

KAVAYITRI BAHINABAI CHAUDHARI  
NORTH MAHARASHTRA UNIVERSITY JALGAON



**Syllabus for B.A.MCJ**

Three Year UG Course – Six Semesters

(CBCS Pattern & Grading System)

**B. A. Mass Communication and Journalism**

**(Revised Syllabus)**

(With effect from – June 2022)

## **B.A. MASS COMMUNICATION AND JOURNALISM (MCJ)**

### **PROGRAMME OBJECTIVES (POs):**

- 1) To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- 2) To develop the learner into competent and efficient Journalist in media Industry-ready professionals.
- 3) To empower learners by communication, professional and life skills.
- 4) To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
- 5) To imbibe the culture of research, innovation, entrepreneurship and incubation.
- 6) To inculcate professional ethics, values of Indian and global culture.
- 7) To prepare socially responsible media academicians, researchers, professionals with global vision.
- 8) To prepare graduates who will thrive to pursue life-long learning to fulfill their goals

### **PROGRAMME SPECIFIC OUTCOMES (PSOs):**

The key outcomes planned in this undergraduate programme in Mass communication & Journalism (BAMCJ) is underpinned as follows:

After completing this undergraduate programme, a learner:

- 1) Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
- 2) Shall acquire the knowledge related to media and its impact.
- 3) Shall be competent enough to undertake professional job as per demands and requirements of Media Industry.
- 4) Shall empower themselves by communication, professional and life skills.
- 5) Shall be able to enhance the ability of leadership.
- 6) Shall become socially responsible citizen with global vision
- 7) Shall be equipped with ICTs competencies including digital literacy.
- 8) Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
- 9) Shall have an understanding of acquiring knowledge throughout life.

10) Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.

11) Shall acquire the understanding of importance of cooperation and teamwork.

### **B.A. MASS COMMUNICATION AND JOURNALISM (MCJ)**

<b>Degree Name</b>	B.A. MASS COMMUNICATION AND JOURNALISM (B A. MCJ)
<b>Faculty</b>	Interdisciplinary
<b>Duration</b>	03 years, Full Time course
<b>Medium of Instruction</b>	Marathi / English
<b>Pattern</b>	Semester Pattern (06 semesters) CBCS
<b>Examination Pattern</b>	60% (External Assessment) + 40%(Internal Assessment)
<b>Passing Standard</b>	Separate Passing for internal as well as external assessment.
<b>Evaluation Mode</b>	CGPA
<b>Lecture</b>	Clock hour (60 minutes)

## Regulations of B.A. (Mass Communication and Journalism)

**R. 01** The duration of the course of B.A. (Mass Communication and Journalism) shall be of three academic years consisting of six semesters in grading system. Evaluation Pattern of the course is 60:40 marks. For external examination there will be 60 marks and internal examination is 40 marks.

Course name	Duration	Eligibility	Intake	Examination Pattern	Marking system	Pattern of Course
BAMCJ (Mass Communication and Journalism)	Three year CBCS Pattern	HSC (10+2)	60	Semesters (I to VI)	Grading (CGPI)	60 :40 (External -60 Internal- 40)

**R. 02** The minimum qualification of the admission of this course is 12 the (10+2) pass in the any faculty (Arts/ Science / Commerce streams) with minimum 40% marks.

**R. 03** The total number of seats in the Colleges where this Course is run, the total Numbers of seats shall be 60. The reservation of this course will be as per the University and State Government directives from time to time.

**R. 04 (a)** Candidate must have passed the entrance test, followed by Group Discussion and Personal Interview (GDPI) the committee for G.D.P.I. will be as follows-

(I) Chairman- HOD

(II) Teachers from the department

(III) Two local expert (Teacher/ Media person) appointed by the Head of the department.

(In college level local expert appointed by Principal)

IV) The medium of instruction shall be Marathi / English. However student can write answers in Marathi/ English.

V) Entrance test will be of 70 marks & GDPI shall carry 30 marks.

VI) The candidate has to pay registration charges for CET, Registration fee will be decided by Head of the Institute time to time.

**R. 04(b)** 10% seats shall be made available for the candidates of other Universities.

**R. 04 (c)** The over and above admission quota shall be given as per the provisions and rules of this University.

**R.05** Candidates admitted to this course are eligible to take up the semester examination prescribed by the University, provided he / she should complete 75% attendance in each semester for class room teaching & practical assignments separately.

**R.06** Medium of course instructions shall be Marathi/ English. However candidates may write answers in Marathi / English.

**R.07** (a) A candidate must obtain for passing in degree of B.A. (Mass Communication & Journalism), minimum 40% marks in each theory paper prescribed for the examination and 40% marks in each practical examination.

**R.08** A candidate failed in the first semester is allowed to appear for second semester, but to get admission in the third semester he/ she must have passed the first semester. Likewise to get admission in the fourth semester he/ she must pass the second semester examination and to the fifth semester. The candidate has to clear third semester and to take admission to sixth semester, the candidate must clear fourth semester.

**R.09** (a) Each candidate shall be assigned to a teaching faculty member for guidance and supervision of the Research project, in the area of his / her interest in consultation with the guide, at the beginning of the 6<sup>th</sup> semester of the B. A. (Mass Communication & Journalism) course. Such research project shall be submitted by the candidate with signature of the approved guide before the date of commencement of the Theory examination.

**R.09** (b) Necessary certificate stating therein that the research project entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory should be signed by the guide.

**R.09** (c) The candidate should also sign an undertaking that the research project is the outcome of his own research work and is based on his / her research studies. If research of the candidate is found copied whether partially or completely, his / her whole performance of the 6th semester shall be treated as cancelled and he / she has to reappear for the entire examination of the 6th semester. It is noticed that the research project is partial or completely copied of other's work or any evidence of plagiarism, the university will lodge a case against the candidate as per university rules.

**R.10** The research project shall carry total marks 100 (**Dissertation 60 + 40 Viva- Voce**) and shall be treated as a separate head of passing out of which 40% minimum marks are required for passing after having secured required number of marks in the dissertation, the candidate shall be eligible to appear for Viva-Voce examination which will form as a part of Semester examination. Written part of research project and Viva-Voce are to be treated as two independent heads of passing. The research project evaluation & Viva-Voce examination shall be conducted by the panel of examiners appointed by the University.

**R.11** The evaluation of the student shall be divided into two parts viz. Internal Assessment and Term End Examination (final semester examination) with a weightage in the ratio of 60:40. Likewise to the practical

**R.12 (a)** Internal assessment will be based on assignments/exercises set by the respective teacher/s of the courses with consulting Head of Department during a semester. These may take the form of tutorials, seminar papers, and exercises in writing for the media, reviews of literature, practical's in media production, research methodology, etc.

**R.12 (b)** internal assessment will also take into account class participation and attendance. All internal assignments will be announced by the teacher concerning in the class and also displayed on the department's notice board. If a student misses an internal assessment assignment, he/she may be given a second chance to complete the assignment with the permission of the Head of Department.

**R.13** It is responsibility of every Concern Teacher to change Internal and External Practical's in Every Semester, No Copy of last semester should be allowed , if such copy appear in practical in such case the concern student should responsible for this. Internal or External Practical's should not be exceeding than the pattern of this syllabus.

**R.14** There shall be 40% marks passing in the internal assessment. Internal assessment shall be compulsory for every student.

**R.15** The fees for the examination shall be prescribed by the University from time to time.

**R.16 (a)** Thus, the department will have a three year integrated course B.A. in Mass Communication and Journalism. It will be run for six semesters and will have a total of 156 credits, divided into 26 credits as per semester. One credit course, whether for theory or practical, will be for one clock hour per week running for 15 weeks, which comprise one semester. A total number of 15 clock hours' work will thus be organized for one credit course. Thus each theory course of 4 hour per week teaching shall be of 4 credits. However to suit functional convenience; the department reserves the right to schedule more lectures/practical than the prescribed formula in certain weeks.

R.16 (b) four credit course of theory will be of four clock hours per week of 100 marks running for 15 weeks.

R.16 (c) Eight credit course of practical in each semester will consist of sixteen hours per week of laboratory exercise of 100 marks running for 08 weeks.

**R.17** The following shall be considered as a separate head of passing.

1. Theory examination (semester examination)
2. Practical examination
3. Research Project
4. Viva-Voce.

**R.18-**The contributory teachers shall be NET/SET/Ph. D. in Mass Communication & Journalism. Ph. D Candidate must be produce equivalence certificate provided by university. Or from media professional with minimum 10 years experience and he/she must have pass M.A. Mass Communication & Journalism. The contributory teachers shall entitle for honorarium by the rules of University/ state Government.

**R.19-**The practical, Research Project & Viva-Voce examination shall be conducted by the team of one Internal & two External examiners appointed by University. The practical assessment honorarium shall be paid by the rules of University.

**R.20- Instructions-**

There shall be instructions, as per U.G.C. guide lines and requirement of professional course of Mass communication & Journalism. The medium of instruction will be Marathi / English and the examination paper shall be set in Marathi / English languages.

- (a) In the Department / Institution / College, where B. A. in Mass Communication & Journalism (B.A.MCJ) course is being conducted, there shall be at least 3 full time teachers appointed as per existing rules, qualifications, and recruitment conditions, laid down by the university/ U. G. C/ State government.
- (b) As Per UGC rules the teaching workload of BAMCJ course is 72 hours per weeks. Its consist 24 per semester in a week.
- (c) There shall be a separate computer lab with at least 10 computers with essential software - Editing software, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier.
- (d) Every department/college / institution shall purchase at least two digital video cameras with tripod, one still digital camera, one large screen LCD/LED TV with DTH, one DVD Player, one LCD projector & one laptop.
- (e) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment of minimum Rs. 50,000/-for library. Every year college / department shall add books minimum of Rs. 30,000.
- (f) There shall be one librarian (part time / full time), 2 non-teaching staff; one is Clark, one peon and one shall be a DTP operator.
- (g) There shall be one Lab attendant (full time) for Computer and Video/ Audio lab.
- (h) There shall be three technical assistant one for computer lab and two for Video/ Audio lab.

## **Definition of Key Terms**

### **1. Choice Based Credit System (CBCS):**

The CBCS provides choice for students to select from the prescribed courses (Core compulsory course, Skill Enhancement Courses, Ability Enhancement Compulsory course and Generic Elective Course). The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice. learn at their own pace. Undergo additional courses and acquire more than the required credits and adopt an interdisciplinary approach to learning.

### **2. Credit:**

A unit by which the course work is measured. It determines the each 25 marks carry one credit. The objective of credit system is to guarantee the academic recognition of studies throughout the world, enabling the students to have access to regular vertical and or horizontal course in any Institutions or the Universities in the world.

### **3. Cumulative-Grade Point Average (CGPA):**

It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters.

### **4. Program:**

An educational programme leading to award of , BA Mass communication and Journalism Degree.

### **5. Core Compulsory Course: (CC)**

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course Grade Point. Every semester consists of Core Courses which is to be compulsorily studied by a student as a core requirement to complete the programme in Mass communication and Journalism discipline.

### **6. Skill Enhancement Course (SEC):**

The Mass communication and journalism stream offers skill enhancement courses that help the students to enhance their knowledge and develop their skills for getting employment or for self-employment related to Mass media, Social Media, New Media technology etc.



**7. Ability Enhancement Compulsory Course (AECC):** In the CBCS scheme of this undergraduate programme the students are mandatorily required to choose subjects of Ability enhancement Course for additional knowledge and building their competencies outside their main subjects of study.

**8. Open Elective Course (OEC):**

Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course. An Open Elective course focuses on those courses which add generic proficiency to the students.

**9. Academic Year:**

Two consecutive (one odd + one even) semesters constitute one academic year.

**10. Semester:**

Each semester will consist of 12-15 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be scheduled from July to November and even semester from December to April.

**11. Semester Grade Point Average (SGPA):**

It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.

**12. Letter Grade:** Evaluation of student performance in the examinations will be done using Letter Grades. Which have corresponding Grade Points instead of marks. It is an index of the performance of students in a said course. Grades are denoted by letters O, A, B, C, D, E, P and F.

