

KAVAYITRI BAHINABAI CHAUDHARI
NORTH MAHARASHTRA UNIVERSITY JALGAON



Syllabus for M.A.-MCJ

Two Year PG Course – Four Semesters

(CBCS Pattern & Grading System)

M. A. Mass Communication and Journalism

(Revised Syllabus)

(With effect from 2022-2023)

Summary of Distribution of Credits under CBCS Scheme

for

M.A. Mass Communication and Journalism

[W.E.F 2022-23]

Sr.No	Type of course	Sem I	Sem II	Sem III	Sem IV
01	Core	08	08	08	08
02	Ability Enhancement course (AEC)	04	04	04	--
03	Skill based Course	04	04	04	04
04	Practical's	08	08	08	08
05	Elective Audit Course	02	02	02	02
06	Dissertation	--	--	--	04
07	Total Credits	26	26	26	26

Subject Type	Core	Ability Enhancement course (AEC)	Skill based Course	Practical's	Elective Audit Course	Dissertation	Total
Credits	32	12	16	32	08	04	104

Total Credits = 104

M.A. Mass Communication and Journalism

(w. e. f. A. Y. 2022 -2023)

Course credit scheme

Semester	(A) Core Courses			(B) Ability Enhancement course (AEC)			(C) Skill Based / Elective Course			(D) Practical's			(E) Elective Audit Course (No weightage in CGPA)			(F) Dissertation			Total Credits (A+B+C+D+E+F)
	No. of Courses	Credits (T+P)	Total Credits	No. of Courses	Credits (T+P)	Total Credits	No. of Courses	Credits (T+P)	Total Credits	No. of Courses	Credits (T+P)	Total Credits	No. of Courses	Credits (Th.)	Total Credits	No. of Courses	Credits (Th.)	Total Credits	
I	2	4+0	8	1	4+0	4	1	4+0	4	2	0+4	8	1	2	2	--	--	--	26
II	2	4+0	8	1	4+0	4	1	4+0	4	2	0+4	8	1	2	2	--	--	--	26
III	2	4+0	8	1	4+0	4	1	4+0	4	2	0+4	8	1	2	2	--	--	--	26
IV	2	4+0	8	--	--	--	1	4+0	4	2	0+4	8	1	2	2	01	04	04	26
Total Credits	32			12			16			32			08			04			104

(T, Theory; P, Practical)

Structure of Curriculum

		First Year				Second Year				Total Credit Value
		Semester I		Semester II		Semester III		Semester IV		
		Credit	Course	Credit	Course	Credit	Course	Credit	Course	
(A)	Core Courses (CC)									
	Theory	4	2	4	2	4	2	4	2	32
	Practical	0	0	0	0	0	0	0	0	0
(B)	Ability Enhancement course (AEC)									
	Theory	4	1	4	1	4	1	-	-	12
	Practical	0	0	0	0	0	0	0	0	0
(C)	Skill Based / Subject Elective Courses									
	Theory	4	1	4	1	4	1	4	1	16
	Practical	0	0	0	0	0	0	0	0	0
(D)	Practical's									
	Practical	04	02	04	02	04	02	04	02	32

(E) Audit Course (No weightage in CGPA calculations)										
1	Practicing Cleanliness + Indian Constitution	2	1							2
2	Personality & and Cultural Development Related Course			2	1					2
3	Technology Related + Value Added Course					2	1			2
4	Professional and Social + Value Added Course							2	1	2
F Dissertation										
	Thesis and Viva Voce	--	--	--	--	--	--	4	1	04
	Total Credit Value	26	7	26	7	26	7	26	7	104

List of Audit Courses (Select any ONE course of Choice from Semester II; Semester III and Semester IV)

Semester I (Choose one)		Semester II (Choose One)		Semester III (Choose One)		Semester IV(Choose One)	
		Personality and Cultural Development		Technology + Value Added Course		Professional and Social + Value Added Course	
Course Code	Course Title	Course Code	Course Title	Course Code	Course Title	Course Code	Course Title
AC 101 (A)	Indian Constitution	AC-201 (A)	Soft Skills	AC-301(A)	Computer Skills	AC-401(A)	Human Rights
		AC-201 (B)	Sport Activities	AC-301(B)	Cyber Security	AC-401 (B)	Fake News & Media Literacy
AC 101 (B)	Practicing Cleanliness	AC-201 (C)	Practicing Yoga	AC-301(C)	Camera Handling and Video Editing	AC-401(C)	Current Affairs
		AC-201 (D)	Value Education	AC-301(D)	English Speaking	AC-401(D)	Radio Jockey

Semester-wise Course Structure of M.A. MCJ (w.e.f. A Y 2022-2023)

Semester I

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
			Th	Pr	Total	Internal		External		Total		
						Th	Pr	Th	Pr	Th	Pr	
CJ 101	Core	Introduction to Mass Communication and Journalism	04	---	04	40	--	60	--	100	--	04
CJ 102	Core	History and development of Media (Print and Electronic)	04	---	04	40	--	60	--	100	--	04
CJ 103	Ability Enhance ment course (AEC)	Environmental Communication	04	---	04	40	--	60	--	100	--	04
CJ 104	Skill Based	News Reporting and Editing	04	---	04	40	--	60	--	100	--	04
CJ 105	Practical	Practical for Communication and Environment News writing	---	08	08	--	40	--	60	--	100	04
CJ 106	Practical	Practical for News Reporting and Editing	---	08	08	--	40	--	60	--	100	04
AC-101	Audit Course	Choose one out of Two AC 101 (A) Indian Constitution AC 101 (B) Practicing Cleanliness	02		02	100		--	--	100		02
Total Credit for Semester I: 26 (T = Theory: 16 (Core- 8 + AES- 4 +Skill Based- 4); P = Practical: 08; Audit Course:2)												

Semester II

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
CJ 201	Core	Sustainable Development Communication	04	---	04	40	--	60	--	100	--	04
CJ 202	Core	Media Law and Ethics	04	---	04	40	--	60	--	100	--	04
CJ 203	Ability Enhance ment course (AEC	Advertisement and Media	04	---	04	40	--	60	--	100	--	04
CJ 204	Skill Based	Radio Journalism and Production	04	---	04	40	--	60	--	100	--	04
CJ 205	Practical	Practical for Development Communication and Advertisement	---	08	08	--	40	--	60	--	100	04
CJ 206	Practical	Practical for Radio Journalism	---	08	08	--	40	--	60	--	100	04
AC-201	Audit Course	Choose one out of Four AC-201(A) - Soft Skills AC-201(B) - Sport Activities AC-201(C) - Practicing Yoga AC-201(D) – Value Education	02		02	100	--	--	100		02	
Total Credit for Semester II: 26 (T = Theory: 16 (Core- 8 + AES- 4 +Skill Based- 4); P = Practical: 08; Audit Course:2)												

Semester III

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
CJ 301	Core	Communication Research	04	---	04	40	--	60	--	100	--	04
CJ 302	Core	Media Management	04	---	04	40	--	60	--	100		04
CJ 303	Ability Enhance ment course (AEC)	Public Relations/ Corporate Communication	04	---	04	40	--	60	--	100	--	04
CJ 304	Skill Based	TV Journalism and Production	04	---	04	40	--	60	--	100	--	04
CJ 305	Practical	Practical for Media Management and Public Relations	---	08	08	--	40	--	60	--	100	04
CJ 306	Practical	Practical for T. V. Journalism and Communication Research	---	08	08	--	40	--	60	--	100	04
AC-301	Audit Course	Choose one out of Four AC-301 (A) – Computer Skill AC-301 (B) - Cyber Security AC-301 (C) - Camera Handling and Video Editing AC-301 (A) - English Speaking	02		02	100		--	--	100		02
Total Credit for Semester III: 26 (T = Theory: 16 (Core- 8 + AES- 4 +Skill Based- 4); P = Practical: 08; Audit Course:2)												

Semester IV

Course Code	Course Type	Title of the Course	Contact hours/ Week			Distribution of Marks for Examination						Credits
						Internal		External		Total		
			Th	Pr	Total	Th	Pr	Th	Pr	Th	Pr	
CJ 401	Core	Media and Cultural Studies (Rural and Adivasi)	04	---	04	40	--	60	--	100	--	04
CJ 402	Core	Media and Social Change	04	---	04	40	--	60	--	100		04
CJ 403	Dissertation	Dissertation and Viva- voce	04	---	04	--	--	60	40 (Viva)	100	--	04
CJ 404	Skill Based	Social Media and New Technology	04	---	04	40	--	60	--	100	--	04
CJ 405	Practical	Practical for Media Cultural studies and Social change	---	08	08	--	40	--	60	--	100	04
CJ 406	Practical	Practical for Social Media and New Technology	---	08	08	--	40	--	60	--	100	04
AC-401	Audit Course	Choose one out of Four AC-401(A)- Human Rights AC-401(B)- Fake News and Media Literacy AC-401(C)- Current Affairs AC-401(D)- Radio Jockey	02		02	100		--	--	100		02
Total Credit for Semester IV: 26 (T = Theory: 12 (Core- 8 + Skill Based- 4); P = Practical: 08; Dissertation – 4 ; Audit Course:2)												

Marks Statement- 1500 (Theory) + 800 (Practical) + 100 (Dissertation + Viva-voce) **Total = 2400 Marks**

