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

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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आंतरविद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२० नुसार पद्व्युत्तर द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२४–२५ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा–या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२४–२५ पासून पद्व्युत्तर द्वितीय वर्षाचा राष्ट्रीय शैक्षणिक धोरण –२०२० लागू करण्याच्या दृष्टीकोनातून आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत येणा–या अभ्यासमंडळांनी तयार केलेल्या पद्व्युत्तर द्वितीय वर्षाचा अभ्यासक्रमांना मा. विद्यापरिषदेने दिनांक १५ मे २०२४ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १८/५९–२०२४ च्या ठरावाअन्वये मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील खालील एम. ए. द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहेत.

Sr. No.	Name of the Course Subject
01	M. A. II year Fashion Desing. (Affiliataed College)
02	M. A. II year Animation. (Affiliataed College)
03	M. A. II year Education. (Affiliataed College)
04	M. A. II year Music. (University Campus)
05	M. A. II year Music. (Affiliataed College)
06	M. J.M.S. II year (Affiliataed College)
07	M.A./M.Sc. II year Electronic Media (University Campus)
08	M.A. II year (Mass Communication & Journalism. (University Campus)
09	M.A. II year Theart Arts (University Campus)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड – ४३१ ६०६.

जा.क्र.:शै–१/एनइपी/आंविशाखापदवी/२०२४–२५/१५९

दिनांक २२.०७.२०२४

डॉ. सरिता लोसरवार

सहा.कुलसचिव

शैक्षणिक (१–अभ्यासमंडळ) विभाग

प्रत : १) मा. आधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.

४) मा. संचालक, सर्व संबंधित संकुले व उपपरिसर, प्रस्तुत विद्यापीठ.

५) मा. प्राचार्य, न्यु मॉडेल डिग्री कॉलेज हिंगोली, प्रस्तुत विद्यापीठ.

६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED- 431606.

(Structure & Syllabus of Two Years Post Graduate Degree Program)

(For Campus)

TWO YEARS MASTER PROGRAM

M. A. (Mass Communication & Journalism) - 2nd Year (3rd & 4th Semester)

Under the Faculty of
Interdisciplinary Studies

Effective from Academic Year 2024 – 2025
(As per NEP-2020)

M.A. (Mass Communication & Journalism) - 2nd Year (3rd & 4th Semester)

(For Campus) as per NEP-2020

Under the Faculty of Interdisciplinary Studies effective from Academic Year 2024 – 2025

Year & Level	Sem.	Major Subject		RM	OJT / FP	Research Project	Practical's	Credits	Total Credits
		(DSC)	(DSE)						
1	2	3	4	5	6	7	8	9	10
2nd Year	3	IMCJC501 Graphics Designing in Media (4 Cr) IMCJC502 Environmental Communication (4 Cr) IMCJC503 New Media Law & Ethics (4 Cr)	IMCJE501 Film Appreciation (3 Cr) _____ IMCJE502 Film Appreciation PR (1 Cr) _____OR_____ IMCJE503 Gender, Media & Culture (3 Cr) _____ IMCJE504 Gender, Media & Culture PR (1 Cr)	--		IMCJR501 Research Project (4Cr)	IMCJP501 Graphics Designing in Media PR (1 Cr) IMCJP502 Environmental Communication PR (1 Cr)	22	44
	4	IMCJC551 Public Relations (4 Cr) IMCJC552 International Communication (4 Cr)	IMCJE551 Media Writing (3 Cr) _____ IMCJE552 Media Writing PR (1 Cr) _____OR_____ IMCJE553 Sport Journalism (3 Cr) _____ IMCJE554 Sport Journalism PR (1 Cr)	IVCPE551 Publication Ethics (2 Cr)		IMCJR551 Dissertation (06 Cr)	IMCJP551 Public Relations PR (1 Cr) IMCJP552 International Communication PR (1 Cr)	22	
Total Credits		20	08	02	00	10	04		88 (1&2 Year)

