

॥ अंतरी पेटवू ज्ञानज्योत ॥

**North Maharashtra University, Jalgaon.**



**M.A. (Mass Communication)  
(Two Years Integrated Course)**

## **SYLLABUS**

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

Price : Rs. 20/-  
(By Post Rs. 40/-)

## North Maharashtra University

### Rules & guidelines for M.A. Mass Communication

UGC has recommended that the nomenclature of the Master's Degree programmes should only be M.A. (Mass Communications). The Universities offering Master's Course in Mass Communication / Communication and Journalism or Journalism and Communication Studies, Communication, Communication Arts, etc., should endeavour to amend their statutes to bring uniformity in the nomenclature throughout the country. The degree should, therefore, be called only M.A. (Mass Communication). According to this it is recommended that the two year integratates master course M.A.(Mass Communication) will run from the academic year 2002-2003. The structure of this course and papers number for each paper is as follows -

#### PART - I :-

- |   |          |
|---|----------|
| 1. Principles of Mass Communication                           | (CJ 101) |
| 2. Development of Media                                       | (CJ 102) |
| 3. Print Media-I (Reporting and Editing)                      | (CJ 103) |
| 4. Electronic Media (Radio and Television)                    | (CJ 104) |
| 5. Advertising and Public Relations / Corporate Communication | (CJ 105) |
| 6. Communication Research                                     | (CJ 106) |
| 7. Media Law and Ethics                                       | (CJ 107) |
| 8. Media Management   | (CJ 108) |

#### PART - II :-

##### Core Subjects 1 to 4

- |                                 |          |
|---------------------------------|----------|
| 1. Development Communication    | (CJ 201) |
| 2. International Communication  | (CJ 202) |
| 3. New Media Applications       | (CJ 203) |
| 4. Inter-cultural Communication | (CJ 204) |

##### Optional Subjects 5 to 12 ( Choice of any THREE )

- |   |          |
|---|----------|
| 5. Print Media-II                             | (CJ 205) |
| 6. Radio                                      | (CJ 206) |
| 7. Television                                 | (CJ 207) |
| 8. Advertising                                | (CJ 208) |
| 9. Public Relations / Corporate Communication | (CJ 209) |
| 10. Advance Journalism                        | (CJ 210) |
| 11. Comperative Journalism                    | (CJ 211) |
| 12. Magazine Journalism                       | (CJ 212) |

#### 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, BMCR, 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;

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.

## 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 - first war of Indian Independence and the press - issues of freedom, both political freedom and press freedom.

The Birth of Journalism : Early Anglo Indian Newspapers - Hicky's Gazette, Buckingham's Journal, newspapers; in the presidencies, official press legislations from 1799 to 1878.

Birth of language journalism : 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, Khadlikar, Acharya Atra, Nanasaheb Parulekar etc. Some significant Marathi newspapers : Kesari, Kai, Navakal, Sakal, Loksatta, Maharashtra Times etc.

History of Independence Movement : 1857-1885, 1885-1920, 1920-1947.

Role of the Press during the Freedom Struggle : National leaders and newspapers - Tilak (Kesari, Maratta), Surendranath Banerjee (Bengali), Mahatma Gandhi (Harijan), Ghose brothers (Amrit Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Jawaharlal Nehru, Kasturi Ranga (Hindu), Lala Lajpat Rai, S.Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman) etc.

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.

#### Radio

Development of radio as a medium of mass communication - technology innovations; history of radio in India - radio as an instrument of propaganda during the World War II.

Emergence of AIR - commercial broadcasting - FM radio - state and private initiatives.

### Television

Development of television as a medium of mass communication - historical perspective of television in India - satellite and cable television in India.

### 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.

### New Media

Development of new media; convergence - internet - on line.

### Paper III

#### CJ 103 Print Media - I (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..

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

- 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. Dummy page-make-up, layout, principles of photo editing.
- Magazine editing, layout, graphics.

### Paper IV

#### CJ 104 Electronic Media (Radio and Television)

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. Principles and

techniques of audio-visual communication - thinking audio and pictures, grammar of sound, visuals and web production.

Technology and skills of linear and non-linear systems of audio-visual communication - sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorder-graphics and studio equipment (exposure through field visits). Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Infrastructure, content and flows on internet, with specific reference to India-reach and access to personal computers and internet connectivity. Newspapers, magazine, radio, television, and on internet.