## Summary of Distribution of Credits under CBCS Scheme

for

### B.A. Mass Communication and Journalism

[w.e.f. 2022-23]

Sr.No	Type of course	First Year		Second Year		Third Year	
		Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI
01	Core compulsory	08	08	08	08	08	08
02	Skill Enhancement Courses	04	04	04	04	04	04
03	Ability Enhancement Compulsory course	04	04	04	04	04	--
04	Open Elective Course	02	02	02	02	02	02
05	Practical's	08	08	08	08	08	08
06	Project works	-	-	-	-	-	04
06	<b>Total Credits</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>	<b>26</b>

Subject Type	Core	Skill based/ Elective	Ability Enhancement Compulsory course	Open Elective Course	Practical's	Project works	Total
<b>Credits</b>	<b>48</b>	<b>24</b>	<b>20</b>	<b>12</b>	<b>48</b>	<b>04</b>	<b>156</b>

<b>Total Credits = 156</b>
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## COURSE STRUCTURE WITH CREDIT

### Semester I

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 101	Core	Introduction to Journalism	04	---	04	40	--	60	--	100	--	04
BJ 102	Core	History of Journalism	04	---	04	40	--	60	--	100	--	04
BJ 103	Ability Enhancement course (AEC)	Introduction to Mass Communication	04	---	04	40	--	60	--	100	--	04
BJ 104	<b>Skill Enhancement Course (SEC)</b>	News Reporting	04	---	04	40	--	60	--	100	--	04
BJ 105	Practical	Practical for News Reporting	---	08	08	--	40	--	60	--	100	04
BJ 106	Practical	Practical for Journalism and Communication	---	08	08	--	40	--	60	--	100	04
OEC- I	Open Elective Course (OEC)	Choose one out of Two 1. Practicing Cleanliness 2. Value education	02		02	100		--		100		02

## COURSE STRUCTURE WITH CREDIT

### Semester II

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 201	Core	Development of Marathi Journalism	04	---	04	40	--	60	--	100	--	04
BJ 202	Core	Indian Constitution & Democracy	04	---	04	40	--	60	--	100	--	04
BJ 203	Ability Enhancement course (AEC)	Editing for Print Media	04	---	04	40	--	60	--	100	--	04
BJ 204	<b>Skill Enhancement Course (SEC)</b>	Language study for Mass Media	04	---	04	40	--	60	--	100	--	04
BJ 205	Practical	Practical for Print Media	---	08	08	--	40	--	60	--	100	04
BJ 206	Practical	Practical for Language study	---	08	08	--	40	--	60	--	100	04
OEC-II	Open Elective Course (OEC)	Choose one out of Two 1. Soft Skills 2. Practicing Yoga	02		02	100		--		100		02

## COURSE STRUCTURE WITH CREDIT

### Semester III

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 301	Core	Media Management	04	---	04	40	--	60	--	100	--	04
BJ 302	Core	Media Law and Ethics	04	---	04	40	--	60	--	100	--	04
BJ 303	Ability Enhancement course (AEC)	Radio Journalism	04	---	04	40	--	60	--	100	--	04
BJ 304	<b>Skill Enhancement Course (SEC)</b>	Rural and Agriculture Journalism	04	---	04	40	--	60	--	100	--	04
BJ 305	Practical	Practical for Radio Journalism	---	08	08	--	40	--	60	--	100	04
BJ 306	Practical	Practical for Rural and Agriculture Journalism	---	08	08	--	40	--	60	--	100	04
OEC-III	Open Elective Course (OEC)	Choose one out of Two 1. Cyber Security 2. English Speaking	02		02	100		--		100		02

## COURSE STRUCTURE WITH CREDIT

### Semester IV

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 401	Core	Public Relation	04	---	04	40	--	60	--	100	--	04
BJ 402	Core	Environment Communication	04	---	04	40	--	60	--	100	--	04
BJ 403	Ability Enhancement course (AEC)	Development communication	04	---	04	40	--	60	--	100	--	04
BJ 404	<b>Skill Enhancement Course (SEC)</b>	Online Journalism	04	---	04	40	--	60	--	100	--	04
BJ 405	Practical	Practical for Public Relation and Environment communication	---	08	08	--	40	--	60	--	100	04
BJ 406	Practical	Practical for Online Journalism and Development communication	---	08	08	--	40	--	60	--	100	04
OEC-IV	Open Elective Course (OEC)	Choose one out of Two 1. Camera Handling 2. Computer Skill	02		02	100		--		100		02

## COURSE STRUCTURE WITH CREDIT

### Semester V

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 501	Core	Women and Media	04	---	04	40	--	60	--	100	--	04
BJ 502	Core	Advertising	04	---	04	40	--	60	--	100	--	04
BJ 503	Ability Enhance ment course (AEC)	Television Journalism	04	---	04	40	--	60	--	100	--	04
BJ 504	<b>Skill Enhancement Course (SEC)</b>	TV Anchoring & Radio Jockey	04	---	04	40	--	60	--	100	--	04
BJ 505	Practical	Practical for Advertising	---	08	08	--	40	--	60	--	100	04
BJ 506	Practical	Practical for T.V. Journalism and Radio Jokey	---	08	08	--	40	--	60	--	100	04
OEC-V	Open Elective Course (OEC)	Choose one out of Two 1. Video Editing 2. Current Affairs	02		02	100		--		100		02

## COURSE STRUCTURE WITH CREDIT

### Semester VI

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th (L)	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
BJ 601	Core	Social Media	04	---	04	40	--	60	--	100	--	04
BJ 602	Core	Communication Research	04	---	04	40	--	60	--	100	--	04
BJ 603	Project works (PW)	Dissertation	--	08	08	--	--	60	40	60	40	04
BJ 604	<b>Skill Enhancement Course (SEC)</b>	Photo Journalism	04	---	04	40	--	60	--	100	--	04
BJ 605	Practical	Practical for Social Media and Research	---	08	08	--	40	--	60	--	100	04
BJ 606	Practical	Internship and Study Visits	---	08	08	--	40	--	60	--	100	04
OEC-VI	Open Elective Course (OEC)	Choose one out of Two 1. Translation Skills 2. Human Right's	02		02	100		--		100		02

**Marks Statement-** 2300 (Theory) + 1200 (Practical) + 100 (Project Works )

**Total = 3600 Marks**



## **First Year B.A. (MCJ): First Semester**

<b>Total Credits: 26</b>	Theory paper 4 x 4 = 16 credits (04 Credits per Paper) Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02
<b>Total Papers: 07</b>	Core : 02, AEC: 01, SEC: 01, Practical: 02, OEC: 01

### **BJ 101 (Core) : Introduction to Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### **Course Objectives:**

1. To understand the importance of journalism in a democracy.
2. To understand the importance of freedom of press in a democracy.
3. To familiarize student with the work of nature of journalist in various media.
4. To know the formats of modern journalism.

#### **Unit I**

Principles of Journalism, - Definition, Nature, Scope and Significance of Journalism, types of Journalism, tools of journalism, Ethics of Journalism. Journalist- Definition, nature, qualities, characteristics, Skills.

#### **Unit II**

Functions and Responsibilities of Journalism - Journalism and Society - Importance of Journalism, Role of Journalism in society, Forms of Journalism: news, features, Stories, opinions. tabloid, penny press, page 3, yellow

#### **Unit III**

Journalism and Democracy: the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India, Journalism and Social Responsibility.

#### **Suggested reading**

- 1 Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Publishing House.
- 2 Padhy Dr. Krushna Singh – The Indian Press: Role and Responsibility.
3. Fleming, C. et al. (2006). An introduction to journalism. London: Sage.

4. Franklin, B. (2011). Key concepts in journalism studies. London: Sage.
3. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi.(2015), Prasar madhyame ani Samaj (Marathi),Atharva Publication, Jalgaon
4. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Somnath Vadanere (2011), Madhyamanche antaranga (Marathi),Pritam Publication, Jalgaon

**Course Outcome:**

After completion of this course students shall be able to-

1. Understand the importance of journalism in a democracy
2. Understand the importance of freedom of the Press in a democracy.
3. Have knowledge of the practical processes involved in journalistic news presentation across various platforms.
4. Understand the formats of new era of journalism

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**BJ 102 (Core) : History of Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

**Course Objectives:**

1. To acquaint students with the glorious journey of Indian journalism.
2. To help the students to understand the evolution and development of print media in India.
3. To facilitate the students to understand the democratic discourses through the development of media.
4. To enable the students to understand the media ecology of past and present day.

**Unit I**

Development of printing technology - Early efforts in printing press, early newspaper in Europe.

**Unit II**

An overview of the history of press in India -Press before and after independence, - language press – contributions of Raja Ram Mohan Roy , Mahatma Ghandi, Lokmanya Tilak and other important personalities of Indian Journalism. Dr. Babasaheb Ambedkar & Dalit Press its Social importance.

### Unit III

Social, political and economic issues and the role of the Indian press. problems and prospects of Indian Press.

#### Suggested reading

1. J. Natarajan (2000). History of Indian Journalism, Publications Division, India
2. G.C. Awasthy (1965). Broadcasting in India, Allied Publishers Private Limited, New Delhi.
3. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
4. Rangaswami Parthasarathy (1989). Journalism in India, Sterling Publishers Pvt. Ltd, New Delhi
5. R.K. Lele – History of Marathi News Paper (Marathi edition)
6. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi (2015), Prasar madhyame ani Samaj (Marathi), Atharva Publication, Jalgaon
7. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Vadnare (2011), Prasar madhyamachi Antrang (Marathi), Pritam Publication, Jalgaon

#### Course Outcome:

After completion of this course students shall be able to-

1. Students would be able to acquaint themselves with the glorious journey of Indian journalism.
2. Students would be able to enhance understanding of the origin of the Indian press
3. Well informed about the veteran journalists of yester years.

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### **BJ 103 (AEC) : Introduction to Mass Communication**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### Course Objectives:

- a. To make the students aware of Communication Process, Patterns in the changing situation
- b. To acquaint students with the various types of Communication.
- c. To inculcate the knowledge of communication models and theories.
- d. To familiarize the student with the nature of communication.

### **Unit I**

Communication - Definition, Concept, nature, process - function of communication, Modes of Communication: Verbal, Non-Verbal, Intra-personal, Inter-Personal, Group, Public and Mass Communication.

### **Unit II**

Mass Communication- Meaning, concept, nature and process - mass communication media - Definition, nature and characteristics, importance. various media of mass communication,

### **Unit III**

Communication Models: Aristotle, Shannon and Weaver, David Berlo, Harold Lasswell, Charles Osgood, Wilbur Schramm, De Fleur, Gerbner, New Combs,.

Media theories - authoritarian, libertarian, communism, socialistic, social responsibility and development.

### **Suggested reading**

- 1 Dennis Mc Quail (2010). Mass Communication Theory: An Introduction, Sage Publication Ltd, London
- 2 Melvin L. De fleur and Sandra BallRokeach (1989). Theories of Mass Communication, Pearson, New York
- 3 Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication, Houghton Mifflin.
- 4 Wilbur Schramm (1971). The process and Effects of Mass Communication, University of Illinois Press.
- 5 Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
- 6 Agee , Ault and Emery – Introduction to Mass Communication.
- 7 Berlo D.K. – The process of Communication.
- 8 Dr. Sudhir Bhatkar, Dr. Vinod Nitale, Jansandnyapan: Madhyame ani Sanskruti, Atharva Publication, Jalgaon. (2017)
- 9 Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi- Prasar madhyame ani Samaj (Marathi),Atharva Publication, Jalgaon (2015)

## Course Outcome:

After completion of this course students shall be able to-

1. Shall acquire fundamental knowledge of Mass communication and related study area.
2. Students would be able to acquaint themselves with the various types of Communication.
3. Students would be able to inculcate the knowledge of Communication models and theories.
4. Understanding the problematic of language, paralanguage, silence etc. in the communication chain and contexts.

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## **BJ 104 (SEC) : News Reporting**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### Course Objectives:

1. To introduce students to skill of writing for the print media.
2. provide students with the understanding of news value and elements of news
3. To introduce students to specialized reporting skills and reporting analysis.
4. Impart theoretical and practical knowledge about reporting, including specialized beats.
5. Teaching the techniques of writing news making sense to the readers to effective language.

### Unit I

Reporting – News: definition, concept, elements, values, sources, Five W's and one H, kinds of lead, lead writing. Characteristic of news, problem of news gathering, skill of reporting.

### Unit II

Reporting: Principles of reporting, functions and responsibilities, writing news- news agency copy. lead of the story, identification, time and place, authority. Interviews - Guidelines to good interview, technique of interview, Kinds of interview.

### Unit III

Reporting- Crime, courts, hospital, society, culture, politics, commerce and business, education reporting, disaster, election, riots, war/conflict/ tensions, Human interest stories. Reporting of speeches,

conferences and conventions, District administration, civil administration, working with publicity officials.

### **Suggested reading**

1. David Wainwright (1972). Journalism Made Simple, W.H.Allen& Co Ltd, United Kingdome.
2. Kamath M.V (1980). Professional Journalism, Vikas Publishing House Pvt. Ltd, Noida.
3. Melvin Mencher (1989). Basic News Writing, William C. Brown Publication, USA.
4. Rangaswamy Parthasarathy (1994). Here Is the News! Reporting for the Media, Sterling Publication,New Delhi.
5. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
6. William L. Rivers (1975). News Reporting and Editing, Joanna Cotler Books, USA.
7. Hugo de Burgh (2000). Investigative Journalism, Context & Practice, Routledge, United Kingdom.
8. Joseph M.K (2007). Outline of Reporting, Anmol Publications, India
9. Mali Sunil, Batmidari, Rajhauns Publication Pune (Marathi)
10. कोळमकर अनंत,बातमीदारीचा जाहीरनामा,हिमालया पब्लीशिंग हाउस, नागपूर

### **Course Outcome:**

After completion of this course students shall be able to-

1. Defining News and understanding its elements, news sources and different types of news.
2. Students would be able to understand different writing techniques.
3. Students would be able to understand the basics of reporting.
4. Students would be able to familiarize themselves with different types of reporting.

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## **BJ 105 : Practical for News Reporting**

**(External-60 + 40 Internal) 100 marks**

### **External Assessment:**

1. Writing of different 10 News items on the topic Social, political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & submission of file. **20 Marks**
2. Practical examination of News-gathering & writing for print media. **20 Marks**
3. Oral examination on practical files **20 Marks**

**Internal Assessment**

- 1. Production of Laboratory Journal (Reporting, Editing & Page layout on computer. Every student has to produce at least three issues under the supervision of the teacher) **40 Mark**

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**BJ 106 : Practical for Journalism and Communication**  
**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- 1. File on Types and tools of journalism **20 Marks**
- 2. File on kinds of Communication and types of communication Models **20 Marks**
- 3. Oral examination on practical files **20 Marks**

**Internal Assessment**

- 1. Picture based file on History of Indian print journalism **20 Marks**
- 2. Clipping file on types & size of various papers and printing techniques **20 Marks**

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**Open Elective course - I**

**I. PRACTICING CLEANLINESS**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

**Course Objectives:**

- 1. To enable the students:
- 2. To know environmental ethics
- 3. To understand health hazards
- 4. To know our duty towards environmental issues

**Unit: I** Environment and Hygiene: Principal and concept of hygiene, Significance of hygiene, Personal hygiene, Institutional hygiene and sanitation

**Unit: II** Physical fitness and health: Human body and physical fitness, Social health and relationship with others Health hazards

**Unit: III** Consumer health: Safety and security issues related to food, Food protection and preservation methods, Hygienic and safety requirements of food from animal origin Swachha Bharat mission

**Suggested reading**

1. Personal Hygiene, Frank Overton, Forgotten Books ( 2018)
2. Safety, Health and Environment Handbook, K.T. Narayanan (2017)

**Course Outcomes:**

After completion of this course, students will be able to:

1. The student can understand the knowledge about the cleanliness practices and social ethics
2. The student can understand the knowledge of human anatomy & physiology and food borne diseases

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**Open Elective course - I**

**2. Value Education**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

**Course Objectives:**

1. To understand the meaning and nature of values in human life.
2. To impart citizenship values among the student
3. To explain the need and importance of value education

**Unit I**

Values and Individual Values meaning– the significance of values – classification of values – needs of value education – values and the individual – self - discipline, self - confidence, self -initiative, empathy, compassion, forgiveness, honesty and courage.