Program at a Glance

M.A. MASS COMMUNICATION AND JOURNALISM (MCJ)

Degree Name	M.A. MASS COMMUNICATION AND JOURNALISM (M.A.MCJ)
Faculty	Interdisciplinary
Duration	02 years, Full Time course
Medium of Instruction	Marathi and English
Pattern	Semester Pattern (04 semesters)
Examination Pattern	60% (External Assessment) + 40%(Internal Assessment)
Passing Standard	Separate Passing for internal as well as external assessment.
Evaluation Mode	CGPA
Lecture	Clock hour (60 minutes)

M.A. MASS COMMUNICATION AND JOURNALISM (MA.MCJ)

PROGRAMME OBJECTIVES (POs):

- 1) To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.
- 2) To train the students to suit the requirements of the media organizations and the society.
- 3) To train the students in changing skills of news gathering and editing.
- 4) Prepare graduates to become continuous learner with aptitude for teaching and research with societal focus
- 5) To prepare graduates who will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the media industry.
- 6) To prepare graduates who will thrive to pursue life-long learning to fulfill their goals

PROGRAMME SPECIFIC OUTCOMES (PSOs):

MA MCJ Programme has been designed to prepare graduates for attaining the following program outcomes:

PSO No.	Program Specific Outcome	Cognitive Level
PSO1	An ability to apply knowledge of Mass communication and Journalism in practice	3
PSO2	The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.	2
PSO3	This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.	6
PSO4	This program will equip the learners with professional skills essential for making career in Media industry, Television, Public Relation, social media platforms etc.	5
PSO5	An ability to function professionally with ethical responsibility as an individual as well as in multidisciplinary teams with positive attitude	3
PSO6	An ability to communicate effectively	3
PSO7	An ability to appreciate the importance of goal setting and to recognize the need for life-long learning	3
PSO8	Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints.	2
PSO9	They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.	2

Regulations of M.A. (Mass Communication and Journalism)

R. 01 The duration of the course of M.A. (Mass Communication and Journalism) shall be of two academic years consisting of four 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
MAMCJ (Mass Communication and Journalism)	Two year CBCS Pattern	Any Graduate in any streams	30	Semesters (I to IV)	Grading (CGPI)	60 :40 (External -60 Internal- 40)

R. 02 The minimum qualification of the admission of the course is Bachelors degree of three year or more duration such as degree in medicine/engineering/ agriculture/ nursing etc. streams with minimum 40% marks from a recognized Indian University or an equivalent degree from a foreign university should be eligible to apply for admission to the course.

R. 03 The total number of seats in the Colleges where this Course is run, the total Numbers of seats shall be 30. 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 pass 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 M.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.

R.09 (a) Each candidate shall be assigned to a teaching faculty member for guidance and supervision of the dissertation, in the area of his / her interest in consultation with the guide, at the beginning of the 4th semester of the M. A. (Mass Communication & Journalism) course. Such dissertation 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 dissertation 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 dissertation 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 4th semester shall be treated as cancelled and he / she has to reappear for the entire examination of the 4th semester. It is noticed that the dissertation 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 dissertation 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 dissertation and Viva-Voce are to be treated as two independent heads of passing. The dissertation 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 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 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 two—year integrated course M.A. in Mass Communication and Journalism. It will be run for four semesters and will have a total of 96 credits, divided into 24 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 two practical in each semester will consist of sixteen hours per week of laboratory exercise of 200 marks running for 15 weeks.

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

1. Theory examination (semester examination)
2. Practical examination
3. Dissertation
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, dissertation & 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 M. A. in Mass Communication & Journalism (M.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 MAMCJ course is 64 hours per weeks. Its consist 32 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.
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 , MA 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 (AEC): In the CBCS scheme of this postgraduate 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. Audit Course (AC):

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 Audit Course. Audit 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.

First Year M.A. (MCJ): First Semester

CJ 101 (Core) : Introduction to Mass Communication and 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: (COBts)

- 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.
- d. To help the students to understand various dimensions of Journalism and Journalism Profession

Unit –I

Nature and process of human communication; function of communication, verbal and non-verbal communication. Types of communication. Nature and process of mass communication, -various media of mass communication, characteristics and typology of audiences.

Unit –II

Models: SMR, SMCR, Shannon and weaver. Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, Indian models of communication- Gautam Buddha, Sadharanikarn, Mahatma Gandhi, Dr. B. R. Ambedkar and other. communication and socialization.

Media theories- authoritarian, libertarian, communism, socialistic, social responsibility, development. Participation & theories of Marshal McLuhan.

Media culture and its production. media content - effects, market driven, cultural integration and cultural pollution..

Unit-III

Definition- Nature and Scope of Journalism, Journalism as a profession, Responsibilities of a Journalist: Qualifications, Duties, characteristics of mass media, print media, radio, television and cinema. Journalism education in India, opportunities for Journalism graduates in professional organizations.

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)
- 10 . Kamal kishor Goyanka, Gandhi Patrakaritake Pratiman (Hindi), Sasta sahitya mandal, New Delhi

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 101.1	Shall acquire fundamental knowledge of Mass communication & Journalism and related study area	2
CJ 101.2	Students would be able to acquaint themselves with the various types of Communication.	2
CJ 101.3	Students would be able to inculcate the knowledge of Communication models.	5
CJ 101.4	Students would be able to understand the basics of journalism.	2

CJ 102 (Core) : History and development of Media (Print and Electronic)

(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:(COBts)

- a. To acquaint students with the glorious journey of journalism.
- b. To help the students to understand the evolution and development of print media in India.
- c. To help the students to understand the development of electronic media in India.

Unit- I

Origin and development of newspapers in world, birth of the Indian press- Newspaper's in the early era - Indian independence movement and the press - Language press. Contribution of Raja Ram Mohan Roy, Mahatma Gandhi, LokmanyaTilak and Dr. B.R. Ambedkar and others.

Unit II

History of Marathi Press – Important personalities of Marathi Journalism, Some important Marathi newspapers. Mahatma Joytirao Phule & Sayta Shodhak Press, Dalit Press and its Social importance. Development of regional press- Press in Khandesh- a brief historical perspective of important newspapers in Khandesh.

Unit III-

Electronic Media - Birth and growth of electronic media: radio, television and internet. Characteristics of Radio, Television and Internet. Development of new media; convergence –Evolution of electronic media. Development and importance of FM and Community Radio.

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 Outcomes: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 102.1	Students would be able to acquaint themselves with the glorious journey of journalism.	2
CJ 102.2	Students would be able to enhance understanding of the origin of the print, electronic and web media.	2
CJ 102.3	Students would be able to inculcate the knowledge of growth of print, electronic and web media.	6

CJ 103 (AEC) : 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: (COBts)

- a. To introduce students to skill of writing for the environmental issues.
- b. To help students keep abreast with environmental issues and concerns.
- c. To prepare students to effectively communicate on environmental issues.

Unit - I

Environment- concept, definition, Principles and Important. Kinds of environment: Problem of environment; Role of Technology in environment. The pollution, types of pollutions, carbon cycle, greenhouse effect and ozone layer. Ecology, Kinds of Ecology.

Unit - II

Natural recourses and their utilization; Common land, Water and Forest, Importance of water, energy. Effects of Global Warming. Ecosystems - importance and types- Problem of the urban environment. Environment movement, protection Acts,

Unit – III

Writing and reporting environmental issues: Environmental reporting, Types of stories-investigative, in-depth and interpretative; Case studies of major environmental movements and media response in India, role of different media.

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: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 103.1	Students would be able to understand the basics of Environmental reporting.	2
CJ 103.2	Students would be able to understand the basics of Environmental communication	2
CJ 103.3	Students will be able to create awareness about environmental issues in society.	3

CJ 104 (Skill Based): News Reporting and Editing

(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: (COBts)

- a. To introduce students to skill of writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records
- c. To help students to acquire skills to make news attractive and readable
- d. Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records

Unit - I

News: Changing definition of news in the emerging scenario of new media and social media, concept, elements, values and sources. Qualities of the reporter, News reporting, Reporting techniques, Determination of news, Accuracy, Deadline, readers interest. Changing concept of news and news stories.

Specialized reporting – agricultural, science & technology, sports, economic, development, commerce, The Parliament and legislative Council and Assembly, Zillah Parishad and Civic Bodies. - Political reporting – Crime beat- Diplomatic reporting - Scoops and exclusives. Education reporting- Pre-Secondary- college- University. Gender issues and allied areas reporting for magazines etc.

Unit -II

Interviewing – definition, kinds, purpose, technique.

Investigative & Interpretative reporting - purpose, sources, styles, techniques.

Column writing. – Development, criticism, reviews, features writing, news analysis etc.

Current trends in Marathi language press reporting and feature writing.

Unit -III

Editorial department set - up, news flow, copy management and organization.

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

Proof reading, Headlines techniques, Kinds of headlines, principles of photo editing

Dummy Page- Making upon computers,, layout. Types and styles of design. Magazine editing layout graphics.

