



॥ 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

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 पदव्युत्तर द्वितीय वर्षाचे अभ्यासक्रम  
(Syllabus) शैक्षणिक वर्ष २०२४-२५  
पासून लागू करण्याबाबत.

## परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा-या सर्व संलग्नित महाविद्यालयांमध्ये शैक्षणिक वर्ष २०२४-२५ पासून पदव्युत्तर द्वितीय वर्षाचा राष्ट्रीय शैक्षणिक धोरण -२०२० लागू करण्याच्या दृष्टीकोनातून आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत येणा-या अभ्यासमंडळांनी तयार केलेल्या पदव्युत्तर द्वितीय वर्षाचा अभ्यासक्रमांना मा. विद्यापरिपदेने 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](http://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/आविशाखापदवी/२०२४-२५/१५९

दिनांक २२.०७.२०२४

डॉ. सरिता लोसरवार

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत : १) मा. अधिष्ठाता, 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 Affiliated Colleges)**

**TWO YEARS MASTER PROGRAM**

**Master of Journalism & Media Studies  
- 2<sup>nd</sup> Year (3<sup>rd</sup> & 4<sup>th</sup> Semester)**

Under the Faculty of  
**Interdisciplinary Studies**

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

# **Master of Journalism & Media Studies- 2 Year (3<sup>rd</sup> & 4<sup>th</sup> Semester)**

**(For Affiliated Colleges) 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	Credits	Total Credits
		(DSC)	(DSE)						
1	2	3	4	5	6	7	8	9	10
2 <sup>nd</sup> Year	3	IMJMC501 Graphics Designing in Media (4 Cr)	IMJME501 Citizen Journalism (3 Cr)	--	-	IMJMR501 Research Project (4 Cr)	IMJMP501 Graphics Designing in Media PR (1 Cr)	22	44
		IMJMC502 Environmental Communication (4 Cr)					IMJMP502 Environmental Communication PR (1 Cr)		
		IMJMC503 Public Relations (4 Cr)	IMJME502 Citizen Journalism PR (1 Cr )						
	4	IMJMC551 Advertising (4 Cr)	IMJME551 Mass Communication Research (3 Cr)	IVCPE551 Publication Ethics (2 Cr)	-	IMJMR551 Dissertation (6 Cr)	IMJMP551 Advertising PR (1 Cr)	22	
		IMJMC552 World of Electronic Media (4 Cr)					IMJMP552 World of Electronic Media PR (1 Cr)		
							IMJME552 Mass Communication Research PR (1 Cr)		
Total Credits		20	08	02	00	10	04	88 (1&2 Year)	



## Master of Journalism & Media Studies- 3<sup>rd</sup> Semester

### Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
<b>Major</b>	IMJMC501	Graphics Designing in Media	04	--	<b>04</b>	04	--
	IMJMC502	Environmental Communication	04	--	<b>04</b>	04	--
	IMJMC503	Public Relations	04	--	<b>04</b>	04	--
<b>Elective (DSE)</b>	IMJME501	Citizen Journalism	03	--	<b>03</b>	03	--
<b>Research Project</b>	IMJMR501	Research Project	03	01	<b>04</b>	03	02
<b>DSC Practical</b>	IMJMP501	Graphics Designing in Media	--	01	<b>01</b>	--	02
	IMJMP502	Environmental Communication	--	01	<b>01</b>	--	02
<b>DSE Practical</b>	IMJME502	Citizen Journalism	--	01	<b>01</b>	--	02
<b>Total Credits</b>			<b>18</b>	<b>04</b>	<b>22</b>	<b>18</b>	<b>08</b>



# Master of Journalism & Media Studies- 3<sup>rd</sup> 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	IMJMC501	Graphics Designing in Media	20	20	20	80	--	--	100
	IMJMC502	Environmental Communication	20	20	20	80	--	--	100
	IMJMC503	Public Relations	20	20	20	80	--	--	100
Elective (DSE)	IMJME501	Citizen Journalism	15	15	15	60	--	--	75
Research Project	IMJMR501	Research Project	--	--	20 (Viva)	80	--	--	100
DSC Practical	IMJMP501	Graphics Designing in Media	--	--	--	--	05	20	25
	IMJMP502	Environmental Communication	--	--	--	--	05	20	25
DSE Practical	IMJME502	Citizen Journalism	--	--	--	--	05	20	25



## Master of Journalism & Media Studies- 4<sup>th</sup> Semester

### Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Major	IMJMC551	Advertising	04	--	04	04	--
	IMJMC552	World of Electronic Media	04	--	04	04	--
Elective (DSE)	IMJME551	Mass Communication Research	03	--	03	03	--
Research Methodology	IVCPE551	Publication Ethics	02	--	02	02	--
Research Project	IMJMR551	Dissertation	04	02	06	04	04
DSC Practical	IMJMP551	Advertising	--	01	01	--	02
	IMJMP552	World of Electronic Media	--	01	01	--	02
DSE Practical	IMJME552	Mass Communication Research	--	01	01	--	02
Total Credits			17	05	22	17	10