**Unit II**

Definition of society – democracy –secularism – socialism – gender justice – human rights –socio political awareness –social integration –social justice.

**Unit III**

Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.



**Suggested reading**

- 1.M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995
3. Ruhela, S.P.: Human Values and education, Sterling Publications, New Delhi, 1986.
4. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975.
5. NCERT, Education in Values, New Delhi, 1992.

**Course Outcomes:**

After completion of this course, students will be able to:

1. Understand the meaning and nature of values in human life.
2. To enable the students to understand the citizenship values among the student
3. The need and importance of value education

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## **First Year B.A. (MCJ): Second Semester**

<b>Total Credits: 26</b>	Theory paper 4 x 4 = 16 credits (04 Credits per Paper) Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02
<b>Total Papers: 07</b>	Core : 02, AEC: 01, SEC: 01, Practical: 02, OEC: 01

### **BJ 201 (Core) : Development of Marathi Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### **Course Objectives:**

1. To acquaint students with the glorious journey of Marathi journalism.
2. To help the students to understand the evolution and development of print media in Maharashtra.
3. To enlighten about the role of Marathi journalism in pre & post-independence
4. To enlighten about the problems and prospects of Marathi journalism in the midst of digital era
5. To train & nourish them as finest journalism professionals

#### **Unit – I**

Development of Marathi Journalism- Contribution of Balshashtri Jambhekar - Role of Marathi press during pre and post independent period - Prominent Marathi newspaper in Maharashtra - Regional journalism in Maharashtra.

#### **Unit - II**

Important personalities of Marathi Journalism: Lokmanya tilak, Dr. Babasaheb Ambedkar, Agarkar, N. B. Parulekar ect., Satya Shodhak Press, Dalit Press and its Social importance. Contemporary issues in Marathi Journalism, recent trends in Marathi press, news portals and online newspapers in Marathi.

#### **Unit – III**

Origin and development of journalism in Khandesh – a brief historical perspective of important newspapers in Khandesh.

### **Suggested reading**

1. J. Natarajan (2000). History of Indian Journalism, Publications Division, India
2. G.C. Awasthy (1965). Broadcasting in India, Allied Publishers Private Limited, New Delhi.
3. Keval J. Kumar (2013). Mass Communication in India, Jaico Publishing House, Mumbai
4. Rangaswami Parthasarathy (1989). Journalism in India, Sterling Publishers Pvt. Ltd, New Delhi
5. R.K. Lele – History of Marathi News Paper (Marathi edition)
6. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi (2015), Prasar madhyame ani Samaj (Marathi), Atharva Publication, Jalgaon
7. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Vadnare (2011), Prasar madhyamachi Antrang (Marathi), Pritam Publication, Jalgaon

### **Course Outcome:**

After completion of this course students shall be able to-

1. Students would be able to acquaint themselves with the glorious journey of Marathi journalism.
2. Students would be able to enhance understanding of the origin of the press in Maharashtra.
3. Fine-tuned skills of journalistic writing and narratives in Marathi
4. Students would be able to understanding of the development of Journalism in Khandesh.

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### **BJ 202 (Core) : Indian Constitution and Democracy**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. To provide understanding of knowledge of the Indian constitution.
2. To familiarize students with the fundamental rights and duties.
3. Students will know the work nature of Parliament of India.
4. To understand the correlation between Indian constitution, democracy and media

### **Unit I**

A brief history of Indian constitution, Salient features of Indian Constitution, Preamble, fundamental rights & duties, Freedom of press in Indian constitution.

## Unit II

Structure and working of – Lok Sabha and Rajyasabha Structure and working of - State legislature-legislative council and legislative assembly , Structure of cabinet and ministries and their judiciary powers & functions. The President and judiciary powers. The Prime minister and judiciary powers

## Unit III

Media Freedom and Democracy, Role of Media in Democracy, Different Political Parties and their structure and types, Election & Media, Public Opinion & Media, Democratic Values and Media, Democracy and press freedom interdependency.

### Suggested Readings

1. Law of the Press in India (1980, Durgadas Basu, Prentice Hall, London.
2. Law of Contempt of Court in India (2004), B. S. Nayar, Atlantic New Delhi.
3. Mass media Law and Regulation in India AMIC publication.
4. Mass media law and regulation in India, Venkat Aiyer, AMIC publication.
6. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
7. Indian Constitution (2001), Durga Dass Basu, Wadhva Publication, Nagpur.

### Course Outcomes:

1. Students would be able to understanding of our Indian Constitution.
2. Students shall get aware to legal aspects of the media and its values.
3. Students shall understand the work nature of Parliament of India.
4. Students shall have understanding of media ethics.

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## **BJ 203 (AEC) : Editing for Print Media**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### Course Objectives:

1. To familiarize the students with the basics of Print media editing.
2. To understand the process of editing for various platforms.
3. To create understanding of specialized reporting.
4. To inculcate the knowledge of dummy page, printing and layout.

## **Unit I**

The Newspaper - Newsroom, Organizational set-up of Editorial department. Functions and qualifications of an Editor, News editor, and chief- sub editor, sub- editor, correspondence and bureau chief.

## **Unit II**

Editing: Nature and need for editing. Principles of editing, Copy selection and copy tasting. Headlines; importance, functions of headlines, types of headline, editing preparation of copy for press- style book- editing symbols, proof reading symbols and their significance.

## **Unit III**

Editorial page: structure, purpose, editorial, types of editorial, light leader, middles, Readers letters, importance of readers letters, special articles, basic principles of translation. Layout and design: Dummy Page Making upon computers. Layout, importance of pictures, selection of news picture. Importance of photo editing. Types and styles of design. Magazine editing - layout graphics.

### **Suggested reading**

1. Shrivastava, K.M (2003), ‘News reporting and editing’, Sterling publishers Pvt. Ltd, New Delhi,
2. Kamath M.V. (1980), ‘Professional Journalism’, Vikas publishing House, New Delhi.
3. Vir Bala Aggarwal (2006), ‘Essentials of Practical Journalism’, concept publishing Company, New Delhi.
4. Joseph M.K. (2002), ‘Outline of Editing’, Anmol Publications, New Delhi,
5. Editing the Day’s New - Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York
6. News Editing - By Westly Bruee (Houghton Mifflin Co., USA)

### **Course Outcomes :**

1. Students would be able to familiarize themselves with the basics of Print media editing.
2. Students would be able to understand the process of editing for various platforms.
3. Students would be able to create understanding of specialized reporting .
4. Students would be able to understand about the dummy page , printing and layout.

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## **BJ 204 (SEC) : Language Study For Mass Media**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. To create linguistic skills.
2. To develop the knowledge of written in Marathi Language.
3. To improve vocabulary in Marathi Language.
4. To enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. To inculcate the knowledge of grammar in Marathi Language.

### **Unit I**

Origin and Development of Marathi Language, importance of Devnagri script and its use in Indian Languages, Hindi as a National language and its importance, co -relation between Hindi and Marathi language. English as an international language.

### **Unit II**

Grammar of language- Alphabets, Tenses, Verb- Active & Passive Voice, Reported Speech, Prepositions, Conjunctions and Interjections Effective Sentence Construction, Vocabulary.

### **Unit III**

Skill for news writing- News, articles, letters, vartapatra, writing for Radio programs, Advertising, News bulletin, documentary, writing for Audio- Visual media. New trends in feature writing and news story writing.

### **Suggested reading**

1. Media lekhan, Rameshchandra Tripathi, Vishvavidyalay publication, varanashi.
2. Madhyamachi Bhasha ani lekhan kaushalya, Tupe keshva, Aurangabad.
3. Marathi bhasha ani shudhalekhan, Satvashil samant, daimand publication, pune

### **Course Outcomes :**

1. Students would be able to create linguistic skills.
2. Student would be able to develop the knowledge of writing in Marathi Language.
3. Students would be able to improve vocabulary in Marathi Language.

4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. Students would be able to inculcate the knowledge of grammar in Marathi Language.

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### **BJ 205: Practical for Print Media**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- |   |                 |
|---|-----------------|
| 1. Practical examination on News-Editing for print media.   | <b>20 Marks</b> |
| 2. File submission on Print media editing<br>(Editorial marks and processing techniques on articles, news-letters, features and photographs - any 10) | <b>20 Marks</b> |
| 3. Oral examination on practical files  | <b>20 Marks</b> |

**Internal Assessment**

- |   |                 |
|---|-----------------|
| 1. Write five articles on importance personalities in Marathi Journalism and submit it on file. | <b>20 Marks</b> |
| 2. Submit file on working nature of different Political Parties and their structure.            | <b>20 Marks</b> |

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### **BJ 206: Practical for Language Studies**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- |  |                 |
|--|-----------------|
| 1. Practical examination on Language study for print media.<br>(Translation, essay writing, precis writing etc.) | <b>20 Marks</b> |
| 2. Practical examination of composing of two news items on computer<br>(Marathi and English - each one)          | <b>20 Marks</b> |
| 3. Oral examination on Language Skill.   | <b>20 Marks</b> |

**Internal Assessment:**

- |  |                 |
|--|-----------------|
| 1. Submit assignments of writing on 10 different fields in Marathi language.                   | <b>20 Marks</b> |
| 2. Translation of 05 English news reports into Marathi and 05 Marathi news reports in English. | <b>20 Marks</b> |

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## **Open Elective course - II**

### **1. Soft Skills**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### **Course Objectives:**

To enable the students:

1. This course aims at thorough understanding basics of soft skills and of their practical, social and workplace usage.
2. It helps students to communicate effectively with confidence and in harmony with the surroundings.
3. They learn to identify and overcome the barriers in interpersonal relationships, and to employ oral and written communication, teamwork, leadership, problem-solving and decision-making skills, to gain best results.
4. This course is useful for landing a great job, building a career and also finding employment as soft skills trainers, both in India and abroad.

#### **Unit: I Soft Skills: An Introduction**

1. Definition and Significance of Soft Skills; Process and Importance of Soft Skill Development.
2. Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue.
3. Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning of Motivation; Enhancing Motivation Levels.

#### **Unit: II Communication skills**

1. The basics of communication.
2. Visual, nonverbal and oral communication.
3. Interpersonal communication : (a)Individuals, groups and cultures (b)Emotional and social skills
4. Etiquette and Manners – Social and Business.
5. Emotional Intelligence: Meaning, History, Features, Components, Strategies to enhance Emotional Intelligence.

#### **Unit: III Employability Skills**

1. Interviewer and Interviewee– in-depth perspectives. Before, During and After the Interview. Tips for Success.



2. Presentation Skills: Types, Content, Audience Analysis, Essential Tips – Before, During and After, Overcoming Nervousness.
3. Time Management – Concept, Essentials, Tips.
4. Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.
5. Stress Management: Stress - Definition, Nature, Types, Symptoms and Causes; Measurement and Management of Stress
6. Leadership and Assertiveness Skills: A Good Leader; Leaders and Managers; Leadership behavior, Assertiveness Skills

### Course Outcomes:

After completion of this course, students will be able to:

1. Understand the significance of a wide range of soft skills.
2. Learn how to apply soft skills in a routine social and professional settings.
3. Learn how to employ soft skills to improve interpersonal relationships
4. Learn how to employ soft skills to enhance employability and ensure workplace and career success.

### Suggested reading:

1. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012
2. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.
3. Personality development and soft skills - BARUN K. MITRA, Oxford University Press

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## Open Elective course - II

### 2. Practicing Yoga

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

### Course Objectives (COBts):

- To motivate students towards yoga and provide them required training
  - Yog :Meaning, Definition & Introduction, Objectives
  - Primary Introduction of Ashtanga Yoga
  - Preparation of Yogabhyas
  - Omkar Sadhana, Prayer, Guru Vandana

- Sukshma Vyayamas
- Suryanamaskar(12 Postures)
- Asanas :
  - Sitting (Baithaksthiti) - Vajrasana, Padmasana, Vakrasana, Ardha-Pashchimotanasana
  - Supine (Shayansthiti) - Uttan Padaasan(Ekpad/Dwipad), Pavanmuktasana, Viparitarani Aasan, Khandarasan, Shavasana
  - Prone (Viparitshayansthiti) - Vakrahasta, Bhujangasana, Saralhasta Bhujangasana, Shalabhasana(Ekpad/Dwipad), Makarasana
  - Standing (Dhandsthiti) - Tadasana , TiryakTadasana, Virasana, Ardh Chakrasana
- Primary Study of Swasana: Dirghaswasana, Santhaswasana, JaladSwasana - 6 Types
- Pranayama : Anuloma-viloma, Bhramari

**Course Outcomes (COs):**

After the completion of the course, students will be able to;

1. Identify and practice some Yoga asanas regularly in their life to remain healthy.
2. Provide guidance and practice about Yoga to their friends, parents and relatives.