## **Paper V**

### **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 / backgroundor, pres brief, rejoinders, etc.)

## **Paper VI**

### **CJ 106 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 VII

#### CJ 107 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, 1953; 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 organization - and codes for radio, television, advertising and public relations.

**Accountability and independence of media.**

## Paper VIII

### CJ 108 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. Organisation 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, competition 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.

## PART - II

### Core Subjects -

#### Paper I

### CJ 201 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.

## Paper II

### CJ 202 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.

## Paper III

### CJ 203 New Media 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, localizing, 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.

## PRACTICALS

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.

## Paper IV

### CJ 204 Inter-Cultural Communication

Cultural - definition - process - culture as a social institution - value systems - primary - secondary - eastern and western perspectives.

inter-culture communication - definition - process - philosophical and functional dimensions - cultural symbols in verbal and non-verbal communication.

Perception of the world - Western and Greek (Christian) - varied eastern concepts (Hindu, Islamic, Buddhist, others) - relation of information - comparison between eastern and western concepts.

Communication as a concept in western and eastern culture (Dwaitha - Adwaitha - Vosjosjadwaotja - Chines (Dao Tsu and Confucius - Shinto Buddhism) and also Sufism.

Language and grammar as a medium of cultural communication - Panini/Patanjali - Prabhakara - Mandanamisra - Chomsky - Thoreau and others - linguistic aspects of inter-cultural communication.

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

Culture, communication and folk media - character, content and functions - dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication - other organizations - code of ethics.

## Optional Subjects -

### CJ 205 Print Media - ii

#### Reporting :

a) 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.

b) 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.

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.

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

g) Graphics : Principles of Graphics - Elements and types of Newspaper Design - Importance of Page make-up Lay out and Graphic styles in Newspapers and Magazines - Tabloid - types and styles of design. New Trends in Design. The Role of artists and art-work in Modern Newspaper.

Radio

CJ 206 Radio Journalism and 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.

## **CJ 207      Television**

### **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 208      Advertising - II**

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 campaigns.

Media characteristics - defining media planning, media scene in India, sources of media information, media strategy, 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 / Corporate Communication (CC)**

Strategic public relations / CC and management, defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution - role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection - study of symmetrical and asymmetrical models in handling crises.

Building a distinct corporate identity : concepts, variables and process - making of house styles (logo, lettering and process)

Media relations : organizing press conferences, facility visits, press briefs - proactive and reactive media relations - ethical aspects in media relations - role of technology in PR/CC.

#### **CJ 210 Advance Journalism**

1. (a) From Reporting to Editing increasing responsibilities and widening perspectives.  
(b) Visualising the communication package as a whole  
(c) Conceptual innovations in a communication package
2. (a) Advanced journalism and its practitioners - Reporters, sub-editor, chief reporter, chief sub, news editor, city editor, special correspondent and bureau chief, assistant editor, the editor  
(b) Role of technical, human and conceptual skills in advanced journalism  
(c) Planning, organising, controlling and motivating processes and role of top and middle level journalists
3. (a) Launching a new venture or reinvigorating the existing one concepts, readership survey, choosing and defining the target readership / viewership; target orientation at all levels.  
(b) Periodical reviews, surveys and updating the package  
(c) Reader/audience participation concept of giving service to reader/audience; utility and entertainment packages; opinion polls; space for dissent and diverse opinions.
4. (a) Internationalization of world news media and the new information elite.  
(b) Roving international journalist a world citizen; blurring national boundaries, India and international news system, international services of television and agencies; international editions of periodicals and newspapers.  
(c) New dimensions of international news system - impact of television on international affairs, diplomacy and economy; television and terrorism, television and war: World as the global village.

