysing hits and eyeballs.

Total

100 Marks

LIST OF REFERENCE BOOKS

PART - I

CJ 101 PRINCIPLES OF MASS COMMUNICATION

- Mass Communication - Chatarjee R.K., National Book Trust, New Delhi
Mass Communication & Journalism - By A.K. Shukla (Anmol Publication, New Delhi)
Mass Communication in India - keval J. Kumar
Mass Communication : A Critical Analysis - Keval J. Kumar
Mass Communication Theory & Introduction - Sage Publication, New Delhi
Understanding Media - McLuhan Marshall (Routledge and Kegan Paul, 1964)
जनसंवाद आणि जनमाध्यम : सैद्धांतिक संकल्पना - डॉ. श्रीपाद भालचंद्र जोशी (श्री. मंगेश प्रकाशन, रामदासपेठ, नगपूर)
संवादविद्य - सुषमा दातार (संवादविद्य प्रकाशन, १९४, सदाशिवपेठ, पुणे)
संवादशास्त्र - डॉ. सुधाकर पवार (मनसन्मान प्रकाशन, पुणे)

CJ 102 DEVELOPMENT OF MEDIA

- A History of Press in India - By Natrajan S. (Asia Publishing House, London)
History of Indian Journalism - By Natrajan J. Part-II of the Report of the Press Commission (Publication Division, Government of India)
Broadcasting in India - By Awasthy G.C. (Allied Publication Pvt. Ltd.)
Indian Broadcasting - By Luthra H.R. (Publishing Division Govt. of India)
Broadcasting News - Radio Journalism & Introduction of TV - By Steghens Mitchell (Holt, Rinehart and Winsion, New York)
Handbook of Film Production - By Quick John (Macmillan, New York)
Indian Journalism - By Murthy N.K. (Prasaranga, University of Mysore, Mysore)
मराठी नियतकालिकांचा इतिहास (१८३२-१९३७) कानडे रा.गो. (कॉन्टिंक प्रकाशन संस्था, मुंबई १९३८)
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