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## Equivalent Courses (As per University norms)

### B. A. MCJ

#### First Year - I and II Semester

Sr. No	Course code	Old Course name	Course code	New Course Name
1	BJ 102	Introduction to Journalism	BJ 101(Core)	Introduction to Journalism
2	BJ 103	Introduction to Mass Communication	BJ 102 (Core)	History of Journalism
3	BJ 104	History of Journalism	BJ 103 (AEC)	Introduction to Mass Communication
4	BJ 105	News Reporting	BJ 104 (SEC)	News Reporting
5	PR	Practical	BJ 105	Practical for News Reporting
			BJ 106	Practical for Journalism and Communication
6	BJ 202	Editing for Print Media	BJ 201 (Core)	Development of Marathi Journalism
7	BJ 203	Media Management & Law	BJ 202 (Core)	Indian Constitution & Democracy
8	BJ 204	Language study for Mass Media	BJ 203 (AEC)	Editing for Print Media
9	BJ 205	Computer Application for Media	BJ 204 (SEC)	Language study for Mass Media
10	PR	Practical	BJ 205	Practical for Print Media
			BJ 206	Practical for Language study

## **Second Year B.A. (MCJ): Third Semester**

<b>Total Credits: 26</b>	Theory paper 4 x 4 = 16 credits (04 Credits per Paper) Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02
<b>Total Papers: 07</b>	Core : 02, AEC: 01, SEC: 01, Practical: 02, OEC: 01

### **BJ 301 (Core) : Media Management**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### **Course Objectives:**

1. To introduce students to principles of Media management
2. To familiarize students to Indian media organization and their management practices
3. To understand the Management process of Print and electronic media

#### **Unit I**

What is Media management? Media unit as a corporate entity. Organizational structure of print, broadcast and social media. Different management functions- Editorial management, Business management, Human Resources Management and Technical Management. Ownership of media houses:

#### **Unit II**

Management principles - Nature of media Industry - Types of Media management - sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Problem in Small and big media management

#### **Unit III**

Structure of different departments- general management, finance, circulation (sales promotion - including pricing and price - war aspect); advertising (marketing), personnel management, production and reference sections.

## Suggested Readings

1. Philip Kotler and Lane Keller, Designing and Managing Integrated Marketing Communication.
2. Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation And control, 3rd edition, Macmillan
3. Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009 (chapter specific)
4. Pickton D & Broderick A, Integrated marketing communications ,2009

## Course Outcome:

After completion of this course students shall be able to-

1. Students will be able to understand the principles of Media business management
2. Students will be able to familiarize to Indian media organization and their management practices.
3. Students shall understand the Management process of Print and electronic media.

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## **BJ 302 (Core) : Media Law and Ethics**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

## Course Objectives:

1. To familiarize students with the fundamental rights and duties.
2. Students will know Press laws and understand the importance of media related laws .
3. Students will know the Codes of ethics of news papers, television and Press Council of India.

## Unit I

Constitution of India, fundamental rights - freedom of speech and expression and their limits (Article 19(1)(a) and Article 19(1)(2) Freedom of expression, defamation, Libel and slander, Issues of privacy and Surveillance in Society.

## Unit II

Media laws: Introduction- Significance of media laws - Freedom of expression in context of media - Role of media laws and their application -Working Journalist Act- Copyright Act. - Contempt of court - IT Act - Right to Information Act.

### Unit III

Media Ethics & Code - Media ethical problems including, privacy, right to reply, communal writing and sensational and yellow journalism, freebies, bias, colored reports, ethical issues related with ownership of media. Press Council of India and Press Commissions. political philosophies of media freedom; codes of ethics.

#### Suggested Readings :

1. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Mass media law and regulation in India, VenkatAiyer, AMIC publication.

#### Course Outcomes:

1. Students shall get aware to legal aspects of the media and its values.
2. Students shall have an overview of recent changes and future challenges of media regulation
3. Students will be able to understanding of media ethics.
4. Students will know how media laws and ethics empower media practitioners to perform their duties with commitment.

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### **BJ 303 (AEC) : Radio Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### Course Objectives:

1. To make students aware of the importance of Radio Broadcasting in India.
2. To understand the working pattern of Radio Broadcasting.
3. To familiarize the students with the basic techniques of broadcasting.
4. To create understanding of Radio programm content creation.
5. To inculcate the knowledge of Radio script writing.

### Unit I

History of Radio-What is Radio? Evolution of Radio—Amateur and HAM to FM and Digital Radio Broadcast in India. Sound –Frequency and Wave length -Journey of Sound-Analogue and Digital-

Special effects-Menu and Synthesis. Importance of Radio - participatory, community -driven, special-needs, development communication, distress and disaster. Community Radio. All India Radio (Akashwani) – History, nature and originations structure.

## **Unit II**

Radio programme Production - process and techniques, Aspects of sound recording, types of microphones and their uses, field recording skills, Various programmes - Women, youth, agriculture, children, health, Phone in programmes, etc.

## **Unit III**

Writing for Radio- Language and Techniques for News writing- radio feature; radio documentary; interview, discussion, Speech & live studio broadcast.

### **Suggested Readings**

1. Boyd, Andrew. Broadcast Journalism, Oxford.
2. Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
3. Yorke, Ivor, Television News (Fourth Edition), Focal Press.
4. Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
5. Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.
6. Jackman, John.ighting for Digital Video and Television 2010.
7. Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.
8. Musberger, Robert B. Single-camera Video Production.
9. Herbert Zettl , Television Production Handbook.

### **Course Outcome:**

After completion of this course students shall be able to-

1. Students will be able to understand the working pattern of Radio.
2. Students will able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to have understanding of Radio programm content creation.
4. Students will be having the knowledge of Radio script writing

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## **BJ 304 (SEC) : Rural and Agriculture Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. To impart basic concepts meaning of Rural and Agriculture Journalism
2. To make students aware about problems and issues of the Rural development.
3. Inculcate knowledge of Rural and Agriculture development and relations with media and society.
4. Understanding the rural India and its problems.

### **Unit I**

Rural & Agriculture Journalism- Concept, meaning, nature, characteristic, culture of rural society, various subjects in rural & agriculture development- Challenges in rural & agriculture journalism- Media accountability and reach

### **Unit II**

Agriculture Problems- Change of cropping pattern- farmer suicides – changing agriculture culture – problems and issue of agriculture in khandesh region. The agricultural development schemes in Maharashtra and role of media.

### **Unit III**

Govt. efforts to promote agriculture & rural development, Media & NGO's role in Rural Development; ideal village scheme in Maharashtra study of Ralegan Siddhi and other success stories. Writing skills for Agriculture and Rural development News.

### **Suggested reading :**

1. Srinivas R. Melkote - Communication for Development in the Third World, Sage, Delhi
2. Lerner Daniel & Schramm Wilbur - Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
3. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi- Prasar madhyame ani Samaj (Marathi), Atharva Publication, Jalgaon



4. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Media and Social change, Atharva Publication Jalgaon

5. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Madhyame ani Samajik Badal (Marathi), Atharva Publication Jalgaon

**Course Outcome:**

After completion of this course students shall be able to-

1. Understand basic concepts meaning of Rural and Agriculture Journalism
2. Students aware about problems and issues of the Rural development.
3. Inculcate knowledge of Rural and Agriculture development and relations with media and society.
4. Understanding the rural India and its problems.

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**BJ 305: Practical for Radio Journalism**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

1. Every group of students has to conceive, plan and edit one radio News bulletin of 05 to 10 minutes duration & submission of CD (Minimum 3 -5 student in a group) **30 Marks**
2. Practical examination on Radio news writing **30 Marks**

**Internal Assessment**

1. Survey Report **40 Marks**

(Every student has to submit one Audience survey report on any program of Radio)

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**BJ 306: Practical for Rural and Agriculture Journalism**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

1. Write 10 different type of news regarding of Rural and Agriculture related issue and submitted file **30 Marks**
2. Practical examination on Rural and Agriculture news/ Stories writing **30 Marks**

#### 4. Internal Assessment

40 Marks

1. Report on the Management of News- papers based on Familiarization visit **20 Marks**
2. Writing media law (any 5) and ethical issue - submitted file **20 Marks**

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### Open Elective course - III

#### 1. Cyber Security

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### Course Objectives (COs):

To make students aware of different daily useful cyber security skills/rules

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#### Unit 1: Networking Concepts Overview

Basics of Communication Systems, Transmission Media, ISO/OSI and TCP/IP models, Network types: Local Area Networks, Wide Area Networks, Internetworking, Packet Formats, Wireless Networks: Wireless concepts, Advantages of Wireless, Wireless network architecture, Reasons to use wireless, Internet.

#### Unit 2: Security Concepts

Information Security Overview, Information Security Services, Types of Attacks, Goals for Security, E-commerce Security, Computer Forensics, Steganography.

Importance of Physical Security, Biometric security & its types, Risk associated with improper physical access, Physical Security equipments.

Passwords: Define passwords, Types of passwords, Passwords Storage – Windows & Linux.

#### Unit 3: Security Threats and vulnerabilities

Overview of Security threats, Hacking Techniques, Password Cracking, Types of password attacks, Insecure Network connections, Wi-Fi attacks & countermeasures, Information Warfare and Surveillance.

Cyber crime: e-mail related cyber crimes, Social network related cyber crimes, Desktop related cyber crimes, Social Engineering related cyber crimes, Network related cyber crimes, Cyber terrorism, Banking crimes,

## Unit 4: Security Laws and Standards

Security laws genesis, International Scenario, Security Audit, IT Act 2000 and its amendments.

### References:

1. Skills Factory, Certificate in Cyber Security, Text Book Special edition, specially published for KBC NMU, Jalgaon
2. BPB Publication, “Fundamentals of Cyber Security”, Mayank Bhushan, Rajkumar Singh Rathore, Aatif Jamshed
3. CreateSpace Independent Publishing Platform, “Cyber Security Basics”, Don Franke, ISBN-13: 978-1522952190 ISBN-10: 1522952195
4. Online references

### Course Outcomes (COts):

After the completion of the course, students will be able to;

1. Practice learned cyber security skills/rules in real life.
2. Explain/Provide guidance about cyber security skills/rules to their friends, parents and relatives

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## Open Elective course - III

### 2. English Speaking

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

### Course Objectives (COBs)

1. To strengthen oral communication skills in English Language.
2. To improve vocabulary in English Language.
4. To enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. To inculcate the knowledge of grammar in English Language.

### Unit I:

Fundamentals of Language: Basic use of parts of Speech, Tenses, Articles, Model verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to the situations.

**Unit II:**

Effective Oral Communication: Oral reports, Discussion, Telephonic conversations, Pronunciation, Stress and Intonation. Public speaking. Tips for Interview Success. Body Language. Mock Interviews for enhancing skills.

**Course Outcome:(COs)**

After completion of this course students shall be able to-

1. Students would be able to strengthen oral communication skills in English Language.
2. Students would be able to improve vocabulary in English Language.
3. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
4. Students would be able to inculcate the knowledge of grammar in English Language.

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## Second Year B.A. (MCJ): Fourth Semester

<b>Total Credits: 26</b>	Theory paper 4 x 4 = 16 credits (04 Credits per Paper) Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02
<b>Total Papers: 07</b>	Core : 02, AEC: 01, SEC: 01, Practical: 02, OEC: 01

### BJ 401 (Core) : Public Relation

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### Course Objectives:

- 1) To make students aware of the importance of public relations and its critical role in today life.
- 2) To prepare students for Public Relation challenges.
- 3) To impart the fundamentals of public relations writings

#### Unit I

Public Relation – definition – PR as a communication function – history of PR, growth of PR in India, Deference between Public Relation-publicity-propaganda and public opinion. PR as a management function.

#### Unit II

PR Tools – press conference, press releases, Exhibition, Gathering etc. Media Relation. Stage of PR- Planning – implementation – research – evaluation. .

#### Unit III

Types of PR – internal and external – community relations – employee relations; PR in India – public and private sectors; PR counseling; PR agencies; PR and advertising – PR for media institutions.

#### Suggested reading

- 1 Sam Black – Practical Public relations
- 2.Scott m Cutlip-Effective Public relations
- 3 .Burke –Advertising in the Market Place
4. जनसंपर्क संकल्पना आणि सिध्दांत – प्रा.सुरेश पुरी,विमुक्तजन प्रकाशन,औरंगाबाद
5. जनसंपर्क मिमांसा – डॉ. वि.ल. धारूरकर, रामराज्य प्रकाशन,औरंगाबाद
6. Dr. Bhatkar Sudhir and Nitale vinod - Corporate communication (Marathi), Prashant Publication, Jalgaon

### Course Outcome: (COs)

After completion of this course students shall be able to-

1. Students aware of the importance of public relations and its critical role in day to day life.
2. Students prepare for Public Relations challenges.
3. Students would learn the basics of public relations writings

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### **BJ 402 (Core) : Environment Communication**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### Course Objectives:

1. To introduce students to skill of writing for the environmental issues.
2. To help students keep abreast with environmental issues and concerns.
3. To prepare students to effectively communicate on environmental issues.

### Unit I

Environment- Definition, Nature, Scope & Need. Culture from ancient to modern tricks. Eco-System and its types of Environmental Pollution -Land, air, water and sound etc. Meaning of Environmental Communication;

### Unit II

Ecology and Society- need of public Education through media; Relevance of eco-education-impact of eco - education through mass media; Environment and Human development.

### Unit III

Media responsibility- Bio-diversity- health Problems and Social issues regarding pollution and social responsibility. Urbanization and Industrialization, waste management and Media's responsibility. Communication strategy for environment Communication.