**CJ 211****Comperative Journalism**

1. **Global Perspective : Problem of National Images, Theories of the Press, Global News Flow, International and National News Agencies, Ownership and Monopolization, Freedom of the Press, Right to Information, Right to privacy, Publication of foreign owned newspapers, Democratisation**
2. **Overview of the World Press**
  - (a) **Asia :**
    - i) **China, Japan, Isreal**
    - ii) **Pakistan, Nepal, Bangladesh, Sri Lanka**
  - (b) **Africa : Egypt, Kenya, Nigeria, South Africa**
  - (c) **Europe : Britain, France, Germany, Russia**
  - (d) **North America : USA, Canada**
  - (e) **Latin America : Maxico, Cuba, Argentina, Brazil, Chile**
3. **A Brief History of the Press in Britain and USA**
  - (a) **A brief history of the Press in U.K.**  
Origin of British newspapers, Advent of periodicals and dailies. Quality newspapers and tabloids, British Press during the two world wars, Royal Press Commissions
  - (b) **A brief history of the Press in U.S.A.**  
First American newspapers and their characteristics, Benjamin Franklin, John Peter Zenger, American Press and the war of independence, the Partisan Press, Penny Press, Yellow Journalism, Joseph Pulitzer, William Randolph Hearst. Newspaper Chains, Recent trends in American Journalism.
4. **Some of the important newspapers in the World -**
  - (i) **Al Ahram (Egypt), Asahi Shimbun (Japan),**
  - (ii) **Le Monde, Le Figaro (France)**
  - (iii) **The New York Times (U.S.A) The Wall Street Journal (USA), The Washigaton Post (USA), The Christian Science Monitor, Los Angeles Times (USA)**
  - (iv) **The Daily Telegraph, The Times, The Guardian, Daily Mail, Today.**
5. **Indian Press in World Perspective : Ownership, Censorship, Freedom and Responsibility, Critical Role of the Press in a Democracy, National Identity, Technology.**

**CJ 212****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) **Editor 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,**

- 2
- (c) Readers letters, Quizzes, Reviews, Opinion columns.  
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 of recent successes : India Today, Frontline, Sunday, EPW, A&M, Filmfare, Seminar, Life, Time, Newsweek.

### **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.

### **Attachment**

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.

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# NORTH MAHARASHTRA UNIVERSITY

## Rules and Guideline for B.C.J. & M.C.J.

The Structure of the two years M.A. (Mass Communication) and the marks for each paper is as follows :

### PART - I :

Sr. No.	Title	Paper No.	Theory	Practical	Term Work	Total	Minimum Period
1.	Principals of Mass Communication	CJ 101	75	-	-	75	50
2.	Development of Media	CJ 102	75	-	-	75	50
3.	Print Media - I	CJ 103	75	25	25	125	60
4.	Electronic Media	CJ 104	75	25	25	125	60
5.	Advertising & Public Relations / Corporate Communication	CJ 105	75	25	25	125	60
6.	Communication Research	CJ 106	75	-	-	75	50
7.	Media Law & Ethics	CJ 107	75	-	-	75	50
8.	Media Management	CJ 108	75	-	-	75	50

### Experiential Subjects

Sr. No.	Title	Paper No.	Theory	Practical	Term Work	Total	Minimum Period
9.	Basic writing Skills, Compertative Study of Media and Newspapers, Computer literacy	-	-	-	100	100	50
10.	Vritta Vidya	-	-	-	50	50	2 periods daily
11.	Internship	-	-	-	25	25	100 hrs
12.	Study Tour	-	-	-	25	25	One week
13.	Viva Voce	-	-	50	-	50	
	Total	-	600	125	275	1000	

### PART II :

#### i) Core Subjects :-

Sr. No.	Title	Paper No.	Theory	Practical	Term Work	Total	Minimum Periods
1.	Development Communication	CJ 201	75	-	-	75	60
2.	International Communication	CJ 202	75	-	-	75	60
3.	New Media Applications	CJ 203	75	25	-	100	60
4.	Inter Cultural Communication	CJ 204	75	-	-	75	60

**ii) Optional Subjects :-**

(A choice of any THREE of the following EIGHT Optional Courses from 5 to 12.  
At least 10 students would have to select an Optional Course)

Sr. No.	Title	Paper No.	Theory	Practical	Term Work	Total	Minimum Periods
5.	Print Media II	CJ 205	75	25	25	125	50
6.	Radio	CJ 206	75	25	25	125	50
7.	Television	CJ 207	75	25	25	125	50
8.	Advertising	CJ 208	75	25	25	125	50
9.	Public Relations / Corporate Communication	CJ 209	75	25	25	125	50
10.	Advance Journalism	CJ 210	75	25	25	125	50
11.	Comperative Journalism	CJ 211	75	25	25	125	50
12.	Magazine Journalism	CJ 212	75	25	25	125	50

iii) **Dissertation** 100  
**Viva Voce** 50 150

iv) **Term Work**  
**Assignments** 50  
**Seminars** 50  
**Study Tour** 30 (Local + Outstation)  
**Research Journal** 20 150

**Total Marks :-**  
**Core Subjects** 325  
**Optional Subjects** 375  
**Dissertation + Viva** 150  
**Term Work** 150  


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**1000**

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