



॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

## SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

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प्रस्तुत विद्यापीठातील सर्व संलग्नित  
महाविद्यालयातील आंतरविद्याशाखेअंतर्गत **बी.जे.**  
**वार्षिक पध्दती** या विषयाचा अभ्यासक्रम वर्ष  
शैक्षणिक वर्ष २०२१-२२ लागू करण्याबाबत.

### प रि प त्र क

संदर्भ:

१) विद्यापीठाचे परिपत्रक क्र. शैक्षणिक-०१/परिपत्रक/पदवी-सीबीसीएस अभ्यासक्रम/२०२०-२१/६६६,  
दि.०१/०९/२०२०.

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, संदर्भ क्र. (१) अन्वये लागू करण्यात  
आलेला **Bachelor of Journalism (BJ)** हा अभ्यासक्रम शैक्षणिक वर्ष २०२०-२१ ऐवजी २०२१-२२ पासून  
लागू करण्याबाबत मा. कुलगुरू महोदयांनी मा. विद्या परिषदेच्या मान्यतेच्या आधीन राहून मान्यता दिली आहे.  
त्यानुसार संदर्भ क्र. १ नुसार संकेतस्थळावर प्रकाशित **BJ** वार्षिक पध्दती अभ्यासक्रम शैक्षणिक वर्ष २०२१-२२  
पासून लागू करण्यात येत आहे. याची नोंद घेण्यात यावी ही, विनंती.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेत- स्थळावर  
उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शैक्षणिक-१/बीज वार्षिक पध्दती/अभ्यासक्रम/२०२१-२२/३२६

दिनांक : १७.०२.२०२२.



स्वाक्षरित/-

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी, आंतर विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव,यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, सर्व संलग्नित पत्रकारिता महाविद्यालये, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की,  
सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.

**Swami Ramanand Teerth Marathwada  
University, Nanded  
(NAAC Re-accredited with 'B++' Grade)**



**Journalism and Mass Communication  
Bachelor of Journalism (BJ) Yearly pattern  
SYLLABUS**

**(Choice Based Credit System syllabus to be implemented from Academic Year 2021-2022)**

**Journalism and Mass Communication**  
**Bachelor of Journalism (BJ) Yearly pattern**  
 (Theory 700 + Practical 300 =1000)

Sr.No.		Course code	Title	Max. Marks		Credits
				Practical	Theory	
1	<b>Core Course</b>	CC-BJ-1	Development of Journalism	--	100	4
2		CC-BJ-2	Print Media in India	--	100	4
3		CC-BJ-3	Introduction to Multimedia	--	100	4
4		CC-BJ-4	Basics of Radio and Television Production	--	100	4
5		CC-BJ-5	Advertising and Public Relations	--	100	4
6		CC-BJ-6	Traditional Folk Media and Alternative Media	--	100	4
7	<b>Ability/Skill Enhancement Course (Choose any one)</b>	SEC-BJ-7(A)	Media Management	--	100	4
8		SEC-BJ-7(B)	OPEN ELECTIVE from SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	--	100	4
9	<b>Practical</b>			<b>300</b>	<b>--</b>	<b>12</b>
	<b>Total Credits</b>					<b>40</b>

**Practical 300 Marks**

1. Media Survey & Report Writing - 100
2. Designing and Page Making( four pages ) -100
3. Clipping file on various issues of the news papers.-100

## **CC-BJ- 1 - Development of Journalism**

### **Unit-I**

Concept, nature, process and development of human communication 7 C's of effective communication Functions of communication Barriers to communication Verbal and nonverbal communication Intra-personal, inter-personal, small group, public and mass communication Public speaking

### **Unit-II**

Scope, functions and limitations of communication models, development of communication models from simple to complex Aristotle, SMCR, Shannon-Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

### **Unit-III**

Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy. Ethical aspects of mass media, Media and social responsibility Traditional Media in India: Regional diversity, relevance, future