M.A. (Mass Communication & Journalism)- 3ʳᵈ Semester

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major	IMCJC501	Graphics Designing in Media	04	--	**04**	04	--
	IMCJC502	Environmental Communication	04	--	**04**	04	--
	IMCJC503	New Media Law & Ethics	04	--	**04**	04	--
Elective (DSE)	IMCJE501	Film Appreciation	03	--	**03**	03	--
	IMCJE503	Gender, Media & Culture	*03*	--	*03*	*03*	--
Research Project	IMCJR501	Research Project	03	01	**04**	03	02
DSC Practical	IMCJP501	Graphics Designing in Media	--	01	**01**	--	02
	IMCJP502	Environmental Communication	--	01	**01**	--	02
DSE Practical	IMCJE502	Film Appreciation	--	01	**01**	--	02
	IMCJE504	Gender, Media & Culture	--	*01*	*01*	--	*02*
		Total Credits	**18**	**04**	**22**	**18**	**08**

M.A. (Mass Communication & Journalism)– 3rd Semester

Examination Scheme

[20% Continuous Assessment (*CA*) and 80% End Semester Assessment (*ESA*)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) / Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2) / 2	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major	IMCJC501	Graphics Designing in Media	20	20	**20**	80	--	--	**100**
	IMCJC502	Environmental Communication	20	20	**20**	80	--	--	**100**
	IMCJC503	New Media Law & Ethics	20	20	**20**	80	--	--	**100**
Elective (DSE)	IMCJE501	Film Appreciation	15	15	**15**	60	--	--	**75**
	IMCJE503	Gender, Media & Culture	*15*	*15*	*15*	*60*	--	--	**75**
Research Project	IMCJR501	Research Project	--	--	20 (Viva)	80	--	--	**100**
DSC Practical	IMCJP501	Graphics Designing in Media	--	--	**--**	--	05	20	**25**
	IMCJP502	Environmental Communication	--	--	**--**	--	05	20	**25**
DSE Practical	IMCJE502	Film Appreciation	--	--	**--**	--	05	20	**25**
	IMCJE504	Gender, Media & Culture	--	--	**--**	--	*05*	20	**25**

M.A. (Mass Communication & Journalism)- 4th Semester

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major	IMCJC551	Public Relations	04	--	04	04	--
	IMCJC552	International Communication	04	--	04	04	--
Elective (DSE)	IMCJE551	Media Writing	03	--	03	03	--
	IMCJE553	Sport Journalism	03	--	03	03	--
Research Methodology	IVCPE551	Publication Ethics	02	--	02	02	--
Research Project	IMCJR551	Dissertation	04	02	06	04	04
DSC Practical	IMCJP551	Public Relations	--	01	01	--	02
	IMCJP552	International Communication	--	01	01	--	02
DSE Practical	IMCJE552	Media Writing	--	01	01	--	02
	IMCJE554	Sport Journalism	--	01	01	--	02
		Total Credits	17	05	22	17	10

M.A. (Mass Communication & Journalism)- 4th Semester

Examination Scheme

[20% Continuous Assessment (*CA*) and 80% End Semester Assessment (*ESA*)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) / Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2) / 2	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Major	IMCJC551	Public Relations	20	20	20	80	--	--	100
	IMCJC552	International Communication	20	20	20	80	--	--	100
Elective (DSE)	IMCJE551	Media Writing	15	15	15	60	--	--	75
	IMCJE553	Sport Journalism	*15*	*15*	*15*	*60*	--	--	75
Research Methodology	IVCPE551	Publication Ethics	10	10	10	40	--	--	50
Research Project	IMCJR551	Dissertation	--	--	50 (Viva)	100		--	150
DSC Practical	IMCJP551	Public Relations	--	--	--	--	05	20	25
	IMCJP552	International Communication	--	--	--	--	05	20	25
DSE Practical	IMCJE552	Media Writing	--	--	--	--	05	20	25
	IMCJE554	Sport Journalism	--	--	--	--	*05*	20	25

IMCJC501 Graphics Designing in Media

Course Objectives:
1. To prepare skilled manpower for Media industry in Graphics designing.

Course Outcomes:
1. Learners can skillfully employ the tools and technology of graphics designing.
2. Media personnel equipped with graphics designing will be able to communicate visually.
3. Learners will acquire skills for professional photography.