### Suggested Reading:

1. Corbett, Julia B. (2006) Communicating Nature: How We Create and Understand Environmental Messages. Washington: Island Press.
2. Cox, Robert. (2010) Environmental Communication and the Public Sphere (2nd Ed.). Thousand Oaks: Sage Publications
3. Hendry, Judith. (2010), Communication & the Natural World., PA: Strata Publishing.

4. Cantrill, James G. and Oravec, Christine L. (eds.). (1996) the Symbolic Earth: Discourse and Our Creation of the Environment. Lexington: University Press of Kentucky

5.. Jurin, Richard R., Danter, K. Jeffrey, Roush, Donny , Environmental Communication, published by Pearson Custom Publishing, 2000

### Course Outcomes: (COs)

After completion of this course students shall be able to-

1. Students would be able to understand the basics of Environmental reporting.
2. Students would be able to understand the basics of Environmental communication.
3. Students will be able to create awareness about environmental issues in society.

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## **BJ 403 (AES) : Development Communication**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### Course Objectives:

1. To impart basic concepts meaning and models of development
2. To make students aware about problems and issues of the development.
3. Inculcate knowledge of sustainable development communication and relations with media and society.
4. Understanding the rural India and its problems.

#### **Unit I**

Development- Concept, definition, nature of development; development indicators, approaches to development; development policy, development planning.

#### **Unit II**

Development journalism- concept- relevance; subject of development journalism. Development communication- meaning- strategies- New trends in development communication.

#### **Unit III**

Development barriers- Social cultural and economic barriers to development communication, approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context. Writing for development messages.

### **Suggested reading**

1. Narula Uma - Development Communication – Theory and Practice, Har Anand, New Delhi
2. Joshi Uma - Understanding Development Communication, Dominant Publications, Delhi
3. Srinivas R. Melkote - Communication for Development in the Third World, Sage, Delhi
4. Lerner Daniel & Schramm Wilbur - Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
5. Rogers Everett M - Communication and Development: Critical Perspective, Sage, Delhi
6. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi- Prasar madhyame ani Samaj (Marathi), Atharva Publication, Jalgaon
7. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Vadnare- Prasar madhyamachi Antrang (Marathi) Pritam Publication, jalgaon
8. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Media and Social change, Atharva Publication Jalgaon
9. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Madhyame ani Samajik Badal (Marathi), Atharva Publication Jalgaon

### **Course Outcome: (COs)**

After completion of this course students shall be able to-

1. Students would learn the concepts meaning and model shop the development.
2. Students would be able to understand the problems and hurdles in development communication.
3. Students would know different programmes and policies of the development.
4. Learner would know the rural India and its problems he also will understands the communication gap.

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### **BJ 404 (SEC) : Online Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 test for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. Impart basic concepts and importance of Online Journalism.



2. To gain proficiency in specific uses of various types of Online Journalism.
3. Encourage self employment.
4. To provide understanding of etiquette of Online Journalism.

### **Unit I**

Online Journalism - Meaning, concept, nature, importance, characteristics. Role of Information technology in online journalism. HTML - inserting, hyper linking, editing, publishing, locating, promoting and maintaining a website.

### **Unit II**

On-line editions of newspapers - creation, feed, management, revenue and expenditure, online editing, e-publishing; security issues on internet; social, political, legal and ethical issues related to IT and Communication Technology .

### **Unit III**

Introduction to online editing: Skills of news writing, elements of news, Principles of editing, Headlines; importance and functions of headlines, types of headline, typography and style, language, importance of pictures/ video, selection of news pictures/ video. Role of sub/copy -editor, News editor and Editor.

### **Suggested reading**

1. ई - जर्नालिझम, अर्जून तिवारी, विश्वविद्यालय प्रकाशन, वाराणसी
2. नई पत्रकारिता और समाचार लेखन, सविता चट्टा, विश्वविद्यालय प्रकाशन, वाराणसी
3. इंटरनेट पत्रकारिता, सुरेश कुमार, विश्वविद्यालय प्रकाशन, वाराणसी
4. Internet Journalism in India, Om Gupta & Ajay Jasra, Vishvidyalaya Publication

### **Course Outcome: (COs)**

After completion of this course students shall be able to-

1. Students would learn the basic concepts and importance of Online Journalism.
2. Students would be proficiency in specific uses of various types of Online Journalism.
3. Students would be going for self employment.
4. Students understanding of etiquette of Online Journalism.

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**BJ 405: Practical for Public Relation and Environment Communication**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- 1. Practical examination on Public Relation **30 Marks**
- 2. Practical examination on Environment news writing **30 Marks**

**Internal Assessment**

**40 Marks**

- 1. Public Relations file – Making press note, Invitation for press conference, Press Release for press conference, Notification, poster, broacher, folder. **20 Marks**

- 2. Writing Environmental news item (2), articles (1), feature (1), News base Stories (1) and submit file

**20 Marks**

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**BJ 406: Practical for Online Journalism and Development communication**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- 1. Practical examination on Online Journalism **30 Marks**
- 2. Practical examination on Development news writing **30 Marks**

**Internal Assessment**

- 1. Writing development News items (5), Article (2), News stories (2) **20 Marks**

- 2. Comparative study on two online news papers / portal and submitted it in file **20 Marks**

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## **Open Elective course - IV**

### **1. Camera Handling**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### **Course Objectives (CObs):**

1. Understand while practicing in the studios how to handle photo camera.
2. Students will understand while practicing in the studios how to handle Television camera.

#### **Unit I:**

Basics and importance of Videography - History of Videography - Purpose and advantages of videography. Limitations and applications of videos. Outdoor and studio videography. Elements of Composition - Framing Image size, angle and lens. Nature of the moving image medium, fundamentals and history of cinema.

#### **Unit II :**

Photographic equipment- cameras- types- formats- lens- their types and function - Understanding Light and its Uses- Visible spectrum, - Quality of light: hard light soft light-lighting equipments: on camera flash, its use and limitation, studio flash, and accessories

#### **Unit - III**

TV Camera - shooting with TV camera mounting, Colour balance, Basic shots and camera movement. Using reflectors. Lighting grid Luminaries Studio lighting - three point – high key and low key lighting; properties, -single camera shooting - multi camera shooting - shooting and editing digital camera handling.

#### **Suggested Readings**

1. Yorke, Ivor, Television News (Fourth Edition), Focal Press.
2. Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
3. Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.
4. Jackman, John.ighting for Digital Video and Television 2010.
5. Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.
6. Musberger, Robert B. Single-camera Video Production.

### Course Outcome:(COs)

After completion of this course students shall be able to-

1. Students will be able to handling video cameras.
2. Students will anchor, present and able to produce television news bulletin.
3. Students will be able to handling Photo cameras.

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## Open Elective course - IV

### 2. Computer skill

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

### Course Objectives (COs):

1. To learn about Computer.
2. To understand Software and Operating System.
3. To understand IT Communication.
4. To learn about Office Automation Package.
5. To learn about Document, creation, manipulation and storage of Chart and Slide Show Package

### Unit I

Introduction to computers – history and generation of computers: types of computers hardware and software; keyboard function, digital technology.

### Unit II

MS office and its applications; MS- word with features; MS windows; MS Excel, Power point presentation; important commands; page maker, interface, working with text, page set up, printing; formatting techniques; graphics and drawings.

### Unit III

Multi-media - definitions - CD-ROM and multimedia-business applications - educational application- public utility, virtual reality -multi-media skills

### Suggested reading

1. Internet Journalism in India, Om Gupta & Ajay Jasra, Vishvidyalaya Publication.
2. Information Technology in Journalism, Om Gupta & Ajay Jasra, Vishvidyalaya Publication, Waranasi
3. Bhatnagar Subhas information and communication technology in Development., Sage New Delhi.
4. Kanungo Sivraj, Making Information technology Work Sage, Publication, New Delhi.

5. Pande Sudhir Handbook of Satellite Communication, Authors Press, New Delhi 2000
6. Parekh Harsha, Internet, Knowledge work, Mumbai 1999.

**Course Outcome:**

After completion of this course students shall be able to-

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will learn about Document, creation, manipulation and storage of Chart and Slide Show Package

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## Equivalent Courses (As per University norms)

### B. A. MCJ

#### Second Year - III and IV Semester

Sr. No	Course code	Old Course name	Course code	New Course Name
1	BJ 302	Development communication	BJ 301(Core)	Media Management
2	BJ 303	Rural & Agriculture Journalism	BJ 302 (Core)	Media Law and Ethics
3	BJ 304	Environment Communication	BJ 303 (AEC)	Radio Journalism
4	BJ 305	Online Journalism	BJ 304 (SEC)	Rural & Agriculture Journalism
5	PR	Practical	BJ 305	Practical for Radio Journalism
			BJ 306	Practical for computer Application
6	BJ 402	Women and Media	BJ 401 (Core)	Public Relation
7	BJ 403	Television Journalism	BJ 402 (Core)	Environment Communication
8	BJ 404	Radio Production	BJ 403 (AEC)	Development communication
9	BJ 405	Indian Constitution & Democracy	BJ 404 (SEC)	Online Journalism
10	PR	Practical	BJ 405	Practical for Public Relation and Environment communication
			BJ 406	Practical for Online Journalism and Development communication

## **Third Year B.A. (MCJ): Fifth Semester**

<b>Total Credits: 26</b>	Theory paper 4 x 4 = 16 credits (04 Credits per Paper) Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02
<b>Total Papers: 07</b>	Core : 02, AEC: 01, SEC: 01, Practical: 02, OEC: 01

### **BJ 501 (Core) : Women and Media**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### **Course Objectives:**

1. To introduce the status of women in India.
2. To understand the concept of culture and issues of gender.
3. To introduce use and importance of Mass Media in women Empowerment.

#### **Unit I**

The Indian women and Society –The Status of women in India; changing dimension from ancient to modern times. Raja Ram Mohan Ray, Mahatma Joytiba Phule- Savitribai Phule, Dr. B. R. Ambedkar and other social reformers.

#### **Unit II**

Women's developments Movements- Study of present women movements with reference to India & Maharashtra. Women's empowerment movements; various women organizations in India. Beijing conference and changing scenario regarding womens' development.

#### **Unit III**

Women in media –Women in print media, audio visual media, film etc. Working women in media and theirs problems- Women Images in Television serials and films. Women in Advertising. Social media and women.

#### **Suggested Readings :**

- 1) Desai Meera and Krishnaraj, M.: Women and Society in India, Ajanta, Delhi, 1987.
- 2) Desai M. and Patel V. : Indian Women : Change and Challenges in the International Decade, Popular Bombay, 1985.

- 3) Alatekar A. S. : The Position of women in Hindu Civilization, Motilal, Banarsidas, New Delhi, 1962.
- 4) Whose News, The Media and women's Issues Editors , Ammu Joseph and Kalpana Sharma, Sage Publication, New Delhi, 1994.
- 5) Indian women and media Dr. Meera Desai Research Unit on women studies SNDT, Bombay
- 6) Status of women Reflected in Marathi Media (1930-1970) Sudha Gogate Subhada Saraswat publications, 1988

### Course Outcome: (COs)

After completion of this course students shall be able to-

1. Students would be understood the nature and status of women in India.
2. Identify with the concept of culture and issues of gender.
3. Students would be able to use Mass Media to Women Empowerment

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## BJ 502 (Core) : Advertising

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### Course Objectives:

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. Encourage graduates for self employability.
4. Inculcate knowledge of economy of media.
5. Knowledge of the functioning of advertising agencies.

### Unit I

Advertising - definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising ; consumer advertising –corporate – industrial – retail – national – trade – professional – social.

### Unit II

Product advertising – target audience – brand image – positioning; advertising strategies; appeal, advertising spiral, market and its segmentation, sales promotion.



### Unit III

Advertising agency – growth and development - structure and function, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

#### Suggestive Readings :

1. Chunawalla SA & Sethia KC, foundations of Advertising Theory and practice, publisher-Himalaya Publishing House, Delhi, 2000.
2. Chunawalla SA other advertising theory and practice, publisher- Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher- prentice hall of India, New Delhi, 2000.
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins, Frank. Advertising Made Simple, Rupa& Co.
6. Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.

#### Course Outcome: (COs)

After completion of this course students shall be able to-

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning.

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### **BJ 503 (AES) : Television Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### Course Objectives:

1. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
2. Students will understand new trends in television journalism.
3. Students will know the procedure and techniques of different programme formats of television news and news based programme.

4. Students will acquire skills and learn to use different softwares for editing television Programmes.

### Unit I

Television- Brief history, Indian television, meaning of TV Journalism, News Reader, Cameraman, Video Journalist, OB Van, news room, national and regional news channel, Cable television

### Unit II

Television Technology: Studio, contributory audio- visual sources, studio system, production control room, master control, video signal, monochrome T.V. band width

### Unit III

Writing for television: TV news writing: marking copy in production language. news culture, elements of news, personal sources, interviewing, observation, stored source of information, deadlines, ethical consideration.

### Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
3. Broadcasting in India,P.C Chatterji,Sage Publication, London.
4. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
5. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
6. आजच्या ठळक बातम्या,वाळवेकर समीरण
7. भारतातील प्रसारमाध्यमं: काल आणि आज,दळवी जयमती, डायमंड, प्रकाशन, पुणे
8. जनसंवाद सिध्दांत आणि व्यवहार,गोळवलकर रमा,श्री मंगेश प्रकाशन,रामदास पेठ,नागपूर)
9. दृष्य, श्रव्य एवम् जनसंचार माध्यम, डा. के.के.रत्नू, विश्वविद्यालय प्रकाशन, वाराणसी
10. टेलिविजन समाचार: लेखन और वाचन, एच. मुस्तफा जौदी, विश्वविद्यालय प्रकाशन, वाराणसी

### Course Outcome: (COts)

After completion of this course students shall be able to-

1. Write scripts of television news stories, special stories and on the spot reporting
2. Cover events and news based stories using mobile phones, video cameras.
3. Students will acquire skills and techniques of television media production
5. Do the editing both offline and online programme of television with using the softwares.