### **Books Recommended :**

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in Mass Communication by Agee, Ault, Emery

## CC-BJ-2 - PRINT MEDIA IN INDIA

### Unit- I

Invention of printing press and paper Pioneer publications of printing in India; early origins of newspapers in India. Issues of political freedom and press freedom in India. Birth of Indian language press. Birth of the Indian news agencies .The Indian press and freedom movement; Mahatma Gandhi, Dr.B.R.Ambedkar, First Ladies Editor Tanubai Birje,. Lokmanya Tilak, Acharya Atre , and his journalism; social, political and economic issues before Independence and the Indian press; Historical development of important newspapers and magazines in Indian Language.

### Unit-II

Important personalities in Indian journalism, A brief overview of important newspapers and magazines:

-The Times of India , Maharashtra Times, Loksatta, Samana, Pudhari, Punyanagri, nava kal,sakal, lokmat, Lokpatra, Marathwada, Deshonnati, Ekmat,Prajawani, Godatir Samachar etc. ,Hindustan Times,The Hindu, The Indian Express,The Tribune,Statesman,India Today, Outlook, Frontline, Tehelka,

### Unit-III

Press in Maharashtra: Origin & development of Marathi Press. -Press in Maharashtra after Independence, brief History of Darpan, Kesri, Maratha, Bahishkrut Bharat, Dnyan Prakash, Muknayak. -Role of the press during syaunkt Maharashtra movement, -Current status of language press in Maharashtra, arrival of new newspapers, future prospects of Marathi News Papers.

### Book Recommended :

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey

## **CC-BJ-3 - Introduction to Multimedia**

This paper aims to familiarize students to the integration of text, graphics, drawings, still and moving images for effective storytelling. The students will be introduced to basics of multimedia journalism, software and platforms that aid such storytelling.

### **Unit 1:**

● Introduction to multimedia and hypermedia ● Elements of multimedia ● Characteristics of hypermedia ● Transmedia and cross media journalism

### **Unit 2:**

● Why convergence matters ● Cross platform stories ● Linear and non-linear storytelling ● Tools for multimedia journalism

### **Unit 3:**

Brainstorming and planning stories · Reporting a multimedia story · Interviewing, getting quotes and information and · Doing collaborative stories · Basics of using mobile phones for covering stories

### **Unit 4 :**

Structuring and writing a story · Introduction to software for digital stories · Editing and rewriting · Pitching and publishing stories

Suggested readings

1. The Principles of Multimedia Journalism by Richard Koci Hernandez and Jeremy Rue
2. Writing and Editing for Digital Media by Brian Carroll
3. Convergent Journalism: An Introduction by Vincent Filak
4. The Multimedia Journalist: Storytelling for Today's Media Landscape
5. Jennifer George-Palilonis 6. Convergence Culture by Henry Jenkins

## **CC-BJ-4 - Basics of Radio and Television Production**

### **Unit I:**

Camera Operation and Control, Video Quality; Colour-Composition, Graphics, Sets-Lighting for Video-Video Recording, Producing and Directing-News and Documentaries; Publicity-Dubbing-Playback-re-recording-cinematography; Legal and Ethical Issues; Audio for Film and Video; Shots and Framing- Camera Angles-The Rules of Framing-Camera Movement

### **Unit-II:**

Shooting Interviews: Introduction-Interview Structure-Framing-Composition-Interview Sound; Interview Lighting-Editing Interviews-Interviewing Tips ,Different genres: Short films, music videos, Public Service Announcements (PSA), Video Editing: Editing Guidelines- Grammar of visual editing Non-Linear Editing-Making Use of Time Code, On-Line and Off-Line Editing

### **Unit III:**

Characteristics of radio as a means of mass communication, Making pictures in the minds with spoken words, music and sound effects, Main elements of radio production, Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries

### **Unit IV:**

Frequency and wave length, Journey of sound, Analog and digital sound  
The voice behind the mike: elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume, Understanding Sound, Sound waves, frequency, Types of microphones, Audio equipment's, sound recording, editing and mixing