Module No.	Unit No.	IMCJC501 Graphics Designing in Media	Hrs. Required
01.		**Story and Importance of Design & Basic Design**	
	1.1	Importance of graphics in media	
	1.2	Historical context and evolution of graphic design in media	
	1.3	Advanced colour theory and application, Typography: advanced techniques and fonts	10
	1.4	Layout design and composition strategies, Advanced photo editing and retouching	
	1.5	Digital illustration techniques, Creating complex vector graphics	
02.		**Development of Aesthetic Sensibility Towards Design**	
	2.1	Elements of Design (line, shape, Forms, space, colours)	10
	2.2	Principles of Design, Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Radiation, Repetition and Proportion.	
03.		**Calligraphy and Typography**	
	3.1	Traditional way of hand writing.	
	3.2	Script like Indian manuscripts	15
	3.3	Classification of the different types of Logo	
	3.4	character, mode, weight, orientation, position & sizes	
04.		**Society and Articulation**	
	4.1	Understanding of the role Design in communications	
	4.2	Design, Motifs, Patterns, etc.	10
	4.3	Introduction of Adobe Photoshop, Adobe Creative Suite, Coral Draw, Illustrator and InDesign	
	4.4	Designing for interactive media (web, apps, etc.)	
05		**Photo Editing Skills**	
	5.1	Zoom and navigate through a photo.	
	5.2	Crop, straighten horizon lines and rotate.	
	5.3	Adjust the image for levels and colour.	
	5.4	Change modes and create duo-tones.	15
	5.5	Dodge and burn specific areas of a photo.	
	5.6	Use selection tools to enhance the image.	
	5.7	Use the clone tool to repair and manipulate the image	

Suggested Readings:
- Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press
- Evans, Poppy, Sherin Aaris. (2013). The Graphic Design: Reference & Specification Book Sixth edition 1998. US: Rockport Publishers.
- Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design: The New Basics: 2nd Edition. UK : Princeton Architectural Press
- David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design School. Thames & Hudson
- Sharma, M.C. (2009). Corel Draw Graphics Suite X4 : BPB
- The story of Graphic Design, NCERT Publications.

IMCJC502 Environmental Communication

Course Objectives:

1. To empower media journalists for environmental communication nature and styles

Course Outcomes:

1. Students will be able to write for different media about environmental communication.
2. Reporter will understand the aspects of environment and its communication.
3. Save environment initiatives will be promoted by reporters.

Module No.	Unit No.	IMCJC502 Environmental Communication	Hrs. Required
01.		**Introduction to Environment Communication**	
	1.1	Explain the definition of Environmental Communication	10
	1.2	Scope, Importance and Limitations of Environmental Communication	
	1.3	Psychological theories influencing environmental behaviour change	
02.		**Writing for Environmental Communication**	
	2.1	The role of media in conservation of natural resources.	
	2.2	Identify environment issues & remedies	15
	2.3	Writing styles and techniques for different audiences (general public, policymakers, scientists)	
	2.4	Crafting compelling narratives for environmental storytelling	
03.		**Media and the Environment**	
	3.1	Role of media in shaping environmental perceptions	
	3.2	Analysis of environmental journalism and media coverage	15
	3.3	Social media and environmental activism	
	3.4	Role of media in conservation of natural resources	
04.		**Visual Communication**	
	4.1	Design principles for communicating environmental messages	
	4.2	Use of photography, info graphics, and video in environmental communication	10
	4.3	Strategies for engaging diverse stakeholders in environmental issues	
	4.4	Public relations and environmental campaigns	
05.		**Global Perspectives and Ethical Issues**	
	5.1	Cross-cultural communication of environmental issues	
	5.2	International environmental agreements and communication challenges	10
	5.3	Ethical considerations in portraying environmental issues	
	5.4	Transparency and accuracy in environmental reporting	

Suggested Readings:

- Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India.
- Gleeson, B. And Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- Grumbine, R.Edward,and Pandit, M.K. 2013.Threats from India's Himalaya dams. Science, McCully, P. 1996. Rivers no more: the environmental effects of dams Zed Books.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science.
- Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt.