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 Outcomes: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 104.1	Students know about the basics of news writing.	1
CJ 104.2	Students would be able to understand different writing techniques	4
CJ 104.3	Students would be able to understand the basics of reporting	2
CJ 104.4	Students would be able to familiarize themselves with different types of reporting.	4

CJ 105 : Practical for Communication and Environmental News Writing (External-60 + 40 Internal) 100 marks

Course Objectives: (CObs)

- a. To introduce students to skill of Environmental news writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records
- c. To make the students aware of Communication Process, Patterns in the changing situation

External Assessment :

1. Writing Environmental news item (2), articles (1), feature (1), News base Stories (1) and submit file **20 Marks**
2. Practical examination on Environmental news writing. **20 Marks**
3. File on kinds of Communication and types of Models **20 Marks**

Internal Assessment [Clipping file]

40 Marks

1. File on Development of Media (short history of Newspapers, Radio and TV) **(20 Marks)**
2. Write two article on important personalities in Marathi journalism **(20 Marks)**

Course Outcomes: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 105.1	Students would be able to understand the basics of Environmental News writing.	2
CJ 105.2	Students would be able to understand the basics of communication silks	2
CJ 105.3	Students will be able to create awareness about development of Media	3

CJ 106 : Practical for News Reporting and Editing (External-60 + 40 Internal) 100 marks

Course Objectives: (COBts)

- To introduce students to skill of writing for the print media
- To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records
- To help students to acquire skills to make news attractive and readable
- Teaching the techniques of writing news making sense to the readers to effective language. Every student is expected to produce Practical records

External Assessment:

- Production of Laboratory Journal (Reporting, Editing and Page layout.) Every student has to produce at least three issues under the supervision of the teacher **20 Marks**
- Practical examination on News-gathering and writing for print media. **20 Marks**
- Practical examination on Pagination: Designing Newspaper pages (Two) **20 Marks**

Internal Assessment [Clipping file]

40 Marks

- Writing different types of 10 News items & submission of file. **(20 marks.)**
- Writing two types of News stories and submission of file **(20 marks.)**

Course Outcomes: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 106.1	Students know about the basics of news writing.	1
CJ 106.2	Students would be able to understand different writing techniques	4
CJ 106.3	Students would be able to understand the basics of reporting	2
CJ 106.4	Students would be able to familiarize themselves with different types of reporting.	4

AUDIT COURSES

SEMESTER-I

(Choose any one)

AC- 101(A) : Indian Constitution

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.

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

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:

Course Outcome	Course Outcome	Cognitive Level
AC101(A).1	Students would be able to understanding of our Indian Constitution.	02
AC101(A).2	Students shall get aware to legal aspects of the media and its values.	02
AC101(A).3	Students shall understand the work nature of Parliament of India	03
AC101(A). 4	Students shall have understanding of media ethics.	02

AC-101(B) : Practicing Cleanliness

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 (COs):

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

Course Outcome	Course Outcome	Cognitive Level
AC101 (B).1	Identify need at of cleanliness at home/office and other public places.	02
AC101(B).2	Plan and observe cleanliness programs at home and other places.	02
AC101(B).3	Practice Japanese 5-S practices in regular life	03

First Year M.A. (MCJ): Second Semester

CJ 201 (Core) : Sustainable 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:(COBts)

- a. To impart basic concepts meaning and models of development
- b. To make students aware about problems and issues of the development.
- c. Inculcate knowledge of sustainable development communication and relations with media and society.
- d. Understanding the rural India and its problems.

Unit - I

Development: meaning, concept and process. - problems and issues in development, characteristics of developing societies, gap between developed and developing societies. Concept of sustainable development and its dimensions.

Unit - II

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

Unit - III

Agricultural communication: approach in agricultural communication-diffusion of innovation - model of agricultural extension - case studies of communication support to agriculture.

Development message design: Role and performance of mass media: Print, Radio, TV, Outdoor publicity and traditional media - Development: e-governance, digital democracy and e-chaupal, ICT & Development,

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-

Course NO	Course Outcome	Cognitive Level
CJ 201.1	Students would learn the concepts meaning and model shop the development.	1
CJ 201.2	Students would be able to understand the problems and hurdles in development communication.	2
CJ 201.3	Students would know different programmes and policies of the development.	2
CJ 201.4	Learner would know the rural India and its problems he also will understands the communication gap.	2

CJ 202 (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: (COBs)

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

Unit - I

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

Directive principles of state policy about media, provisions of declaring emergency and their effects on media -provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; Paid news & Media Trial.

Unit - II

Specified press laws: History of press laws in India - Contempt of Courts, civil and criminal law of defamation, Official Secrets Act, Press and Registration of Books Act, Working Journalists Act, Cinematography Act., Prasar Bharti Act, intellectual property right, legislations, Copyright Act, Trade Marks Act and Patent, Cable Television Act, The information Technology ACT 2008,. Media coverage of gender violence and related laws; hate Speech, Right to Information Act. Etc. The news broadcasters and digital association (NBDA)- News Broadcasting and Digital standards Authority (NBDSA) – The present media laws across the world.

Unit - III

Ethics - Media ethical problems including, privacy, right to reply, communal writing and sensational and yellow journalism freebies, bias, colored reports, Press Council of India and its broad guidelines for the press - codes suggested for the press by Press councils and Press Commissions and other national and international organizations. The information Technology (Intermediary guidelines and digital media ethics code) Rules 2021. Codes for radio, television, advertising. Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc. Ethical issues in Social media.

Suggested reading

1. Thakurta, Paranjoy Guha, Media Ethics, Oxford University Press, 2009
2. VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007
3. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
4. Dr.Krushna Singh-The Indian Press:-Role and Responsibility
5. Rayudu .C.S-Mass media Laws and Regulation: The Press and Law

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 202.1	Shall get aware to legal aspects of the media and its values.	4
CJ 202.2	Shall have an overview of recent changes and future challenges of media regulation	2
CJ 202.3	Shall know how media laws and ethics empower media practitioners to perform their duties with Commitment.	1

CJ 203 (AEC): Advertisement and Media

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance = 40 marks.]

Course Objectives:(COBts)

- a. Impart basic concepts of advertising and its development.
- b. Aware importance of advertising in media.
- c. Encourage graduates for self employability.
- d. Knowledge of the functioning of advertising agencies.
- e) To know effect of the advertising on society.

Unit - I

Understanding Advertising - Concept, Nature, Definitions, Evolution and History, Role, Objectives, Functions, and Significance. Basic Theories and Applications. Types and Classification of Advertising, Factors, Determining Advertising Opportunity of a Product/Service/Idea. Types of Appeals and Advertising Messages, consumer behavior- definitions and factors,

Unit - II

Writing advertisement- copy for print media, Radio and Television; Visualization, Layout, Illustration, Color, Elements of advertisement copy: Headline, Sub-headline, Text, Slogan, Logo, Trade Mark.

Brand: Definition, concept and evolution of brand, component of a brand; strategy and structure-. Defining creativity, stages in the creative process, campaigns. Models of Advertising- AIDA model, DAGMAR model, Maslow's Hierarchy model

Unit - III

Advertising Research: Scope and objectives- research as a decision making tool. Market research and advertising research- types of research; target marketing research, positioning research- pre- test research, post test research, audience, research.

Suggestive Readings—

1. Chunawalla , Advertising Theory and Practice, Himalaya Publishing House
2. Jethwaney Jaishri, Advertising, Phoenix Publishing House
3. Jefkins, Frank. Advertising Made Simple, Rupa& Co.
4. Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.
5. Goldman, R. Reading Ads Socially, London Routledge, 1992.

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 202.1	Students would learn development of advertising and basic concepts.	2
CJ 202.2	Students would be able to know about role and importance of advertising in media.	2
CJ 202.3	Learner will have the knowledge of self-employment.	6
CJ 202.4	Students would know about advertising agencies.	2
CJ 202.5	Learner would know about the advertising industry and its functioning.	2

CJ 204 (Skill Based): Radio Journalism and Production

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

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

Course Objectives:(CObs)

- To make students aware of the importance of Radio Broadcasting in India
- To understand the working pattern of electronic media platform.
- To familiarize the students with the basic techniques of broadcasting.
- To create understanding of Radio programm content creation.
- To inculcate the knowledge of Radio script writing.

Unit - I

Development of Radio- Innovation, growth and development. Radio in India- History, Nature and development. FM radio, Digital radio, community radio.

Unit - II

Radio programme Production - process and techniques, Aspects of sound recording types of microphones and their uses, field recording skills, radio feature production; radio documentary production; interview, discussion, Speech & live studio broadcast.

Unit - III

News production. – Nature and characteristic, structuring of radio bulletin, selection of news, source of news, writing of news- copy; editing agency copy, reporter's copy- compiling radio news programmes; writing intro to bytes- writing headlines, teasers and promos. guideline of news bulletin.