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## **BJ 504 (AES) : TV Anchoring and Radio Jockey**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. To familiarise students with TV and Radio as means of communication.
2. To learn specific skills relating to anchoring for TV and Radio.
4. To understand the requirements for programming for TV and Radio.
5. To produce a programme for Radio as RJ.

### **Unit I**

TV Anchoring- meaning, concept, nature and characteristic, kinds of anchoring. The Voice and the Microphone - Breathing and articulation, Voice and its function, Pitch/tone/intonation/ inflection/ fluency Voice-Over, Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos - Body language, Studio autocue reading & Recording the voice- Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)

### **Unit II**

News anchoring – News reading, use of teleprompter, Reporting from the field- Peace to camera (P2C)- meaning, importance and use- Vox Pop- meaning and use - Techniques of Television Interview

### **Unit III**

Radio Jockey - meaning, concept, nature and characteristic, kinds of radio jokey , Voice Modulation Introduction to voice, How to make it presentable, Microphone & recording techniques Exercises. Writing for Radio- Script Writing for Radio, Thought Process, Construction of simple but smart sentences.

### **Suggested Readings**

1. Anderson, C. (2016). TED Talks: The Official TED Guide to Public Speaking. Iowa: Mariner Books.
2. Chantler, P., & Stewart, P. (2003). Basic radio journalism. Amsterdam: Focal Press.
3. Chatterji, P. C. (1987). Broadcasting in India. New Delhi: Sage.
4. Shrivastava, K. M. (1990). Radio and TV journalism. New Delhi: Sterling Publishers.

5. Zettl, H (2005), Television Production Handbook. Massachusetts: Cengage Learning.

**Course Outcome: (COs)**

After completion of this course students shall be able to-

1. Understand specific skills relating to anchoring for TV and Radio.
2. Understand the requirements for programming for TV and Radio.
3. Produce a programme for Radio as RJ.
4. Knowledge of the grammar and aesthetics of radio programming.
5. Familiarity with TV and Radio programme formats.

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**BJ 505: Practical for Advertising**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- |   |                 |
|---|-----------------|
| 1. Practical examination on Advertising     | <b>30 Marks</b> |
| 2. Practical examination on women and Media | <b>30 Marks</b> |

**Internal Assessment**

**40 Marks**

- |   |                 |
|---|-----------------|
| 1. Advertising file – Making five Advertisement for print Media and submit file   | <b>20 Marks</b> |
| 2. Write women empowerment articles (5) and News base Stories (3) and submit file | <b>20 Marks</b> |

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**BJ 506: Practical for TV Journalism and Radio Jockey**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- |   |                 |
|---|-----------------|
| 1. Practical examination on TV Journalism | <b>30 Marks</b> |
| 2. Practical examination on Radio Jockey  | <b>30 Marks</b> |

**Internal Assessment**

**40 Marks**

- |  |                 |
|--|-----------------|
| 1. TV Journalism File – Reporting TV news stories for any five events of your city and submit file | <b>20 Marks</b> |
|--|-----------------|

2. Radio Jockey file- Students have to record individual any one program for Radio (Min. 5 minutes) and submit it in CD / Pendrive **20 Marks**

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## **Open Elective course - V**

### **1. Video Editing**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### **Course Objectives (COs):**

1. Students will acquire skills and learn to use different software's for editing television Programmes..
2. To familiarize the students with the basics of editing.
3. To understand the process of editing for various platforms.

#### **Unit I:**

Necessity of editing– Principals of editing- Shot to shot transition- analyze the different juxtaposition of shots. Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non Linear editing. Editing in Digital World.

#### **Unit II:**

Introduction to editing Tools- Adobe Premier Pro, Final Cut Pro etc or Open Software. Working In the Timeline, Transitions, Key framing, Applying Filters, Ingesting, Exercise. Visual Editing, NLE Compositing, Colour Correction & Colour Grading, Working On Audio, Titling,

#### **Suggested Readings**

1. Yorke, Ivor, Television News (Fourth Edition), Focal Press.
2. Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
3. Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.
4. Jackman, John.ighting for Digital Video and Television 2010.

#### **Course Outcome: (COs)**

After completion of this course students shall be able to-

1. Students will be able to do the editing both offline and online programme of television with using the software's.
2. Students would be able to familiarize themselves with the basics of editing.
3. Students would be able to understand the process of editing for various platforms

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## Open Elective course - V

### 2. Current Affairs

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### Course Objectives (CObs):

- To make students updated about current affairs of India and world

#### Unit I

Politics & Economy - National & International Political Activity, Organization- Economy & Business, Corporate world - National & International Awards and recognitions - Books and authors.

#### Unit II

Science & Technology- Software, Automobile, Space Research - New inventions and discoveries - Summit & conference. Environment & Sports- Ecology & Climate, Organization.- National & International Games, Olympics, commonwealth etc.

#### Suggested Reading (Use recent years 'data and current literature) :

1. India 2019, by Publications Division Government of India
2. Manorama Year Book by Philip Mathew,
3. India 2019, Rajiv Maharshi
4. Quick General Knowledge 2018 with Current Affairs Update, Disha Experts
5. General Knowledge 2018: Latest Who's Who & Current Affairs by RPH Editorial Board.

#### Course Outcomes (COts):

After the completion of the course, students will be able to;

1. Identify important issues currently/ recently happening in India or world.
2. Summarise current affairs regularly

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## **Third Year B.A. (MCJ): Six Semester**

<b>Total Credits: 26</b>	Theory paper 4 x 3 = 12 credits (04 Credits per Paper) Project works (Dissertation) – 04 Credits Practical 2 x 4 = 08 credits (04 Credits per practical) Open elective course- 02 Credits
<b>Total Papers: 07</b>	Core : 02, PW: 01, SEC: 01, Practical: 02, OEC: 01

### **BJ 601 (Core) : Social Media**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

#### **Course Objectives:**

1. To provide an understanding of the social media landscape.
2. To gain proficiency in specific uses of various types of social media platforms
3. To provide understanding of etiquette of various social media
4. To understand how to create own presence on social media professionally.
5. To understand basic strategies of brand Management on social media.

#### **Unit I**

Social Media- Brief history, Concept, definition, nature, characteristic, Importance. The Digital Experience – mobile, cyberspace, online, apps, cyber Literacy - Internet, changing character of communication, Ethical and law related Issues.

#### **Unit II**

Types of Social Media- Face book, Twitter, WhatsApp, Instagram, Blogger, YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype, Building communities-pages & channel. Impact of Social Media- society, women's, youth, children etc. political impact, influence on public opinion.

#### **Unit III**

Social media and Journalism- use of social media for news, feature writing, photograph, uploading news papers, web link, video news, Audio etc. Citizen Journalism. Use of social media for publicity and propaganda in government and private sector. Combating Disinformation and Misinformation

through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgments and opinions and participation. Reflection: Compare various types of fake news and misinformation

**Suggested Reading:**

1. Bennett,W.Lance. New Media Power: The Internet and Global Activism 2003.
2. Castells. Manual The Network Society: a cross-cultural perspective,
3. Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
4. Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ New Media & Society, Vol. 6, No.1, 2004.
5. Lister Martin .New Media – A critical Introduction. Routledge, 2009.

**Course Outcomes:**

After the completion of the course, students will be able to;

1. Students would be able to understanding the concepts of digital and social media.
2. Students would be able to utilize digital social media tools for different developmental activities.
3. Students would be able to gain understanding of cyber ethics.
4. Students will comprehend the functionalities of social media.
5. Students would able to know the risk and challenges of Social media

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**BJ 602 (Core) : Communication Research**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

**Course Objectives:**

1. To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research.
2. To understand the need, role, importance functions and ethics of research.
3. To know the elements of research.
4. To learn the types of research.



## **Unit I**

Definitions and basic concept of research - Communication research- Media research - Social research - Difference between communication research, media research and social research. Need for research - Role of research - Importance of research - Functions of research -Ethics of research.

## **Unit II**

Research Methodologies- Quantitative - Qualitative Methods -Content Analysis. Research design- Meaning, kinds, & importance. Importance of Hypothesis & Data Collection. -Interview methods . The Survey: Readership, Audience, Consumers -Survey: Schedule, Sample - Focus Groups, Questionnaire Design -Field work, Telephone Polls, Online Polls. Primary and Secondary data.

## **Unit III**

Project Writing– research question, Data Analysis: Statistical-Coding and Tabulation, Non-Statistical- Descriptive and Historical. Bibliography.

### **Suggested Reading:**

1. Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.
2. Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
3. Kothari, C.R, Research Methodology: Methods and Techniques, New age International Ltd. Publishers.
4. Wimmer and Dominick, Mass Media Research Thomson Wadsworth.
5. डॉ.सुधीर भटकर, डॉ.विनोद निताळे, संशोधन पद्धती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2021

### **Course Outcomes:**

After the completion of the course, students will be able to;

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
2. Students would know the difference between communication research, media research and social research.
3. Students would gain knowledge about the need, role importance, functions and ethics of research.

4. Students would learn the concept of each element of research and the interrelations between elements.

5. Students would learn the various types of research.

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### **BJ 603 (Project work) : Dissertation and Viva Voce**

(Theory Exam 60 marks + Viva Voce 40 mark. Total – 100 Marks)

#### **Course Objectives:**

1. To develop research aptitude in students
2. To get deeper knowledge of methods in the major subject/field of study.

**Note-** Dissertation and Viva – Voce has separate passing head. Students must be appeared for both examinations.

- ❖ All students of BA MCJ programme shall be required to submit a Project work (dissertation) at the end of Sixth semester and before the commencement of BA MCJ final practical examination. Unless the Project work (dissertation) is submitted before the practical examination, the student will not be allowed to take the final examination. The Project work (dissertation) shall be evaluated for 100 marks (followed by Thesis 60 marks and Viva Voce for 40 marks) evaluation of thesis and Viva Voce will be done by External examiners.
- ❖ Every student will have to write a dissertation and submit 2 copies of bind volumes in A/4 Size paper and one CD, in any area of mass communication. Detail 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 endeavourer to Create new knowledge in any area of mass communication.

#### **Course Outcomes (COs):**

After completion of this course students will be able to-

1. Students will be able to develop research aptitude
2. Students will be able to get analyzed deeper knowledge of methods in the major subject/field of study.

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## **BJ 604 (SEC) : Photo Journalism**

(Theory Exam 60 marks + Internal Assessment 40 mark. Total – 100 Marks)

[Internal Assessment = 1 Seminar for 30 marks and 10 marks for Semester Attendance- Total 40 marks.]

### **Course Objectives:**

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self employment.
4. Encourage creative skills
5. Develop interest in photo journalism

### **Unit I**

Photo journalism- Brief History , concept, necessity and significance; Photography - elements and principles- visual language- meaning- composition of photography- subject and light.

### **Unit II**

Photographic equipment- cameras- types- formats- lens- their types and function - film- types and function- accessories. Understanding Light and its Uses- Visible spectrum, Colour temperature, un its & significance in photography -Quality of light: hard light soft light-lighting equipments: on camera flash, its use and limitation, studio flash, and accessories

### **Unit III**

News photograph- Importance, characteristic, use of photograph in news, kinds of news photo, news photo agency . Develop photograph manual and digital photography. Importance of photo editing, co-ordination in news room, editing of photograph, photo caption,

### **Suggested Reading:**

- 1 Photo Journalism-An Introduction, Freds Parrish, Wordsworth,2002
2. Photo Journalism, Kenvets Kobre & Bestybrill, Guf Professional Publisher, 2004.
3. Guide to Photo Journalism, Brian Horton, McGrow Hill, 2001
4. Photo Journalism, Franke P. Hoy, Prentice Hall, 1980.

**Course Outcomes (COs):**

After completion of this course students will be able to-

1. Students would learn the concepts and importance of photography.
2. Students would be able to understand photo coverage and photo Journalism .
3. Students would be to ready to join any media organization as photo Journalist.
- 4 Students would know the importance of photo features.
5. Students would know different branches of photography and may be self-employed.

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**BJ 605: Practical for Social Media and Research**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

- |   |                 |
|---|-----------------|
| 1. One content analysis either of print or electronic media | <b>30 Marks</b> |
| 2. Practical examination on Social Media                    | <b>30 Marks</b> |

**Internal Assessment**

**40 Marks**

- |  |                 |
|--|-----------------|
| 1. One audience research survey report : on Print/ Electronic media                    | <b>20 Marks</b> |
| 2. Write research paper (02) an area of Mass communication and Journalism. Submit file | <b>20 Marks</b> |

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**BJ 606: Practical for Internship and Study Visits**

**(External-60 + 40 Internal) 100 marks**

**External Assessment:**

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

**60 Marks**

**Internal Assessment**

**40 Marks**

Every student has to participate in Local & Out station study/ field visit to media centers and he/ she shall submit their reports based on observations. Thus, study visits are compulsory to all students. (20 marks for Local visit and 20 marks for out station visit.)

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## **Open Elective course - VI**

### **1. Translation Skill**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

#### **Course Objectives (CObs):**

1. To help the students to understand the norms and measures of a good and eligible or communicative translation.
2. To explain the similarities and differences in good and communicative translation and to acquaint the learners with the better standards of translation as theory as well as practice.
3. To sharpen and cultivate the interest and ability in the learners to attempt translation in the literary as well as social media and gain success in their efforts.
4. To encourage the learners in practice to perform as translators in multiple areas of translation such as literary, academic and social media.

#### **Unit I:**

Basics of Translation as a Process: What is Translation? How is it done in different modes and disciplines, the broad and narrow application of meaning and significance of translation in academia and media.