IMCJC503 New Media Law & Ethics

Course Objectives:
1. To introduce students to the legal principles and regulations governing new media platforms.
2. To assist manpower in media industry, this can apply legal and ethical frameworks to real-world scenarios in new media.

Course Outcomes:
1. Learners will be able to analyze ethical dilemmas and decision-making processes in digital media contexts.
2. Learners can critically evaluate the impact of new media on society, culture, and democratic principles.

Module No.	Unit No.	IMCJC503 New Media Law & Ethics	Hrs. Required
01.		**Indian Media and the Constitution**	20
	1.1	Media Roles, Responsibilities and Privileges	
	1.2	Fundamental Rights, Directive Principles of State Policy	
	1.3	Media Freedom, Parliamentary Privileges & Contempt of Court	
	1.4	Official Secrets Act, Sedition laws, Defamation	
	1.5	Working Journalists Act, Copyright Act, Right to Information	
	1.6	Overview of new media platforms and their impact	
	1.7	Importance of legal and ethical considerations in digital media	
02.		**Broadcasting Law**, **Privacy and Data Protection**	15
	2.1	Press Council of India, Prasar Bharati Act	
	2.2	Advertising code, Cable TV Network (Regulation) Act	
	2.3	Cinematography Act 1952 and Film Censorship	
	2.4	Legal frameworks (e.g., GDPR, CCPA) and their implications for digital media	
	2.5	Ethics of data collection, storage, and use in new media	
	2.6	Copyright law and fair use in digital content creation	
	2.7	Challenges of digital rights management (DRM) and piracy	
03.		**Cyber Law, Guidelines, Ethics**	15
	3.1	IT Act of 2000, Amendment of IT Act in 2008	
	3.2	Measures against digital piracy, Social Media and OTT self-regulation	
	3.3	FTC guidelines and regulations for digital advertising	
	3.4	Ethical issues in targeted advertising and consumer protection	
	3.5	Ethical considerations of AI, VR, AR, and other emerging technologies	
	3.6	Legal and ethical implications of deep fakes and synthetic media	
04.		**Digital Citizenship and Media Literacy**	10
	4.1	Code of Ethics, Media Bias,	
	4.2	Censorship, Privacy issues, Obscenity, Violence, Hate speech	
	4.3	Fake news and post-truth, Trial by media, Women and Children in media	
	4.4	Responsibilities of digital citizens and media consumers	
	4.5	Strategies for promoting ethical behavior and critical thinking online	

Suggested Readings:
- Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
- Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
- Press Laws and Ethics of Journalism - P. K. Ravindranath, Authors Press, 2004
- Journalism Ethics: - Roger Patching and Martin Hirst, Routledge, 2013
- Journalism Ethics and Regulation- Chris Frost, Third Edition, Longman, 2011

IMCJE501 Film Appreciation

Course Objectives:

1. To create professional manpower with the knowledge and understanding of Cinema.
2. To prepare students to perform the analysis cinema.

Course Outcomes:

1. Learners will be able to differentiate between wide ranges of content of films.
2. Learners can write about films, scene analysis, and research papers on films.

Module No.	Unit No.	IMCJE501 Film Appreciation	Hrs. Required
01.		**History of Film**	
	1.1	The Language of Film	
	1.2	Evolution of Cinema as an art	15
	1.3	Early Indian Cinema: Dadasaheb Phalke, Heeralal Sen, J. F. Madan, Dhiren Ganguly, Pramathesh Barua, Ardeshir Irani, New Theatres, Elphinstone Studio, Imperial films, Kohinoor Film Co	
02.		**The Bollywood Narrative till 1960**	
	2.1	Bimal Roy: Madhumati	
	2.2	Mehboob Khan: Mother India	10
	2.3	Raj Kapoor: Awara	
	2.4	K. Asif: Mughal E Azam	
03.		**Film Theory**	
	3.1	Visual Pleasure and Narrative Cinema- Laura Mulvey	
	3.2	TheIdeological Effects of Basic Cinematic Apparatus – Jean Louis Baudry	10
	3.3	The Ideas of Authorship- Edward Buscombe	
04.		**Cinema Culture and Film Society Movement**	
	4.1	Cinema and Globalisation	
	4.2	Post-colonial Cinema	10
	4.3	Cinema in the digital era	
	4.4	Cinema culture and film society movement	