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

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.
10. Allen , Robert c and Hill Annette Hill ,The Television Reader, Routledge, Ed- 2004

Course Outcome: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 204.1	Students will be able to understand the working pattern of Radio.	2
CJ 204.2	Students will able to familiarize the students with the basic techniques of broadcasting.	1
CJ 204.3	Students will be able to have understanding of Radio programm content creation.	2
CJ 204.4	Students will be having the knowledge of Radio script writing	6

**CJ 205 : Practical for Development communication and Advertisement
(External-60 + 40 Internal) 100 marks**

Course Objectives:(CObs)

- a. To introduce students to skill of development News writing for the print media
- b. To introduce students to specialized reporting skills and reporting analysis. Every student is expected to produce Practical records
- c. To introduce students to skill of Advertisement Research survey

External Assessment :

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

2. Practical examination of Sustainable development News writing **20 Marks**

3. Advertising research survey for any consumer product and submitted its report **20 Marks**

Internal Assessment : **40 Marks**

1. Advertising file – Making Five types of advertising for print and electronic media. **20 Marks**

2. Writing media law (any 5) and ethical issue - submitted file **20 Marks**

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 205.1	Students will be able to understand skill of development news writing	2
CJ 205.2	Students will able to familiarize Advertisement media	1
CJ 205.3	Students will be able analysis Advertisement content	6

CJ 206 : Practical for Radio Journalism
(External-60 + 40 Internal) 100 marks

Course Objectives:(CObs)

- a. To familiarize the students with the basic techniques of broadcasting.
- b. To create understanding of Radio programm content creation.
- c. To inculcate the knowledge of Radio script writing.
- d. To understanding the actual work of media industry

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. Every group of students has to conceive, plan and edit one radio documentary or news based discussion or interview based programme of 15 to 20 minutes duration & submission of CD (Minimum 3 -5 student in a group) **30 Marks**

Internal Assessment (Internship at least 2 months) **40 Marks**

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.

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 206.1	Students will be able to understand the working pattern of Radio.	2
CJ 206.2	Students will be able to familiarize the basic techniques of broadcasting.	1
CJ 206.3	Students will be able to have understanding of Radio program content creation.	2
CJ 206.4	Students will be having the knowledge of Radio script writing	6
CJ 206.5	Students will be having the knowledge of Media Industry	6

AUDIT COURSES SEMESTER-II

(Optional: Campus-level)

(Personality and Cultural Development Related)

AC-201(A): Soft Skills

Course Objectives (COBs):

- To inculcate different soft skills among students

Unit 1. Introduction to soft skills (02 Hrs)

Formal definition, Elements of soft skills, Soft vs. Hard skills, Emotional quotient, Goal setting, life skills, Need for soft skills, Communication skills, Etiquettes & Mannerism.

Unit 2. Self-Assessment (04 Hrs)

Goal setting, SWOT analysis, attitude, moral values, self-confidence, etiquettes, non-verbal skills, achievements, positive attitude, positive thinking and self-esteem.

Activity: The teacher should prepare a questionnaire which evaluate students in all the above areas and make them aware about these aspects.

Unit 3. Communication Skills (08 Hrs)

Types of communication: Verbal, Non-verbal, body language, gestures, postures, gait, dressing sense, facial expressions, peculiarity of speaker (habits).

Rhetoric speech: Prepared speech (topics are given in advance, students get 10 minutes to prepare the speech and 5 minutes to deliver), Extempore speech (students deliver speeches spontaneously for 5 minutes each on a given topic), Storytelling (Each student narrates a fictional or real life story for 5 minutes each), Oral review (Each student orally presents a review on a story or a book read by them)

Drafting skills: Letter, Report & Resume writing, business letters, reading & listening skills

Activity: The teacher should teach the students how to write the letter, report and build resume. The teacher should give proper format and layouts. Each student will write one formal letter, one report and a resume.

Unit 4. Formal Group Discussion, Personal Interview & Presentation skills (04 Hrs)

Topic comprehension, Content organization, Group speaking etiquettes, driving the discussion & skills.

Preparation for personal interview: dress code, greeting the panel, crisp self-introduction, neatness, etiquettes, language tone, handling embarrassing & tricky questions, graceful closing.

Activity: Each batch is divided into two groups of 12 to 14 students each. Two rounds of a GD for each group should be conducted and teacher should give them feedback. Mock interview are to be conducted.

Unit 5. Aptitude and analytical skills (08 Hrs)

Quantitative aptitude, Numerical reasoning, verbal reasoning, diagrammatic test, situational tests, logical thinking. Analytical skills: Definition, Types, problem solving

Unit 6. Life skills (04 Hrs)

Time management, critical thinking, sound and practical decision making by dealing with conflicts, stress management, leadership qualities

Activity: The teacher can conduct a case study activity to train students for decision making skills. The teacher should conduct a session on stress management and guide students on how to manage stress. The teacher may conduct a stress relieving activity in the class. He/she may counsel students individually to know their problems and guide them on dealing with them effectively.

Suggested Readings :

1. Basics of Communication in English: Francis Sounderaj, MacMillan India Ltd.
2. English for Business Communication: Simon Sweeney, Cambridge University Press
3. An Introduction to Professional English and Soft Skills: Das, Cambridge University Press

Course Outcomes (COts):

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

Course Outcome	Course Outcome	Cognitive Level
AC201A.1	Identify their lacunas about some soft skills and try to overcome the same.	02
AC201A.2	Practice learned soft skills in real life and do their jobs more effectively	03
AC201A.3	Identify their lacunas about some soft skills and try to overcome the same.	02

AC-201(B): Practicing Sports Activities

Course Objectives (COBs):

➤ To motivate students towards sports and provide them required training

SR NO.	NAME OF THE SPORT/GAME (Select ONE of the Following)	SYLLABUS OF THE COURSE	TIMING (02 Hours in a Week)	SEMESTER
1	Volleyball	<ul style="list-style-type: none">• General Fitness• Basic Fitness• Specific Fitness• History of the Game• Basic Skill of the Game• Major Skill of the Game• Technique & Tactics of the Game• Game Practice	Morning: 07 to 09 AM OR Evening: 05 to 07 PM	Total 30 Hours in Each Semester
2	Athletics			
3	Badminton			
4	Cricket			
5	Basketball			
6	Handball			
7	Kabaddi			
8	Kho-Kho			
9	Table-Tennis			
10	Swimming			

Course Outcomes (COts):

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

Course Outcome	Course Outcome	Cognitive Level
AC201B.1	Identify one or more sports of their choice and develop more interest to participate at University/National level sport events.	02
AC201B.2	Practice the learned sports activities regularly in real life	03

AC-201(C): Practicing Yoga

Course Objectives (COBs):

- 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 Asana, 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;

Course Outcome	Course Outcome	Cognitive Level
AC201C.1	Identify and practice some Yoga asanas regularly in their life to remain healthy.	02
AC201C.2	Provide guidance and practice about Yoga to their friends, parents and relatives.	02

AC-201(D): Value Education

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 (COs):

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

Course Outcome	Course Outcome	Cognitive Level
AC201D.1	Understand the meaning and nature of values in human life.	04
AC201D.2	To enable the students to understand the citizenship values among the student	05
AC201D.3	The need and importance of value education	02

Equivalent Courses (As per University norms)

M. A. MCJ

First Year - I and II Semester

Sr. No	Course code	Old Course name	Course code	New Course Name
1	CJ 101	Introduction to Mass Communication & Journalism	CJ 101(Core)	Introduction to Mass Communication & Journalism
2	CJ 102	Development of Media (Print & Electronic)	CJ 102 (Core)	History and Development of Media (Print & Electronic)
3	CJ 103	News Reporting and Editing	CJ 103 (AEC)	Environmental Communication
4	CJ 104	Environmental Communication	CJ 104 (SEC)	News Reporting and Editing
5	PR	Practical's I	CJ 105	Practical for Communication Environment news writing
			CJ 106	Practical for News Reporting and Editing
6	CJ 201	Sustainable Development Communication	CJ 201(Core)	Sustainable Development Communication
7	CJ 202	Media and Cultural Studies (Rural & Adivashi)	CJ 202 (Core)	Media Law and Ethics
8	CJ 203	Media Law and Ethics	CJ 203 (AEC)	Advertisement and Media
9	CJ 204	Media Management	CJ 204 (SEC)	Radio Journalism and Production
10	PR	Practical's I	CJ 205	Practical for Development communication and Advertisement
			CJ 206	Practical for Radio Journalism

Second Year M.A. (MCJ): Third Semester

CJ 301(core) : Communication Research

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance= 40 marks.]

Course Objectives:(COBts)

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 learn the types of research.
4. To impart the knowledge of basics of statistics and media metrics.

Unit-I :

Basic concepts: nature and scope of research; definition of communication research, Basics and applied research; characteristics of scientific research; element of scientific research - concepts and constructs, variables, scales and measurement. The Research process: Selection of research problem, Review of literature, Formulation of research questions/ hypothesis, determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data, Presentation of results.

Unit-II :

Research approaches: Qualitative, focus group, case studies, field observation quantitative - survey research, content analysis, experimental research, longitudinal studies and population; sample and sampling techniques. Research tools and data analysis: research tools- questionnaires, interview schedules – levels of measurement – scales , description and measures of central tendency and variability –tests of significance and analysis variance –ANOVA - SPSS (Statistics software package used for statistical analysis)

Unit- III:

Report writing; writing research project, styles of presenting research findings –chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India

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 Outcome:(COs)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
CJ 301.1	Students would learn the definitions and basic concepts of research, communication research, media research and social research.	2
CJ 301.2	Students would know the difference between communication research, media research and social research.	4
CJ 301.3	Students would gain knowledge about the need, role importance, functions and ethics of research.	3
CJ 301.4	Students would learn the various types of research.	2

CJ 302 (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: (COBs)

1. To introduce students to principles of Media business management
2. To familiarize students to Indian media organization and their management practices

Unit - I

Principle of media Management and their significance - media as an industry and profession. Ownership patterns of mass-media in India - sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).