#### **Unit II:**

General understanding of how to translate: Communicative translation as a replacement of form and meaning, Transliteration as the failure of translation. Translation as an academic endeavor in literature, language and disciplinary subjects in education.

#### **Unit III:**

Linguistic competence and Perceptive skill in translation, poetic and prosaic translation. Difficulties in Translation: Use of Machine Translation and its limitations. Types of Translation: Formal translation and Word to Word translation: Verbal, literal and lexical level Semantic Translation and focus on Meaning in Translation: Syntactic, Structural, and Grammatical level, including symbols, images, literary devices and style in translation.

**Suggested Reading:**

1. Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation Studies . Routledge, London/New York, 1998.
2. Bassnett, Susan -McGuire. Translation Studies.Methun /Routledge, London, 1980.
3. Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and Culture. Pinter Publishers, London, 1990.
4. Das, Sisir Kumar. A History of Indian Literature: 1800-1910. Vol. I. Sahitya Akademi,New Delhi, 1991.
5. Lakshmi, H (ed). Problems of Translation. Hyderabad: Books links Corporation, 1993.
6. Mukherjee, Sujit. Translation as Discovery. Orient Longman, 1994.

**Course Outcomes (COs):**

After completion of this course students will be able to-

1. Translate prose, poetry and various forms of writing in literature as well as other disciplines.
2. Translate for various professional endeavors and human resource in general.
3. Creatively and critically attempt to translate various forms of writing in literature.
4. Make inventive use of their competence in languages they have known including English

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**Open Elective course - VI**

**2. Human Rights**

(Internal Assessment Total – 100 Marks)

[Theory / Practical / Project Work, Credit: No credits.]

**Course Objectives (COs):**

To make students aware about human rights and human values

**Unit 1: Introduction to Human Rights**

- 1.1 Concept of Human Rights
- 1.2 Nature and Scope of Human Rights
- 1.3 Fundamental Rights and Fundamental Duties
- 1.4 Interrelation of Rights and Duties

## **Unit2: Human Rights in India**

2.1: Meaning and Significance of: 1) Right to Equality 2) Right to Freedom, 3) Right against Exploitation, 4) Right to Freedom of Religion, 5) Cultural and Educational Rights, 6) Right to Constitutional Remedies.

2.2 Constitutional Provisions for Human Rights

2.3 Declaration of Human Rights

2.4: National Human Rights Commission

## **Unit 3: Status of Social and Economically Disadvantaged people and their rights**

4.1: Rights of women and children in the context of Social status

4.2: The Minorities and Human Rights

4.3: Status of SC/ST and other Indigenous People in the Indian Scenario

4.4: Human rights of economically disadvantaged Society.

### **Suggested Reading:**

- 1) Human rights education – YCMOU, Nasik
- 2) Value education – SCERT, Pune
- 3) Human rights reference handbook – Lucille whare

### **Course Outcomes (COs):**

After the completion of the course, students will be able to;

1. Practice the learned issues under human rights and human values in real life.
2. Provide social justices to people around them and provide guidance about human rights to their friends, parents and relatives.

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## **Equivalent Courses (As per University norms)**

### **B. A. MCJ**

#### **Third Year - V and VI Semester**

<b>Sr. No</b>	<b>Course code</b>	<b>Old Course name</b>	<b>Course code</b>	<b>New Course Name</b>
1	BJ 501	Public Relation and Corporate Communication	BJ 501(Core)	Women and Media
2	BJ 502	Advertising	BJ 502 (Core)	Advertising
3	BJ 503	Film Communication	BJ 503 (AEC)	Television Journalism
4	BJ 504	Photo Journalism	BJ 504 (SEC)	TV Anchoring & Radio Jockey
5	PR	Practical - Part A	BJ 505	Practical for Advertising
6	PR	Practical - Part B	BJ 506	Practical for T.V. Journalism and Radio Jokey
6	BJ 602	Social Media	BJ 601 (Core)	Social Media
7	BJ 601	Communication Research	BJ 602 (Core)	Communication Research
8	BJ 604	Research Project	BJ 603 (PW)	Dissertation
9	BJ 603	TV Anchoring & Radio Jokey	BJ 604 (SEC)	Photo Journalism
10	PR	Practical - Part A	BJ 605	Practical for Social Media and Research
11	PR	Practical - Part B	BJ 606	Internship and Study Visits



## LIST OF REFERENCE BOOKS

### English

1. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
2. The Process of Communication - By Berlo D. K. (Holt, Rinehart and Winston, New York)
3. The Process and Effect of Mass Communication - By Schramm W. (University of Illinois Press, Urbana)
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. The Mass media, Reporting, Writing, Edition - By Rivers W. L. (Harper and Row, New York and John Weatherhill Inc. Tokyo)
6. Electronic Journalism – By William A. (Columbia University Press, New York)
7. Film and the Director - By Don Livingston (Sterling Publishers Pvt. Ltd., New Delhi)
8. Television News: Writing, Editing, Filming, Broadcasting - By Fang I. F. (Hasting House Publishers, New York)
9. Writing Televisions and Radio Programming- By Willis Edger E. (Holt Rinehart, UNESCO, Paris)
10. Mass Communication - Chatmjee R. K., National Book Trust, New Delhi
11. Broadcasting in India -Awasthy G. C. (Allied Publication, New Delhi)
12. Mass Communication & Journalism -A. K. Shukla (Anmol Publication, New Delhi)
13. Mass Communication in India – Keval J. Kumar, (Anmol Publication, New Delhi)
14. Mass Communication is Critical Analysis - Keval J. Kumar (Anmol Publication, New Delhi)
15. This is All India Radio - D. K. Barnoha.
16. Practical Newspaper Reporting. - Tom Welsh (Oxford University Press. London)
17. Modern News Reporting - by Warren C. (Harper and Row, New York)
18. Newsmen at work- By Campbell L. R. and Wolseley R. E. (Houghton Mifflin Co. Boston.)
19. How to Report & Write the News, Campbell L. R. and Wolseley R. E. (Prentice Hall U. S.A.)
20. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
21. Interpretative Reporting - By Macdougall C. D. (The Macmillan Co., New York)
22. Scholastic Journalism, Earl and Hach Clarence, The Iowa State University Press Ames, U. S.A.
23. Fundamentals of Journalism- By Crump Speneer (McGraw Hill Book Co)
24. The Journalist Interview - By Sherwood Hugh C. (Harper and Row, New York)

25. Magazine Journalism - Today Antony Devis (Oxford University Publication)
26. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York)
27. News Editing - By Westly Bruce (Houghton Mifflin Co., USA)
28. The Art of Editing the News - By Me. Giffert Robert C. (Chilton Book Co., New York)
29. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
30. News Editing and Display-Brown C. Charles (Greenwood Press,U.S.A.)
31. News Headline - Evon Herald (William Heinman Ltd. UK)
32. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
33. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall offindia, Delhi)
34. Practical Newspaper Reporting - Tom Welsh (Oxford University Press, London)
35. Modern News Reporting - By Warren C. (Harper and Row, New York)
36. Newsmen at work - By Cmpbell L. R. and Wolseley R. E. (Houghtom Mifflin Co. Boston.)
37. Flow to Report & Write the News, Campbell L. R. and Wolseley R. E. (Prentice Hall U. S.A.)
38. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
39. Interpretative Reorting - By Macdougall C. D. (The Macmillan Co., New York)
40. Scholatic Journalism, Earl and Hach Clarence (The Iowa State University Press Ames, USA)
41. Fundamentals of Journalism - By Crump Speneer (Mcgrow Hill Book Co., New York)
42. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
43. Magazine Journalism - Today Antony Devis (Oxford University Publication)
44. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York)
45. News Editing - By Westly Bruce (Houghton Mifflin Co., USA)
46. The Art of Editing the News - Me. Giffert Robert C. (Chilton Book Co., New York)
47. Creative News Editing - By Crowell Alfred (WMC Bro\\ n Publication)
48. News Editing and Display-Brown C. Charles (Grcenwood Press. U. S.A.)
49. News Headline - Evon Herald (William Heinman Ltd. UK)
50. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
51. Editing in the Electronic Era -Martin L. Gibson (Brentice Hall of India, New Delhi)
52. Practical Public Relations -Black Sam (Sir Isaac Pitman and sons Ltd., London)
53. Public Relations, Principles, Cases and Problems.Canfield B. R. Richard D. Irwin Inc. Illinois)
54. Effective Public Relations - By Cutlip S. M., CentreA. H. (Prentice Hallinc, New Jersey)
55. Public Relations Ideas in Action - By CentreA. H. (McGraw Hill Book Co., Inc. New Delhi)
56. The Practice of Public Relations - By Blumenthal L. Roy (The Macmillan Co., New York)

57. Publicity media and methods - By Schoenfeld C.A. (The MacMillan Co., New York)
58. Editing for Industry: The Production of House Journals - By Mann Charles (William Heinaman Ltd., London)
59. Public Relation Techniques - By Frank Ketkins (Oxford University Press, Oxford)
60. Public Relations in India, I. M. Kaul, Vishvidyalaya Publication, Waranasi
61. Handbook of Public Relations in india, D. S. Mehata
62. Development Communication, Ahuja & Chabda, Vishvidyalaya Publication, Waranasi
63. Communication & National Development, Dr. P. C. Joshi, Vishvidyalaya Publication, Waranasi
64. Media & Communication in Third World, Z. H. Zaidi & V. Ray, Vishvidyalaya Publication, Waranasi
65. Advertising Copywriting - By Burton P. W. (Grid in Ohio)
66. Advertising Management : Text and Case - By Borden and Marshal (Taraporewala)
67. Advertising in the Market Place - By Burke I. D. (Gree : McGraw Hill Book Co.)
68. Advertising - By Wright, Warner and C. Graw Hill
69. Advertising in Modem Life - By Gloag I. C. (Heinamam)
70. Media Planning - By Admas J. R. (Business Books Ltd., London)
71. Advertising - By Nicholl D. S. (Macdonald and Evanes, London)
72. Scientific Advertising - By Hopkins (Laude Macgibbbn and Kas. London)
73. Advertising: Theory and Practice - By Sandage C. H. and Fryburger, Richard Irwin, Illiois)
74. Brand Positioning - By Surbroto Sengupta (Tata Macgraw - Hillbook Publication, New Delhi)
75. The Press in India a New History - by G.N .S. Raghvan, Vishvidyalaya Publication.
76. History of Printing & Publishing, B. S. Kesavan, Vishvidyalaya Publication, Waranasi
77. Development Communications, Ahuja & Chabda, Vishvidyalaya Publication.
78. Reality on Reels: How to Make Documentaries, Maik Wolverton Vishvidyalaya Publication, Waranasi
79. Public Relations in India, I. M. Kaul, Vishvidyalaya Publication, Waranasi
80. Handbook of Public Relation in India, D. S. Mehata, Vishvidyalaya Publication, Waranasi
81. Communication & National Development, P. C. Joshi, Vishvidyalaya Publication.
82. Research in Mass Media, S. R. Shanna, Anil Chaturvedi , Vishvidyalaya Publication, Waranasi
83. Internet Journalism in India, Om Gupta & Ajay Jasra, Vishvidyalaya Publication.
84. Information Technology in Journalism, Om Gupta & Ajay Jasra, Vishvidyalaya Publication, Waranasi

85. Issues in Mass Communication (2 Vol. Set), I.S. Yadav, Pradeep Mathur, Vishvidyalaya Publication, Waranasi
86. Media & Communication in Third World, Z. H. Zaidi & Ray, Vishvidyalaya Publication, Waranasi
87. Management Mantras of Journalism, Adarsh Varma, Vishvidyalaya Publication, Waranasi
88. Advertising Sales & Promotion Management, S.A. Chunawala, Vishvidyalaya Publication, Waranasi
89. Social Effects of Mass Media in India, N. Bhaskara Rao, Vishvidyalaya Publication, Waranasi
90. The Rise & Growth of Hindi Journalism, Dr. Ramratan Bhatnagar, Vishvidyalaya Publication, Waranasi
91. Journalism Today (3 Vol), Swati Chavan, Navin Chandra, Vishvidyalaya Publication, Waranasi
92. Modern Journalism and News Writing, Savita Chadha, Vishvidyalaya Publication, Waranasi
93. Communication: Theory and Model, Andal, Narayanan, Vishvidyalaya Publication, Waranasi
94. Media Education, Communication and Public Policy, Kwnar K. Vishvidyalaya Publication, Waranasi
95. Communication & Research of Management, Michael V. P., Vishvidyalaya Publication, Waranasi
96. Mass Media - Laws and Regulations, Rayudu C. S., Vishvidyalaya Publication.
97. Principles of Public Relations, Rayudu & Balan, Vishvidyalaya Publication.
98. Communication in IT Age, Sharma D., Vishvidyalaya Publication, Waranasi
99. Theories of Development, Peet Richard, Vishvidyalaya Publication, Waranasi
100. Environment, Resources & Sustainable Development, Rashid Smetal, Vishvidyalaya Publication, Waranasi .
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102. The Principles of Sustain ability, Dresner S, Vishvidyalaya Publication, Waranasi
103. Mass Communication in India, J. V. Vilanilam, Vishvidyalaya Publication.
104. Communication Theory, David Hohnes, Vishvidyalaya Publication, Waranasi
105. Writing & Producing For Television & Film, Esta De Fossard, Vishvidyalaya Publication, Waranasi
106. Broadcast News Producing, Brad Schultz, Vishvidyalaya Publication, Waranasi
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39. उत्तर आधुनिक मिडीया तकनिक, हर्ष देव, विश्वविद्यालय प्रकाशन, वाराणसी
40. पत्रकारिता नए परीप्रेक्ष, राजकिशोर, विश्वविद्यालय प्रकाशन, वाराणसी
41. आधुनिक विज्ञापनन, प्रेमचंद्र, विश्वविद्यालय प्रकाशन, वाराणसी
42. पत्रकारिता संदर्भकोष, डॉ. सुरेंद्र कुमार, विश्वविद्यालय प्रकाशन, वाराणसी
43. अग्रलेख, घनशाम पंकज, विश्वविद्यालय प्रकाशन, वाराणसी
44. सिनेमा और संस्कृती, राहू मासूम रजा, विश्वविद्यालय प्रकाशन, वाराणसी
45. मिडिया और बाजारवाद, रामशरण जोशा, विश्वविद्यालय प्रकाशन, वाराणसी
46. मिडिया जनतंत्र और आतंकवाद, सुधेश पचौरी, विश्वविद्यालय प्रकाशन, वाराणसी
47. पत्रकारिता के छह दशक, जगदीशप्रसार चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
48. पत्रकारिता के विविध परिद्रष्य, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
49. आधुनिक रिपोर्टिंग, डॉ. राजेंद्र राही, विश्वविद्यालय प्रकाशन, वाराणसी
50. टेलिविजन समाचार: लेखन और वाचन, एच. मुस्तफा जौदी, विश्वविद्यालय प्रकाशन, वाराणसी
51. समाचार संकलन और लेखन, नंदिकशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
52. समाचार और संवाददाता, डॉ. निशांतिसंह, विश्वविद्यालय प्रकाशन, वाराणसी
53. माध्यम साम्राज्यवाद, जगदिश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
54. जनमाध्यम प्राद्योगिकी और विचारधारा, जगदिश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
55. भारतीय नया सिनेमा, सुरेंद्रनाथ तिवारी, विश्वविद्यालय प्रकाशन, वाराणसी
56. सूचना समाज, जगदीश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
57. इलेक्ट्रॉनिक मिडिया, टी.डी.एस. अलोक, विश्वविद्यालय प्रकाशन, वाराणसी
58. संचारक्रांती और विश्व जनमाध्यम, विश्वविद्यालय प्रकाशन, वाराणसी
59. लोकप्रिय सिनेमा और सामाजिक यथार्थ, जवरीमल पारख, विश्वविद्यालय प्रकाशन, वाराणसी
60. पत्रकारिता के नये सिद्धांत एवम प्रयोग, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी

61. संपादन विज्ञान, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी
62. पत्रकारिता एवम संपादन कला, एन.सी.पंत, विश्वविद्यालय प्रकाशन, वाराणसी
63. पत्रकारिता के सिद्धांत, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी
64. टेलिविजन समाचार, मुस्तफा जौदी, विश्वविद्यालय प्रकाशन, वाराणसी
65. विज्ञापन माध्यम एवम प्रचार, विजय कुलश्रेष्ठ, विश्वविद्यालय प्रकाशन, वाराणसी
66. भारतीय प्रसारण माध्यम, कृष्णकुमार रत्नू, विश्वविद्यालय प्रकाशन, वाराणसी
67. समाचार एवम फिचर लेख, डॉ. भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
68. समाचारपत्र व्यवसाय एवम प्रेस कानून, डॉ. संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
69. गणेश शंकर विद्यार्थी, डॉ. ललन मिश्र, विश्वविद्यालय प्रकाशन, वाराणसी
70. आर्थिक पत्रकारिता, डॉ. दयानंद, विश्वविद्यालय प्रकाशन, वाराणसी
71. ई - जर्नालिज्म, अर्जून तिवारी, विश्वविद्यालय प्रकाशन, वाराणसी
72. समाचार माध्यमों का संघटन एवम् प्रबंध, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
73. संपादन कला, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी
74. पुंजीवाद और सूचना का युग, रॉबर्ट मेकचेसनी, विश्वविद्यालय प्रकाशन, वाराणसी
75. भूमंडलीय जनमाध्यम, एडवर्ड हरमन, विश्वविद्यालय प्रकाशन, वाराणसी
76. संचारमाध्यम और सांस्कृतिक वर्चस्व, हडबर्ड सिलर, विश्वविद्यालय प्रकाशन, वाराणसी
77. संस्कृति विकास और संचारक्रांती, पूरनचंद्र जोशी, विश्वविद्यालय प्रकाशन, वाराणसी
78. साक्षात्कार : सिद्धांत और व्यवहार, रामशरण जोशी, विश्वविद्यालय प्रकाशन, वाराणसी
79. मिडिया विमर्श, रामशरण जोशी, विश्वविद्यालय प्रकाशन, वाराणसी
80. भारतीय पत्रकारिता : कल आज और कल, सुरेश गौतम, विश्वविद्यालय प्रकाशन, वाराणसी
81. दूरसंचार एवम सूचना प्राद्योगिकी, ओझा, सत्यप्रकाश, विश्वविद्यालय प्रकाशन, वाराणसी
82. रेडिओ और दूरदर्शन पत्रकारिता, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
83. संपादन कला एवम प्रुफ पठन, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
84. संपादन फिचर लेखन एवम संपादन कला, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
85. खोजी पत्रकारिता, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
86. पटकथा लेखन फिचर फिल्म, उमेश राठोड, विश्वविद्यालय प्रकाशन, वाराणसी
87. विज्ञान पत्रकारिता के मूल्य सिद्धांत, डॉ. शिवगोपाल मिश्र, विश्वविद्यालय प्रकाशन, वाराणसी
88. आधुनिक विज्ञापन और जनसंपर्क, डॉ. तारेश भाटीया, विश्वविद्यालय प्रकाशन, वाराणसी
89. मुद्रण के तकनीकी सिद्धांत, नवीनचंद्र पंत, विश्वविद्यालय प्रकाशन, वाराणसी
90. नई पत्रकारिता और समाचार लेखन, सविता चड्ढा, विश्वविद्यालय प्रकाशन, वाराणसी
91. समाचार पत्रोंका इतिहास, अंबिकाप्रसाद बाजपेयी, विश्वविद्यालय प्रकाशन, वाराणसी
92. हिंदी पत्रकारिता विविध आयाम, डॉ. वेदप्रकाश वौदिक, विश्वविद्यालय प्रकाशन, वाराणसी
93. पत्रकारिता के सिद्धांत, डॉ. गुरुशरण लाल, विश्वविद्यालय प्रकाशन, वाराणसी
94. मिडिया लेखन, रमेशचंद्र त्रिपाठी, अग्रवाल, विश्वविद्यालय प्रकाशन, वाराणसी
95. संपादन विज्ञान, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी
96. मिडिया लेखन कला, सूर्यप्रसाद दिक्षीत, प्रवन अग्रवाल, विश्वविद्यालय प्रकाशन, वाराणसी
97. फिचरलेखन, डॉ. विजय कुलश्रेष्ठ, विश्वविद्यालय प्रकाशन, वाराणसी
98. शैक्षिक पत्रकारिता, डॉ. बाबती, विश्वविद्यालय प्रकाशन, वाराणसी

99. मिडिया समग्र आयाम, विजया पाठक, विश्वविद्यालय प्रकाशन, वाराणसी
100. जनमाध्यम और मास कल्चर, जगदीश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
101. समग्र भारतीय पत्रकारिता, विजयदत्त श्रीधर, विश्वविद्यालय प्रकाशन, वाराणसी
102. हिंदी पत्रकारिता और राष्ट्रीय एकता, जयंत शुक्ल, हरीमोहन विश्वविद्यालय प्रकाशन, वाराणसी
103. रेडिओ और दूरदर्शन पत्रकारिता, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
104. संपादन कला व एवं प्रुफ पठन, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
105. समाचार, फिचर लेखन एवं संपादन कला, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
106. खोजी पत्रकारिता, डॉ. हरीमोहन, विश्वविद्यालय प्रकाशन, वाराणसी
107. इंटरनेट पत्रकारिता, सुरेश कुमार, विश्वविद्यालय प्रकाशन, वाराणसी
108. आधुनिक विज्ञानपन और जनसंपर्क, डॉ. तारेश भाटीया, विश्वविद्यालय प्रकाशन, वाराणसी
109. मिडिया लेखन के सिध्दांत, एन.सी.पंत, विश्वविद्यालय प्रकाशन, वाराणसी
110. जनसंपर्क, विज्ञापन एवं प्रसार माध्यम, एन.सी. पंत, विश्वविद्यालय प्रकाशन, वाराणसी
111. पत्रकारिता का इतिहास, एन.सी.पंत, विश्वविद्यालय प्रकाशन, वाराणसी
112. संपादन कला, एन.सी.पंत, विश्वविद्यालय प्रकाशन, वाराणसी
113. संचार और फोटोपत्रकारिता, डॉ. रमेश मेहरा, विश्वविद्यालय प्रकाशन, वाराणसी
114. पटकथा लेखन : फीचर फिल्म, उमेश राठौर, विश्वविद्यालय प्रकाशन, वाराणसी
115. दृक - श्राव्य माध्यम लेखन, डॉ. राजेंद्र मिश्र, विश्वविद्यालय प्रकाशन, वाराणसी
116. पत्रकारिता के विविध आयाम, डॉ. राजेंद्र मिश्र, डॉ. राठौर, विश्वविद्यालय प्रकाशन, वाराणसी
117. प्रेस विधी, डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
118. संचार क्रांती और हिंदी पत्रकारिता, डॉ.अशोक शर्मा, विश्वविद्यालय प्रकाशन, वाराणसी

#### संशोधन नियतकालिके -

1. Vidura
2. Communicator
3. Communication Today
4. Media Critique / मिडिया मीमांसा
5. मिडिया विमर्श
6. संचारश्री
7. माध्यम संशोधन पत्रिका

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## **Job opportunities for BA MCJ Undergraduate course**

There are numerous job opportunities available for BCJ students, who are pursuing their course from Kavayitri Bahinabai Chaudhari North Maharashtra University. The type of job opportunities can get is often dependent on their communication skills and competencies and work experience of the students. Students majoring in mass communications can expect to receive theoretical knowledge and practical communication skills that are critical in the workplace. Courses included in a mass communications degree program may cover topics such as journalism, business writing, media outlets and oral and visual communications. Students with a mass communications degree can seek a wide range of career opportunities, such as public relations, professional writing and marketing. Mass communication refers to passing on messages to many people through different media like radio and TV. So a graduate in mass communication will have studied the different ways of communicating to the public. Therefore the candidate can work comfortably as a journalist, or work in public relations . Fortunately in India there is freedom of communication which makes the work of journalists easy.

### **Following are the various job profiles offered to graduates in mass communication:**

- Journalist
- Researcher in Media
- Communication Expert
- TV Correspondent
- Producer
- Radio Jockey/ RJ
- Screenwriter
- Manager in media houses
- Sound Mixer and Sound Records
- Special Correspondent
- Video Jockey
- Social media activist
- Editor
- Event manager
- Public Relations Officer.
- Social Media handler
- Photo journalist, photo editor

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## B.A. Mass Communication and Journalism, syllabus freming committee

अ.क्र.	नाव, संपर्क व पत्ता	पद
१.	प्रा.डॉ.सुधीर भटकर, विभागप्रमुख, जनसंवाद आणि पत्रकारिता विभाग, कबचौडमवि, जळगाव	अध्यक्ष
२.	प्रा.डॉ.विनोद निताळे, जनसंवाद आणि पत्रकारिता विभाग, कबचौडमवि, जळगाव	सदस्य
३.	प्रा.डॉ.सोमनाथ वडनेरे, जनसंवाद आणि पत्रकारिता विभाग, कबचौडमवि, जळगाव	सदस्य
४.	श्री.अनिल चव्हाण, जनसंवाद आणि पत्रकारिता विभाग, एस.एस.व्ही.पी.एस.महाविद्यालय, धुळे	सदस्य
५.	डॉ.कुमार बोंबडे, विभागप्रमुख, जनसंवाद आणि पत्रकारिता, श्री.शिवाजी कला व वाणिज्य महाविद्यालय, अमरावती	सदस्य
६.	डॉ.बापू चंदनशिवे, जनसंवाद विभाग, न्यू आर्टस्, सायन्स, कॉमर्स कॉलेज, अहमदनगर	सदस्य
७.	डॉ.राजेश लेहकपूर, जनसंचार एवं पत्रकारिता विभाग, महात्मा गांधी आंतरराष्ट्रीय हिंदी विश्वविद्यालय, वर्धा	सदस्य
८.	डॉ.सुहास पाठक, स्कूल ऑफ मीडिया स्टडीज, स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड	सदस्य
९.	श्री.पंकज मोहरीर, जनसंज्ञापन आणि पत्रकारिता विभाग, सरदार पटेल महाविद्यालय, गंजवाड, रामाळा तलावाजवळ, चंद्रपूर	सदस्य
१०.	डॉ.महेश पाटील, विभागप्रमुख, जनसंज्ञापन आणि पत्रकारिता विभाग, साठे-बेडेकर कॉलेज, ठाणे	सदस्य
११.	तेजस्विनी कांबळे, जनसंज्ञापन आणि वृत्तपत्रविद्या विभाग, पु.अ.हो., सोलापूर विद्यापीठ, सोलापूर	सदस्य
१२.	श्री.कैलास कांबळे, जनसंवाद विभाग, स्वामी विवेकानंद महाविद्यालय, उद्गीर	सदस्य
१३.	डॉ.नामदेव सानप, स्व.वसंतराव काळे जनसंवाद आणि पत्रकारिता महाविद्यालय, बीड	सदस्य
१४.	श्री.किरण सावंत, रेडिओ जॉकी, मुंबई	सदस्य
१५.	डॉ.कैलास यादव, स्कूल ऑफ मीडिया स्टडीज, स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड	सदस्य