Suggested Readings:

- How to Read a Film by James Monaco
- Sociology goes to the movie – Rajinderkumar Dudrah (Sage Publication)
- Bollyworld – Raminder Kaur, Ajay J. Sinha (Sage Publication)
- Talking about films - Dasgupta, Chidananda
- Our films – Satyajit Ray
- Documentary Films and Indian Awakening – Jag Mohan (Publication Division)
- सतीश जकातदार आणि वंदना भाले, "फ्लॅशबॅक", रोहन प्रकाशन, पुणे, २०१५.
- डॉ. राजेंद्र गोणारकर, "गुरुदत्तचा प्यासा", शब्ददान प्रकाशन, नांदेड, २०१५.
- सतीश जकातदार, "हकिकत सिनेमाची", रोहन प्रकाशन, पुणे, २०१५.
- सुधीर नांदगावकर, "सिनेमासंस्कृती", द्वितीय आवृत्ती, प्रतिक प्रकाशन, पुणे, २०१८.
- विजय पाडळकर, "सिनेमाचे जादुगार", यक्ष प्रकाशन, नांदेड, २०१०.
- गणेश मतकरी, "फिल्ममेकर्स", (प्रथम आवृत्ती), मजेस्टिक प्रकाशन, मुंबई, २००८.
- सतीश बहादूर, सुषमा दातार (अनु.), "चित्रपटाचे सौंदर्यशास्त्र", लोक वाडमयगृह, मुंबई, २००८.

IMCJR501 Research Project (4 Cr)

(Media Survey/Clipping File with Report Writing)

IMCJC551 Public Relations

Course Objectives:
1. To explore the world of public relations to media students in the digital era.

Course Outcomes:
1. Learners will be able to recognise the ethical component involved in Public Relation
2. Learners will be able to demonstrate Public Relation driven knowledge and understanding.

Module No.	Unit No.	IMCJC551 Public Relations	Hrs. Required
01.		**Introduction of Public Relations**	15
	1.1	Definition of PR, Nature of PR, PR Process and Public	
	1.2	Origin and growth of PR in the world, Public Relations In India	
	1.3	Evolution of PR in the digital era, Role of digital platforms in PR strategies	
02.		**World of PR in a Digital Context**	15
	2.1	Propaganda & Political PR, Publicity	
	2.2	Public Relations & Corporate Communication, Persuasion and motivation	
	2.3	Setting PR objectives and goals in a digital context	
	2.4	Audience segmentation and targeting online	
03.		**Public Relations Theory and Practice**	15
	3.1	Models in Public Relations	
	3.2	Reputation, Perception and relationship Management	
	3.3	Corporate Social Responsibility, Communication theories	
	3.4	Writing for digital platforms: blogs, social media, press releases, Visual storytelling and multimedia content creation	
04.		**The PR Process and Digital World**	15
	4.1	Research Planning and Evaluation for PR, PR ethics, Image Building & Branding	
	4.2	Public Opinion Social media strategy development, Engagement tactics and community management	
	4.3	Identifying and partnering with influencers, Managing influencer campaigns and collaborations	
	4.4	Tools and metrics for evaluating digital PR campaigns, ROI analysis and reporting	

Suggested Readings:

- Excellence in Public Relations and Communication Management Book by James E. Grunig
- The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum
- Crisis Communications: A Casebook Approach Book by Kathleen
- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson,
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith
- Corporate Public Relations: A New Historical Perspective Book by Marvin N. Olasky
- प्रा. सुरेश पुरी, "जनसंपर्क संकल्पना आणि सिद्धांत", विमुक्तजन प्रकाशन, औरंगाबाद.

IMCJC552 International Communication

Course Objectives:

1. To equip reporters to compete in global journalism.

Course Outcomes:

1. Learners will be able to evaluate the process of international communication within the framework of social, cultural, economic, religious and political division of the early 21st century.
2. Media journalists will be able to perform international communication.