Unit - II

Organizational structure and functions- News papers, Radio, Television and online/ web media industry. Different departments- general management, finance, circulation, advertising (marketing), personnel management, Event management, production and reference sections. Apex bodies: DAVP. INS and ABC.

Unit - III

Economics of print and electronic media management, business. legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy: advertising and sales strategy, completion and survival, evolving a strategy and plan of action.

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: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 303.1	Students will be able to understand the principles of Media business management	2
CJ 303.2	Students will be able to familiarize to Indian media organization and their management practices	1

CJ 303 (AEC): Public Relations/ Corporate Communication

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance = 40 marks.]

Course Objectives:(COBs)

- a) To make students aware of the importance of public relations and its critical role in corporate organizations.
- b) To prepare students for corporate communication challenges.
- c) To impart the fundamentals of public relations writings

Unit - I

Public Relations - Evolution and history of public relations. definitions of PR and allied disciplines (Publicity, propaganda, public affairs, lobbying etc.) Tools of PR. Law and ethics of PR - PRSI code of ethics.

Corporate Communication- meaning concept and development. Defining strategy and its relevance in PR and Corporate communication; campaigns planning, management and execution-.Defining stakeholders and media selection- Models and theories in PR/CC. Role of PR /CC in crisis communication and disaster management

Unit - II

In house PR: role of the senior PR Manager, PR consultancy firms. Internal and External Communications- PR in HRD Management, internal PR audiences, internal PR programmes and techniques. Building a distinct corporate identity & Image: Concepts, variables and process- making of house styles (logo, lettering and process)

Unit – III

External PR -public, private and multinational sector, central and state government. Tools of external communication. PR Campaign, Exhibition etc.

Media Relations - Building and maintaining cordial relationships with media, organizing press conferences, visits and interviews, writing press releases. Social media: blogging, LinkedIn, Facebook, Twitter etc. Websites: a tools for faster dissemination of information, photographs and A/V material.

Suggested reading

- 1 Sam Black – Practical Public relations
- 2.Scott M Cutlip-Effective Public relations
- 3 .Burke –Advertising in the Market Place
4. Burton p.w- Advertising copy Writing
5. जनसंपर्क संकल्पना आणि सिद्धांत - प्रा. सुरेश पुरी, विमुक्तजन प्रकाशन, औरंगाबाद
6. जनसंपर्क मिमांसा - डॉ. वि. ल. धारूरकर, रामराज्य प्रकाशन, औरंगाबाद
7. 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-

Course NO	Course Outcome	Cognitive Level
CJ 303.1	Students aware of the importance of public relations and its critical role in corporate organizations.	2
CJ 303.2	Students prepare for corporate communication challenges.	3
CJ 303.3	Students would learn the basics of public relations writings	6

CJ 304 (Skill Based): TV Journalism and Production

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance = 40 marks.]

Course Objectives:(CObs)

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. To introduce student's techniques and skills for presentation, anchoring for television programme production.
4. Students will acquire skills and learn to use different software's for editing television Programmes..

Unit - I

History of TV- Nature and characteristics, development of TV in India. Digital and online TV. News writing for TV: Nature and characteristic, structuring of TV bulletin, selection of news, source of news, personal sources, interviewing, observation, stored source of information. writing of news- copy; elements of news, language, editing agency copy, reporter's copy- compiling TV news programmes; writing intro to bytes- writing headlines, deadlines, teasers and promos. Ethical consideration writing for television in programmes - research, visualization and production script.

Unit - II

Television production skill- visualizing news/ENG - research, investigation - interview techniques; piece to camera and voice over; sequencing and editing news packages. Television anchoring: voice broadcast skills - enunciation, flow modulation -facing a camera. - Eye contact - use of teleprompter; live studio and field interviews moderating TV studio:-discussions: anchoring chat shows and cross fire.

Unit - III

T.V. Production- TV Camera - shooting with TV camera mounting, Colour balance, Basic shots and camera movement. TV Production in field, using reflectors. Lighting grid Luminaries Studio lighting - three point – high key and low key lighting; properties, studio sets and make- up. Video editing techniques- cut, mix and dissolve use of cutaway - AB roll editing digital effects and post production - planning location shoots- story board -single camera shooting - multi camera shooting - shooting and editing schedules studio production - role of functionaries - planning studio programmes - cue's and commands - formats of TV programmes, TV documentary production - corporate video Production, digital editing skills.

Suggested Readings

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

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 304.1	Students will be able to write scripts of television news stories, special stories and on the spot reporting	6
CJ 304.2	Students will be able to cover events and news based stories using mobile phones, video cameras.	6
CJ 304.3	Students will anchor, present and able to produce television news bulletin	6
CJ 304.4	Students will be able to do the editing both offline and online programme of television with using the software's	6

CJ 305 : Practical for Media Management and Public Relations
(External-60 + 40 Internal) 100 marks

Course Objectives:(COBts)

- a) Knowledge of the Media Management.
- b) To understand the corporate communication.
- c) To impart the fundamentals of public relations writings

External Assessment:

- 1. Comparative study report of News paper Management. **30 Marks**
- 2. Public Relations/ Corporate Communication research assignment and submitted its report. **30 Marks**

Internal Assessment (20 marks for each)

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. Explain the media management function through tree diagram & submit file. **20 Marks**

Course Outcome: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 305.1	Students would learn development of Public relation and basic concepts.	2
CJ 305.2	Students would be able to know about role and importance of Media Management.	2
CJ 305.3	Students prepare for corporate communication challenges.	3
CJ 305.4	Students would learn the basics of public relations writings	3

CJ 306 : Practical for T. V. Journalism and Communication Research
(External-60 + 40 Internal) 100 marks

Course Objectives:(COBts)

- a. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
- b. To introduce student’s techniques and skills for presentation, anchoring for television programme production.
- c. Students will acquire skills and learn to use different software’s for editing television Programmes.

External Assessment:

1. Every group students has to conceive, plan and edit one video News bulletin of 10 to 15 minutes duration & submission of CD (Minimum 3 student in a group) **30 Marks**

2. Every group students has to conceive, plan and edit one documentary or news based discussion or interview based programme of 15 to 20 minutes duration & submission of CD (Minimum 3 student in a group) **30 Marks**

Internal Assessment: 40 Marks

Every student has submitted one content analysis either of print or electronic media (Duration for content analysis of print media is not less than one month and for electronic media minimum 15 days)

Course Outcome: (COs)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 306.1	Students will be able to write scripts of television news stories, special stories and on the spot reporting	6
CJ 306.2	Students will be able to cover events and news based stories using mobile phones, video cameras.	6
CJ 306.3	Students will anchor, present and able to produce television news bulletin	6
CJ 306.4	Students will be able to do the editing both offline and online programme of television with using the softwares	6

AUDIT COURSES

SEMESTER-III

(Optional: Campus + School level)

(Technology + Value added)

AC-301(A): Computer Skills

Course Objectives (COs):

To inculcate different daily useful computer skills among students

Unit 1: Elements of Information Technology (02 Hrs)

1.1 Information Types: Text, Audio, Video, and Image, storage formats

1.2 Components: Operating System, Hardware and Software, firmware

1.3 Devices: Computer, Mobile Phones, Tablet, Touch Screen, Scanner, Printer, Projector, smart boards

1.4 Processor & Memory: Processor functions, speed, Memory types: RAM /ROM /HDD /DVD-ROM/Flash drives, memory measurement metrics

Unit 2: Office Automation-Text Processing (05 Hrs)

2.1 Views: Normal View, Web Layout View, Print Layout View, Outline View, Reading Layout View

2.2 Working with Files: Create New Documents, Open Existing Documents, Save Documents to different formats, Rename Documents, Close Documents

2.3 Working with Text: Type and Insert Text, Highlight Text, Formatting Text, Delete Text, Spelling and Grammar, paragraphs, indentation, margins

2.4 Lists: Bulleted and Numbered Lists,

2.5 Tables: Insert Tables, Draw Tables, Nested Tables, Insert Rows and Columns, Move and Resize Tables, Moving the order of the column and/or rows inside a table, Table Properties

2.6 Page Margins, Gutter Margins, Indentations, Columns, Graphics, Print Documents,

2.7 Paragraph Formatting, Paragraph Attributes, Non-printing characters

2.8 Types of document files: RTF, PDF, DOCX etc

Unit 3: Office Automation-Worksheet Data Processing (05 Hrs)

3.1 Spreadsheet Basics: Adding and Renaming Worksheets, Modifying Worksheets,

3.2 Moving Through Cells, Adding Rows, Columns, and Cells, Resizing Rows and Columns, Selecting Cells, Moving and Copying Cells

3.3 Formulas and Functions: Formulas, Linking Worksheets, Basic Functions, Auto Sum, Sorting and Filtering: Basic Sorts, Complex Sorts, Auto-fill, Deleting Rows, Columns ,and Cells

3.4 Charting: Chart Types, drawing charts, Ranges, formatting charts

Unit 4: Office Automation- Presentation Techniques and slide shows (06 Hrs)

4.1 Create a new presentation, AutoContent Wizard, Design Template, Blank Presentation, Open an Existing Presentation, PowerPoint screen, Screen Layout

4.2 Working with slides: Insert a new slide, Notes, Slide layout, Apply a design template, Reorder Slides, Hide Slides, Hide Slide text, Add content, resize a placeholder or textbox, Move a placeholder or text box, Delete a placeholder or text box, Placeholder or Text box properties, Bulleted and numbered lists, Adding notes

4.3 Work with text: Add text and edit options, Format text, Copy text formatting, Replace fonts, Line spacing, Change case, Spelling check, Spelling options

4.4 Working with tables: Adding a table, Entering text, Deleting a table, Changing row width, Adding a row/column, Deleting a row/column, Combining cells ,Splitting a cell, Adding color to cells, To align text vertically in cells, To change table borders, Graphics, Add clip art, Add an image from a file, Save & Print, slide shows, slide animation / transitions.