### **Suggested Readings:**

1. D.E. Reese and Lynne S. Gross, Radio Production Work text: Studio & Equipment.
2. Gerald Millerson, Television Production, Focal Press
3. Herbert Zettl, Television Production Handbook, Wadsworth
4. J.E. Fletcher, Handbook of radio and Television Broadcasting
5. Robert McLeish, Techniques of Radio Production.
6. Stuart W Hyde, Television and Radio Announcing

## **CC-BJ-5 - Advertising and Public Relations**

### **Unit I:**

Advertising - Concept, Principles and Functions of Advertising: Concepts and Functions, Evolution and Classifications. ,Major Theories of Advertising and Consumer Behaviour.Principles and Concepts in Advertising Management. Advertising Research & Multi Media Campaign: Process and Planning. Brand Management: Concept & Process Ad Agency: Concept, Types, Structure & Functions, Advertisement Budget, Creativity in Ad: Print, Radio & Television. Impact of advertisement on society

### **Unit II:**

PR-Concepts, Principles and Trends,Public Relations: Principles, Concepts & History,Emerging Trends in Public Relation,Corporate Communication

### **Unit III:**

PR Management-Integrated Marketing Communication,PR Tools, PR Writing Tactics, PR Campaigns & Research.

### **Unit IV:**

Case study

Case Studies of successful PR exercise/ campaign, Case Studies of Advertising

### **Readings List**

1. B. N. Ahuja, Public Relations
2. Baldeo Sahai, Public Relations: A Scientific Approach
3. C. H. Sandage, Advertising: Theory and Practice
4. D. S. Mehta, Handbook of PR in India
5. Datta, Sarojit. Advertising Today- In the Indian Context
6. Frank Jefkins, Advertising Made Simple
7. H. W. Hepner, Effective Advertising

## **CC-BJ-6 -Traditional Folk Media and Alternative Media**

### **Unit I:**

Traditional Folk Media (TFM) - Concept and Forms, Traditional Folk Media – meaning, characteristics, its difference from Mass Media, Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Maharashtra, Orissa, Karnataka, Andhra Pradesh, Telengana, Tamil Nadu, Rajasthan

### **Unit II:**

Folk media in South India Maharashtra and other south states in India.

### **Unit III:**

Traditional Folk Media and Social Development, Role of TFM in social change; challenges and threats to folk media, Strengthening folk media- means and ways.

### **Unit IV:**

Alternative Media

Neighbourhood newspapers, wall newspapers, graffiti, bulletin boards, Social Media and citizen journalism: role of blogging in alternative journalism, Social messaging and journalism  
Mobile telephony radio

### **Suggested Readings:**

1. Appavoo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986  
Atton, Chris (2002)
2. Alternative Media; Sage, London
3. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
4. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
5. Lee, Eric, How Internet Radio Can Change the World Malik, Madhu, Traditional Forms of Communication and the Mass Media in India

## **SEC-BJ -7(A) - Media Management**

### **Unit I:**

Principles of media management and their significance, Principles of Management and their application to media, Media as an industry and a profession. Ownership patterns of mass-media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems,

### **Unit II:**

Structure and hierarchy-- Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; Apex bodies: DAVP, INS and NRS/ABC, TRP.

### **Unit III:**

Functions--Changing roles of editorial staff and other media persons. Editorial – Response system.

### **Unit IV:**

Economics of Print and Electronic Media Management Business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, Advertising and sales strategy, competition and survival, evolving a strategy and plan of action, Working Journalist and non-working journalist Act and PR for building and sustaining business and audience. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

### **Suggested Readings:**

1. Philip Kotler, Marketing Management
2. Herrick, Dennis.H , Media Management in the age of Giants,
3. Vanita Kohli, The Indian Media Business
4. Gillian Doyle, Understanding Media Economics
5. Gukab Kothari, Newspaper Management in India