Module No.	Unit No.	IMCJC552 International Communication	Hrs. Required
01.		**Understanding International Communication**	
	1.1	What is international Communication?	
	1.2	International communication in the Internet age	15
	1.3	Imbalance in International Information flow	
	1.4	The New World Information and Communication Order (NWICO)	
02.		**Approaches To Theorizing International Communication**	
	2.1	Modernization theory, Dependency theory	
	2.2	World systems, Structural imperialism	
	2.3	Hegemony, Propaganda, Global Village	15
	2.4	Technological Determinism, Globalization, Cultural Imperialism	
	2.5	Theories of information society	
03.		**International Media Organizations**	
	3.1	News Agencies	
	3.2	Evolution Functions Typology	15
	3.3	Broadcast networks ,	
	3.4	CNN: Cable News Network BBC: British Broadcasting Service	
04.		**Key Figures In International Communication**	
	4.1	Global homogenization, cultural imperialism, empowerment	
	4.2	Ralph Akinfeleye, Marshall McLuhan, Ted Warner	
	4.3	Bill Gates, Noam Chomsky, Herbert Schiller, Sean Mcbride	15
	4.4	Walter Lippmann, Edward Herman, John Merrill	
	4.5	Cees Hamelink Annabelle Sreberny Hamid Mowlana	

Suggested Readings:

- Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited.
- Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008
- News revolution: Political and economic decisions about global information. New York: St Martins Press. Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. & Sobowale, I. A. (2008).
- Globalization and development communication in Africa, Ibadan: University Press Morley, M (2002)
- A guide to the dynamics of international public relations, New York, NY New York: University Press.
- Global information and world communication: New frontiers in international relations, New York:
- Genesis of the New World Information order
- Communication and the transformation of society, New York: University Press of America
- International Communication: Continuity and change, New York, New York; Oxford University Press

IMCJE551 Media Writing

Course Objectives:
1. To introduce different media writing styles for different media platform and specialized forms

Course Outcomes:
1. Learners will acquaint the knowledge and styles of media writing.
2. PR of reporters will be enhanced after learning this course.
3. Professional skills required for specialized forms of writing will be learnt by students.

Module No.	Unit No.	IMCJE551 Media Writing	Hrs. Required
01.		**News & Media Writing**	10
	1.1	Importance of Journalism in Current scenario, News Grammar	
	1.2	Inverted Pyramid Structure, Characteristics and style, Headlines, Summaries, Lead paragraph, Types of news stories	
	1.3	Understanding different forms of media (print, digital, broadcast, etc.).	
	1.4	Differences in writing styles for different media platforms.	
02.		**Writing for Websites, Radio and Television**	10
	2.1	Feature writing: storytelling techniques, human interest angles.	
	2.2	Writing for websites: SEO principles, online audience engagement. Social media writing: crafting effective posts, understanding platform differences.	
	2.3	Scriptwriting for radio and television: formatting, clarity, conciseness. Voiceover and on-air writing: style, tone, pacing.	
03.		**Public Relations Writing, Editing and Revision**	10
	3.1	Press releases: format, writing style, key elements.	
	3.2	Media kits: assembling materials for journalists, bloggers, etc.	
	3.3	Editing for clarity, accuracy, and AP style (Associated Press style).	
	3.4	Revising for different audiences and media platforms.	
04.		**Data Journalism and Specialized Writing**	15
	4.1	Intro to Data Journalism, Purpose, Characteristics, Style, Data Research, Data Sources	
	4.2	Opinion writing and editorials, Sports journalism.	
	4.3	Investigative journalism techniques, Long-form narrative journalism.	
	4.4	Media ethics: principles of accuracy, fairness, transparency.	
	4.5	Copyright, libel, and privacy laws: implications for media writing.	

Suggested Readings:

- Macmillan. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
- Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
- The Elements of Style. Longman. Clark, Roy Peter. (2006).
- Writing Tools: 50 Essential Strategies for Every Writer. Little,
- Brown. Raman, Usha (2009), Writing for the Media, OUP.
- Foust James, (2005), Online Journalism – Principles and Practices of News for the Web,
- Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York:2008
- Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka
- Publishers, 2007 Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
- Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co

IVCPE551 Publication Ethics

Course Objectives:
1. To understand indexing and citation databases, open access publications, research Metrics
2. The Course intends to provide the students basics of philosophy of science and ethics, Research integrity, publication ethics
3. To understand the philosophy of science and ethics, research integrity and publication ethics.
4. To identify research misconduct and predatory publications.