Unit 5: Internet & Applications: (04 Hrs)

- 5.1 Computer Network Types: LAN, PAN, MAN, CAN, WAN, Defining and describing the Internet, Brief history, Browsing the Web, Hypertext and hyperlinks, browsers, Uniform resource locator
- 5.2 Internet Resources: Email, Parts of email,
- 5.3 Protecting the computer: Password protection, Viruses, Virus protection software, Updating the software, Scanning files, Net banking precautions.
- 5.4 Online Resources: Wikipedia, Blog, Job portals, C.V. writing
- 5.5 e-learning: e-Books, e-Magazines, e-Newspapers, OCW(open course wares): Sakshat (NPTEL) portal, MIT courseware

Unit 6: Cloud Computing Basics (03 Hrs)

- 6.1 Introduction to cloud computing
 - 6.2 Cloud computing models: SAS, AAS, PAS
 - 6.3 Examples of SAS, AAS, PAS (DropBox, Google Drive, Google Docs, Office 365 Prezi, etc.)
-

References:

1. TCI, "Introduction to Computers and Application Software", Publisher: Jones & Bartlett Learning, 2010, ISBN: 1449609821, 9781449609825
2. Laura Story, Dawna Walls, "Microsoft Office 2010 Fundamentals", Publisher: Cengage Learning, 2010, ISBN: 0538472464, 9780538472463
3. June Jamrich Parsons, Dan Oja, "Computer Concepts Illustrated series", Edition 5, Publisher Course Technology, 2005, ISBN 0619273550, 9780619273552
4. Cloud computing online resources

Course Outcomes (COs):

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

Course Outcome	Course Outcome	Cognitive Level
AC301A.1	Identify their lacunas about some computer skills and try to overcome the same.	02
AC301A.2	Practice the learned computer skills in real life and do their jobs more effectively	03

AC-301(B): Cyber Security

Course Objectives (CObs):

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

Unit 1: Networking Concepts Overview (03 Hrs.)

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 (07 Hrs.)

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 (07Hrs)

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: Cryptography (05 Hrs.)

Understanding cryptography, Goals of cryptography, Types of cryptography, Applications of Cryptography, Use of Hash function in cryptography, Digital signature in cryptography, Public Key infrastructure,

Unit 5: System & Network Security (03 Hrs.)

System Security: Desktop Security, email security: PGP and SMIME, Web Security: web authentication, Security certificates, SSL and SET, Network Security: Overview of IDS, Intrusion Detection Systems and Intrusion Prevention Systems, Overview of Firewalls, Types of Firewalls, VPN Security, Security in Multimedia Networks, Fax Security.

Unit 6: OS Security (02 Hrs.)

OS Security Vulnerabilities updates and patches, OS integrity checks, Anti-virus software, Design of secure OS and OS hardening, configuring the OS for security, Trusted OS.

Unit 7: Security Laws and Standards (03 Hrs.)

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 (COs):

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

Course Outcome	Course Outcome	Cognitive Level
AC301B.1	Practice learned cyber security skills/rules in real life.	03
AC301B.2	Explain/Provide guidance about cyber security skills/rules to their friends, parents and relatives	02

AC 301 (C) Camera Handling and Video Editing

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

Unit I:

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 - II

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.

Unit III:

Necessity of editing– Principals of editing- Shot to shot transition- analyze the different juxtaposition of shots. Basic techniques of building a scene- continuity, matching, overlapping. Pace & Time – Analyze the techniques of pace & time manipulation during editing . Rough cut – to make the primary edit following the script sequentially. Final cut – to make the final cut after re-viewing the rough cut. Dub matching and track laying to prepare for re- recording and optical effects

Unit IV:

Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non Linear editing. Editing in Digital World. 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. Anderson , Gary H. Video Editing and Post Production, Focal Press, London, 1993.
2. Gupta, R. G. Audio and Video Systems, Tata Mc Graw – Hill, New Delhi , 2003.
3. Jackman, John.ighting for Digital Video and Television 2010.
4. Millerson , Gerald . Video Camera Techniques (Media Manuals), Focal Press , London.

Course Outcome:(COs)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
AC301C.1	Students will be able to handling video cameras.	3
AC301C.2	Students will anchor, present and able to produce television news bulletin	6
AC301C.3	Students will be able to do the editing both offline and online programme of television with using the software's	6
AC301C.4	Students would be able to familiarize themselves with the basics of editing.	2
AC301C.4	Students would be able to understand the process of editing for various platforms	2

AC 301 (D) English Speaking

Course Objectives (COBts)

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:(COts)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
AC301D.1	Students would be able to strengthen oral communication skills in English Language.	3
AC301D.2	Students would be able to improve vocabulary in English Language	2
AC301D.3	Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases	3
AC301D.4	Students would be able to inculcate the knowledge of grammar in English Language.	2

Second Year M.A. (MCJ): Fourth Semester

CJ 401 (core) : Media and Cultural Studies (Rural and Adivasi)

(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: (COBts)

1. To understand the Cultural concept and theories
2. To understand the importance of Media and Cultural studies
3. To create understanding of the Adivasi and Rural Cultural in Khandesh
4. To develop the knowledge of Indian Rural culture and Society
5. To inculcate the knowledge of development problem of rural area

Unit - I

Understanding Culture- Mass Culture, Popular Culture, Folk Culture. Media as Cultural Industries, Representation- Media as Texts, Signs and Codes in Media Discourse Analysis, presentation of nation, class, caste and gender issues in Media

Unit II

Tribal communication in Khandesh region- Meaning of Adivasi, Lifestyle of tribal - their festivals and social functions, Communication media, style of language, social issue of adivasi society. Reflection of adivasi culture in mass media- Impact of mass media on adivasi culture- Newspapers, TV and Radio programs, advertising and social media.

Unit III

Rural communication and cultural in Khandesh - History of Khandesh, culture, lifestyle, language, social functions, festival, social problems. Media and society. Reflection of rural cultural in mass media- Impact of mass media on rural culture- Newspapers, TV and Radio programs, advertising and social media.

Suggested reading:

1. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Vadnare- Prasar madhyamachi Antrang (Marathi) Pritam Publication, Jalgaon
2. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Media and Social change, Atharva Publication Jalgaon
3. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Madhyame ani Samajik Badal (Marathi), Atharva Publication Jalgaon

4. Dr.Gore Govind-Tribal Community in Maharashtra
5. Dr. Gore Govind-Culture and Adivasi society in Maharashtra
6. Dr.Nadgonede Gurunath- Bhartiya Adivasi
7. Dr.Baber Sarojini-Adivasi of festival
8. John Storey. Cultural Theory and Popular Culture: An Introduction. London: Pearson Longman. 2009
9. Media Cultures by Nick Stevenson, 2002, Second Edition, SAGE
10. Parmar S. Traditional Folk Media in India, 1975, New Delhi, Geka Books
11. डॉ. सुधीर भटकर, डॉ. विनोद निताळे, जनसंज्ञापन: माध्यमे आणि संस्कृती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2017

Course Outcome: (COts)

After completion of this course students shall be able to-

Course NO	Course Outcome	Cognitive Level
CJ 401.1	Students would be able to understand the cultural concept and theories.	2
CJ 401.2	Students would be able to understand the Adivasi and Rural Cultural in Khandesh .	2
CJ 401.3	Students would be able to understand the importance of Media and Cultural studies.	2
CJ 401.4	Students would be able to develop the knowledge of Indian culture and Society.	6
CJ 401.5	Students would be able to inculcate the knowledge of development problem of rural area.	6

CJ 402(core): MEDIA AND SOCIAL CHANGE

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance= 40 marks.]

Course Objectives: (COBts)

- a. To make students aware of contemporary media development and challenges in India.
- b. To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.
- c. To help Students to identify the back regions problems and write articles concerning the problems.
- d. To help Students to ascertain and understand characteristics of underdevelopment.

Unit –I

Social Change: Its meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Sex and Gender - Gender sensitization: Issues and Challenges - Gender and Empowerment - Gender and Social Inequality

Unit – II

Social problems- social mobility, problems of caste, ethnicity. Social conflicts, effect of conflicts on children, women, and old. Problems of human trafficking, sex workers, domestic workers, rural-urban migration.

Unit III

Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media. Role of media in social movements: political – cultural movements, national integration, communal harmony- Pulse polio, beti bachao- beti padhao, Swaccha bharat abhiyan, matadan janjagruti abhiyan, pani adva pani jirava etc.

Suggested Reading :

1. Campbell, R., Martin, C. R., & Fabos, B. (2011). Media and culture: An introduction to mass communication. Macmillan.
2. Dr. Bhatkar Sudhir, Nitale Vinod and Dr. Sorde Gopi- Prasar madhyame ani Samaj (Marathi), Atharva Publication, Jalgaon
3. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Media and Social change, Atharva Publication Jalgaon
4. Dr. Nitale Vinod, Dr. Bhatkar Sudhir and Dr. Sorde Gopi - Madhyame ani Samajik Badal (Marathi), Atharva Publication Jalgaon

5. डॉ. सुधीर भटकर, डॉ. विनोद निताळे, जनसंज्ञापन: माध्यमे आणि संस्कृती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2017

Course Outcome: (COs)

After completion of this course students shall be able to-\

Course Outcome	Course Outcome	Cognitive Level
CJ 402.1	Students will be able to aware of contemporary media development and challenges in India.	2
CJ 402.2	Students will be able to develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.	3
CJ 402.3	Students will be able to identify the back regions problems and write articles concerning the problems.	2
CJ 402.4	Students will be able to ascertain and understand characteristics of underdevelopment.	2

CJ 403 (Dissertation): Dissertation and Viva - Voce

(Dissertation 60 marks + Viva - Voce 40 mark. Total – 100 Marks)

Course Objectives (COBts):

- To develop research aptitude in students
- 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 MA MCJ programme shall be required to submit a dissertation at the end of fourth semester and before the commencement of MA MCJ final practical examination. Unless the dissertation is submitted before the practical examination, the student will not be allowed to take the final examination. The 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 (COts):

After completion of this course students will be able to-

Course Outcome	Course Outcome	Cognitive Level
CJ 403.1	Students will be able to develop research aptitude	6
CJ 403.2	Students will be able to get analyzed deeper knowledge of methods in the major subject/field of study.	4

CJ 404 (skill based): Social Media and New Technology

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

[Internal Assessment = One seminar for 30 marks and 10 marks for Semester Attendance = 40 marks.]

Course Objectives:(COBts)

- a. To acquaint the students with computer and its operations.
- b. To provide an understanding of the social media landscape.
- c. To gain proficiency in specific uses of various types of social media platforms
- d. To provide understanding of etiquette of various social media
- e. To understand how to create own presence on social media professionally.

Unit - I

New Media Technology: History & development of new media, Defining new media, terminologies and their meanings – Digital media, new media, online media. Information society and new media, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on Society. Importance and uses of Website, e-mail, blogs etc.

Unit - II

Cyber Journalism: On- line Editions of newspapers - management and economics: cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing e-publishing: security issue on internet, Cyber crime and its effects. Social, political, legal and ethical issue related IT and CT.

Unit - III

Social Media- History & development- types of Social Media- Impact of Social Media on society, problems and remedies. The Digital Experience – mobile, cyberspace, online, apps Technology and Literacy Redefined - Internet, The User & The Fourth Screen- representation & reproduction. Changing Character of Communication-Ethical Issues. Analogue and digital technology, media convergence.

Suggested Reading:

1. Bennett,W.Lance. New Media Power: The Internet and Global Activism 2003.
2. 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.
3. Lister Martin .New Media – A critical Introduction. Routledge, 2009.
4. Incent Miller. Understanding digital culture. Sage Publications, 2011.

5. Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.

Course Outcome: (COts)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
CJ 404.1	Students would gain understanding of the concepts of digital and social media.	2
CJ 404.2	Students would be able to utilize digital social media tools for different developmental activities.	4
CJ 404.3	Students would be able to gain understanding of cyber ethics.	2
CJ 404.4	Students will comprehend the functionalities of social media.	6

CJ 405: Practical for Media culture and Social Change
(External-60 + 40 Internal) 100 marks

Course Objectives:(COBts)

- a. To Know Adivasi and Rural culture in Khandesh
- b. To understand Adivasi life style.
- c. To analysis media content regarding social change
- d. To understand the role of media in social development.

External Assessment:

- 1. Adivasi communication file- Lifestyle of tribal and their festival, social functions, style of language, Communication tools etc. **20 Marks**
- 2. Rural communication file - culture, lifestyle, language, social functions, festival of khandesh region. **20 Marks**
- 3. Case study on any one social problem in your city/ area and submitted report **20 Marks**

Internal Assessment (Participation in Study tour) **40 Marks**

Every student has to participate in Local study/ fields visit to media centers and he/ she shall submit their reports based on observations. Thus, study visits are compulsory to all students.

Course Outcome: (COs)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
CJ 405.1	Students are know the Adivasi and Rural culture in Khandesh	2
CJ 405.2	Students would be able to understand Adivasi life style	2
CJ 405.3	Students would be able to analyzing media content regarding social change	4
CJ 405.4	Students will analyzing the role of media in social change	6

CJ 406: Practical for Social Media New Technology (External-60 + 40 Internal) 100 marks

Course Objectives:(COBs)

1. To acquaint the students with computer and its operations.
2. To provide an understanding of the New media technology.
3. To gain proficiency in specific uses of various types of social media platforms
4. To understand how to create own presence on social media professionally

External Assessment:

1. Practical examination on new media Technology. **30 Marks**

- a. Creating E- mail address
- b. sending and replying E- mail,
- c. Making PPT on any media related subject

2. Practical examination on Social Media **30 Marks**

- a. Opening any social media account
- b. Creating own blog in Marathi/ English.

Internal Assessment (Participation in Study tour) 40 Marks

Every student has to participate in out station study/ fields visit to media centers and he/ she shall submit their reports based on observations. Thus, study visits are compulsory to all students.

Course Outcome: (COs)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
CJ 406.1	Students would gain understanding of the functioning of National media houses	2
CJ 406.2	Students would be able to utilize New media tools for different developmental activities.	4
CJ 406.4	Student would be able to handling social Media	6

AUDIT COURSES SEMESTER-IV

(Professional and Social + Value Added Course)

AC-401(A): Human Rights

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

Unit 2: 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, and 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: Human Values

3.1: Meaning and Definitions of Values

3.2: Importance of values in the life of Individual

3.3: Types of Values

3.4: Programmes for conservation of Values

Unit 4: 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.

References:

- 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;

Course Outcome	Course Outcome	Cognitive Level
AC401A.1	Practice the learned issues under human rights and human values in real life.	03
AC401A.2	Provide social justices to people around them and provide guidance about human rights to their friends, parents and relatives.	02

AC-401(B): Fake News and Media Literacy

Course Objectives (COs):

1. Learners will be able to compare various media.
2. Students are explaining the ethical issues related to the media.
3. Identify different techniques for combating fake news.
4. Evaluate various techniques for combating fake news

Unit I

Introduction to Journalism & Fake News - Introduction to Social Media Platforms: Facebook, Twitter, YouTube, Instagram etc. Meaning and concept of Fake news.

Unit II

Fake News and Media Information Literacy -The rise of fake news, types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content. Information Disorder: formats of Misinformation, Disinformation and Mal-Information. 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

Unit III

Hyper - information, Post Truth and Hate. Hyper-information, News Industry Transformation: Digital Technology, Social Platforms. Health Misinformation Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy.

Unit IV

Digital Army, Social Media Followers’ Cult, Social Media Parasite The rise of the audience, social media, social platforms and users - generated content. Reflection: Understand post truth, theories of conspiracy etc.

Suggested readings:

1. CA: Sage.George, C. (2016). Hate Spin: The manufacture of religious offence and its threat Cambridge, MA: The MIT Press.
2. Dice, M. (2017). The True Story of Fake News: How mainstream media manipulate millions.Resistance Manifesto.
3. McDougall, J. (2019). Fake News vs Media Studies: Travels in a False Binary London, England: Springer Nature.
4. Chomsky, N., & Herman, E. S. (1988). Manufacturing Consent: The Political Economy of the mass media . New York, NY: Pantheon Books
5. UNESCO. (2018). Fake News and Media Literacy. Transaction Mode: Lecture, PPT, Self Learning, Brainstorming, Group Discussion, Tutorial, Seminar , Case Study, E-content, Multimedia Packages

Course Outcomes (COs):

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

Course Outcome	Course Outcome	Cognitive Level
AC401B.1	Explaining the ethical issues related to the media.	02
AC401B.2	Identify different techniques for combating fake news.	05
AC401B.3	Evaluate various techniques for combating fake news	05

AC 401 (C) Current Affairs

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;

Course Outcome	Course Outcome	Cognitive Level
AC 401(C).1	Students will be Identify important issues currently/ recently happening in India or world	2
AC 401(C).2	Students will able Summarise current affairs regularly	4

AC 401 (D) Radio Jockey

Course Objectives:(CObs)

- a. To make students aware of the importance of Radio Broadcasting in India
- b. To understand the working pattern of Radio Jockey.
- c. To familiarize the students with the basic techniques of Radio Jockey.
- d. To create understanding of Radio programm content creation.

Unit I

Radio Media – Radio as a Mass Media – Origin and Growth in India – Nature and Characteristic – Different types of Radio Stations – Public, Private and Community Radio – Online Broadcasting.