Course Outcomes:
1. Identification of indexing and citation databases, open access publications, research metrics
2. Awareness about the publication ethics and publication misconducts

Module No.	Unit No.	IVCPE551 Publication Ethics	Hrs. Required
01.		**Philosophy and Ethics**	05
	1.1	Introduction to philosophy: definition, nature and scope, concept, branches	
	1.2	Ethics: Definition, moral philosophy, nature of moral judgements and reactions	
02.		**Scientific Conduct**	10
	2.1	Ethics with respect to science and research	
	2.2	Intellectual honesty and research integrity	
	2.3	Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)	
	2.4	Redundant publications, Duplicate & overlapping publications, salami slicing	
	2.5	Selective reporting and misrepresentation of data	
03.		**Publication Ethics**	10
	3.1	Publication ethics: definition, introduction and importance	
	3.2	Best practices/ Standards setting initiatives and guidelines: COPE, WAME, etc.	
	3.3	Conflicts of interest	
	3.4	Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types	
	3.5	Violation of publication ethics, authorship and contributor ship.	
	3.6	Identification of publication misconduct, complaints and appeals	
	3.7	Predatory publishers and Journals	
04.		**Open Access Publishing, Databases, Software Tools**	05
	4.1	Open access publications and initiatives	
	4.2	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies	
	4.3	Impact Factor as per Journal citation Report, SNIP, SJR, IPP, Cite Score	
	4.4	Journal finder/ Journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.	

Suggested Readings:
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019.
- B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, Mc Graw Hill, 2008.
- Graziano, A.,M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007

IMCJR551 Dissertation
(6 Cr)

➢ Students will have to conduct a research study under the guidance of a faculty member and submit the results in the form of a dissertation.

➢ Students, under the guidance of faculty member, have to publish a research article in reputed research journal.

➢ Students will have to demonstrate their research activities in the form of presentation (Viva-voce) in front of External Examiner.

Dissertation Chapter Scheme:

Ex.
1. Introduction
2. Review of Literature
3. Research Methodology
4. Analysis and Interpretation
5. Discussion and Conclusion
6. Future Scope
7. Bibliography

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

MA (MCJ) - (Campus)

Question Paper Pattern as per NEP-2020

Time: 3:00   Effective from academic year 2023-24   Max. Marks: 80

Note: i) All questions are compulsory.

i) सर्व प्रश्न सोडवणे अनिवार्य आहेत.

Section 'A' (Compulsory)

विभाग 'अ' (अनिवार्य)

Q. 1   Write short notes on (Any two):   20 Marks

A)

B)

C)

D)

थोडक्यात टिपा लिहा (कोणत्याही दोन):

अ)

ब)

क)

ड)

Section 'B' (Attempt any four)

विभाग 'ब' (कोणतेही चार प्रश्न सोडवा)

Q. 2   15 Marks

Q. 3   15 Marks

Q. 4   15 Marks

Q. 5   15 Marks

Q. 6   15 Marks

Chairman

Board of Studies

Mass Communication & Journalism

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

MA (MCJ) - (Campus)

<u>Question Paper Pattern as per NEP-2020</u>

Time: 3:00	Effective from academic year 2023-24	Max. Marks: 60

Note: i) Attempt *any four* questions.

ii) All questions carry equal marks.

i) कोणतेही *चार प्रश्न* सोडवा.

ii) सर्व प्रश्नांना समान गुण आहेत.

Q. 1   Write short notes on (Any three):   15 Marks
A)
B)
C)
D)

थोडक्यात टिपा लिहा (कोणत्याही तीन):
अ)
ब)
क)
ड)

Q. 2   15 Marks

Q. 3   15 Marks

Q. 4   15 Marks

Q. 5   15 Marks

Chairman

Board of Studies

Mass Communication & Journalism