Unit II

Voice Over, Rhythm of speech, Breathing, Resonance, Radio Presenting, Voice Projection, Scripting, Mic Technique. Showing how to hold an audience's attention, Demonstrating how to control body language, Breathing and articulation, Acting and singing to strengthen your personal and vocal confidence. Talk Show Host - Talk Radio & Presenting phone ins. Understanding the importance of sound, various types of mikes, using and taking care of the tape recorder. Recording sound in various types of location. Studio Recording , Location Recording.

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.

Course Outcome: (COs)

After completion of this course students shall be able to-

Course Outcome	Course Outcome	Cognitive Level
AC 401(D).1	Students will be able to understand the working pattern of Radio Jockey.	2
AC 401(D).2	Students will able to familiarize with the basic techniques of Radio Jockey	4
AC 401(D).3	Students will be able to have understanding of Radio programm content creation	6

Equivalent Courses (As per University norms)

M. A. MCJ

Second Year - III and IV Semester

Sr. No	Course code	Old Course name	Course code	New Course Name
1	CJ 301	Radio Journalism & Production	CJ 301(Core)	Communication Research
2	CJ 302	TV Journalism & Production	CJ 302 (Core)	Media Management
3	CJ 303	Advertising and Media	CJ 303 (AEC)	Public Relations and Corporate Communication
4	CJ 304	Public Relations and Corporate Communication	CJ 304 (SEC)	TV Journalism & Production
5	PR	Practical's I	CJ 305	Practical for Media Management and Public Relation
			CJ 306	Practical for TV Journalism and Cultural Studies
6	CJ 401	Social Media and New Media Technology	CJ 401(Core)	Media and Cultural Studies (Rural & Adivashi)
7	CJ 402	Communication Research	CJ 402 (Core)	Media and Social Change
8	CJ 403	Dissertation & Viva- voce	CJ 403 (AEC)	Dissertation & Viva- voce
9	--	---	CJ 404 (SEC)	Social Media and New Technology
10	PR	Practical's I	CJ 405	Practical for Media culture and social change
			CJ 406	Practical for Social Media and New Technology

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 Bruee (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. Hodgson (Oxford University Publication)
33. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall offndia, 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. (Houghton Mifflin Co. Boston.)
37. How 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 Reporting - By Macdougall C. D. (The Macmillan Co., New York)
40. Scholastic Journalism, Earl and Hach Clarence (The Iowa State University Press Ames, USA)
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42. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
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44. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York)
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47. Creative News Editing - By Crowell Alfred (WMC Bro\\ n Publication)
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50. Modern Newspaper Editing and Production- by F. W. Hodgson (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, 1. 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 1. D. (Gree : McGraw Hill Book Co.)
68. Advertising - By Wright, Warner and C. Graw Hill
69. Advertising in Modem Life - By Gloag 1. 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 II)dia,D. S. Mehata, Vishvidyalaya Publication, Waranasi
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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), 1.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 .
101. Managing sustainable Development, Carley M et ai, Vishvidyalaya Publication.
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
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107. Corporate Communications, Joseph Fernandez, Vishvidyalaya Publication.
108. Corporate Communications, Joep Cornelissen,Vishvidyalaya Publication.
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110. Programming foe TV, Radio & the Intern”, Lynne Gross, Brian Gross & Philippe Perebinossoff, Vishvidyalaya, Publication, Waranasi
111. Radio Production, Robert Mcleish, Vishvidyalaya *Publication*, Waranasi
112. Law and The Media, Tom Crone, Vishvidyalaya Publication, Waranasi
113. Presenting on TV and Radio, JanetTrewin, Vishvidyalaya PUblication, Waranasi
114. Basic Radio Journalism, Paul Chantlee & Petee Stewact, Vishvidyalaya Publication, Waranasi
115. Electronic Media Law and Regulation Kenneth Cceeh, Vishvidyalaya Publication, Waranasi
116. Desai Meera and Krishnaraj, M.: Women and Society in India, Ajanta, Delhi, 1987.

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

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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, जगदीश्वर चतुर्वेदी, विश्वविद्यालय प्रकाशन, वाराणसी
54. जनमाध्यम प्राद्योगिकी और विचारधारा, जगदीश्वर 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 सिध्दांत 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 सिध्दांत, 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 रत्तू, 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 यूग, रॉबर्ट मेकचेसनी, विश्वविद्यालय प्रकाशन, वाराणसी
75. भूमंडलीय जनमाध्यम, एडवर्ड हरमन, विश्वविद्यालय प्रकाशन, वाराणसी
76. संचारमाध्यम और सांस्कृतिक वर्चस्व, हडबर्ड सिलर, विश्वविद्यालय प्रकाशन, वाराणसी

77. संस्कृती विकास और संचारक्रांती, पूरनचंद्र जोशी, विश्वविद्यालय प्रकाशन, वाराणसी
78. साक्षात्कार : सिद्धांत और व्यवहार, रामशरणण 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. तारेण भाटीया, विश्वविद्यालय प्रकाशन, वाराणसी
89. मुद्रण के तकनिकी 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. शौक्षिक 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 विज्ञापन और जनसंपर्क, डॉ. तारेण भाटीया, विश्वविद्यालय प्रकाशन, वाराणसी
109. मिडिया लेखन के सिद्धांत, 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. राठोर, 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

Job opportunities for MA MCJ post graduate course

There are numerous job opportunities available for MCJ students, who are pursuing their course from department of Mass communication and Journalism Students, Kavayitri Bahinabai Chaudhari North Maharashtra University. The type of job opportunities can get is often dependent on their MA MCJ specialization and 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.

Copy Editor

The primary responsibility of a copy editor is to prepare content for publications in magazines, books and newspapers. Copy editors rewrite and revise the copy of writers so that readers can easily understand it. Many editors start their careers as writers before transitioning into editing. While reviewing copy, editors look for grammatical errors, misspellings and punctuation problems. According to the Bureau of Labor Statistics, employers looking for copy editors typically hire individuals with degrees in communications, journalism or English. To effectively carry out their job duties, copy editors depend on creativity, critical thinking, communication and writing skills.

Lobbyist

Working as a lobbyist is another career option available to individuals with a degree in mass communications. Lobbyists work for a variety of entities, such as small and large organizations, nonprofits and individual clients. The primary goal of a lobbyist is to convince politicians to vote in the best interest of the organization the lobbyist represents. To achieve this goal, lobbyists must communicate well and master the art of persuasion. Lobbyists often meet with congressmen to present their case through the use of polls, graphs and reports. According to the Princeton Review, a critical component of their job is to maintain good relationships with politicians, making effective communication vitally important.

Advertising Sales Agent

Advertising sales agents try to sell ad space to prospective clients. These agents spend much time out of the office meeting with clients. During client meetings, sales agents explain to clients how advertising products and services will help increase the client's sales. Time spent in the office usually consists of making phone calls to secure business, creating promotional plans and sales literature and processing paperwork related to new and existing customers. The ability to effectively communicate is a skill critical to the success of a sales agent. Other key traits include initiative, organizational skills and persistence.

News Broadcaster

News broadcasters, frequently called reporters, report news events on television, radio and through similar media outlets. These reporters typically cover a particular story. They often travel to the location where the event occurred and conduct interviews to investigate the story and report on it. When a new story breaks, news broadcasters often work long hours under stressful conditions to meet deadlines and be the first to report the story. Many communication programs offer courses in journalistic ethics and teach students how research stories and accurately report them.

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

- Journalist
- Researcher in Media
- Communicator
- 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.
- Photo journalist, photo editor

M.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.	डॉ.गोपी सोरडे, जनसंवाद आणि पत्रकारिता विभाग, कबचौडमवि, जळगाव	सदस्य
४.	डॉ.रवींद्र चिंचोलकर, विभागप्रमुख, जनसंवाद आणि पत्रकारिता विभाग,पु.अ.हो., सोलापूर विद्यापीठ, सोलापूर	सदस्य
५.	डॉ.सुंदर राजदीप, , विभागप्रमुख, जनसंवाद आणि पत्रकारिता विभाग, मुंबई विद्यापीठ, मुंबई	सदस्य
६.	डॉ.शाहेद शेख, रफिक झकरिया इन्स्टिट्यूट, औरंगाबाद	सदस्य
७.	डॉ.शिवाजी जाधव, जनसंवाद आणि पत्रकारिता विभाग, शिवाजी विद्यापीठ, कोल्हापूर	सदस्य
८.	डॉ.संजय तांबट, सावित्रीबाई फुले पुणे विद्यापीठ, पुणे	सदस्य
९.	डॉ.रोहित कसबे, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक	सदस्य
१०.	डॉ.मोईज हक, विभागप्रमुख, जनसंवाद आणि पत्रकारिता विभाग, राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठ, नागपूर	सदस्य
११.	डॉ.सुधीर इंगळे, शिवाजी महाविद्यालय, परभणी	सदस्य
१२.	श्री.प्रविण सुयवंशी, विद्यावाधिनी महाविद्यालय, धुळे	सदस्य
१३.	डॉ.राहुल रनाळकर, संपादक, दै.सकाळ, नाशिक	सदस्य
१४.	श्री.संदीप नरडेले, सावित्रीबाई फुले, पुणे विद्यापीठ, पुणे	सदस्य
१५.	श्री.राहुल प्रभाकराव चौधरी, तुळजाराम चतुरचंद महाविद्यालय, बारामती	सदस्य