## Master of Journalism & Media Studies- 4<sup>th</sup> 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 Elective (DSE)	IMJMC551	Advertising	20	20	20	80	--	--	100
	IMJMC552	World of Electronic Media	20	20	20	80	--	--	100
	IMJME551	Mass Communication Research	15	15	15	60	--	--	75
Research Methodology	IVCPE551	Publication Ethics	10	10	10	40	--	--	50
Research Project	IMJMR551	Dissertation	--	--	50 (Viva)	100		--	150
DSC Practical	IMJMP551	Advertising	--	--	--	--	05	20	25
	IMJMP552	World of Electronic Media	--	--	--	--	05	20	25
DSE Practical	IMJME552	Mass Communication Research	--	--	--	--	05	20	25



## IMJMC501 Graphics Designing in Media

### Course Objectives:

- Demonstrate an understanding of the designing process and principles of designing.
- Demonstrate an understanding of the history, theory and criticism of graphic design

### Course Outcomes:

- Skillfully employ the tools and technology that will prepare students for design practice and management in collaborative environments.
- Interpret the social, moral and ethical consequences of their design decisions and work to become socially and culturally responsible decision makers within the larger global community.

Module No	Unit No	IMJMC501 Graphics Designing in Media	Hrs. Required
01.	<b>Story and Importance of Design &amp; Basic Design</b>		10
	1.1	Design Aspect, Design Size, Design Colours	
	1.2	Pattern, Colour Schemes, Background, Layers	
02.	<b>Development of Aesthetic Sensibility Towards Design</b>		12
	2.1	Elements of Design (Line, Shape, Forms, Space, Colours)	
	2.2	Principles of Design	
	2.3	Harmony, Balance, Rhythm, Perspective, Emphasis	
	2.4	Orientation, Radiation, Repetition and Proportion.	
03.	<b>Calligraphy and Typography</b>		12
	3.1	Traditional way of hand writing.	
	3.2	Script like: Indian manuscripts	
	3.3	Classification of the different types of Logo	
	3.4	character, mode, weight, orientation, position & sizes	
04.	<b>Society and Articulation</b>		12
	4.1	Understanding of the role Design in communications	
	4.2	Social Profiling, Design, Motifs, Patterns, etc.	
	4.3	Introduction of Adobe Photoshop	
	4.4	Introduction of Corel Draw	
05	<b>Photo Editing Skills: Photoshop and Corel Draw</b>		14
	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	
	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 Shool. Thames & Hudson
- Sharma, M.C.(2009). Corel Draw Graphics Suite X4 : BPB
- The story of Graphic Design, NCERT Publications.



## IMJMC502 Environmental Communication

### Course Objectives:

- Students will demonstrate an understanding of basic theories and application of environmental communication.
- Students will select and employ the communication skills and strategies most appropriate for specific environmental communication objectives.

### Course Outcomes:

- Students will evaluate a variety of media based on environmental communication theory and concepts.

Module No.	Unit No.	IMJMC502 Environmental Communication	Hrs. Required
01.	<b>Introduction to Environment Studies</b>		20
	1.1	Explain the definition of Environmental Communication	
	1.2	Scope of Environmental Communication	
	1.3	Importance of Environmental Communication	
	1.4	Limitations' of Environmental Studies	
	1.5	Understand environment journalism	
02.	<b>Define the Various Types of Natural Resources</b>		10
	2.1	The role of media in conservation of natural resources.	
	2.2	Identify environment issues & channel remedies	
	2.3	Role of media towards the environmental problems	
	2.4	Concept, objective and scope of Environmental Journalism	
03.	<b>Public Awareness and its Importance</b>		10
	3.1	Natural Resources. Renewable and non-renewable resources.	
	3.2	Natural resources and associated problems	
	3.3	Forest, Water, Mineral, food , Energy, Land resources, etc.	
	3.4	Role of media in conservation of natural resources	
04.	<b>Environment Versus Development</b>		10
	4.1	Global Warming, Ozone layer depletion, acid rain	
	4.2	Biodiversity at Global, National and Local levels	
	4.3	India as a mega-diversity nation.	
	4.4	Media's role in disseminating of information in ecology	
05.	<b>Environmental Issues</b>		10
	5.1	Pollution: Concept, definition & types	
	5.2	Environmental Pollution (Social Pollution & Natural Pollution)	
	5.3	Environmental Pollution and Human Health	
	5.4	Ground water pollution and drinking water problem in India	
	5.5	Environmental ethics and media	

### 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.

## IMJMC503 Public Relations

### Course Objectives:

- Discuss the concept and tools of Public Relations
- Differentiate between advertising and publicity
- Develop and demonstrate strategic plans & planning methods in Public Relation
- Discuss different aspects of brand building & its importance for an Organisation

### Course Outcomes:

- Recognise the ethical component involved in Public Relation
- Identify the tools of Public Relation
- Demonstrate Public Relation driven knowledge and understanding through case studies
- Construct effective messages for diverse audience using different public relations tools

Module No.	Unit No.	IMJMC503 Public Relations	Hrs. Required
01.	<b>Introduction of Public Relations</b>		15
	1.1	Definition of PR, Nature and Scope of PR	
	1.2	Process of Public Relations and Public	
	1.3	Origin and growth of PR in the world	
	1.4	Public Relations In India	
02.	<b>World of Public Relations</b>		15
	2.1	Propaganda & Political PR	
	2.2	Publicity	
	2.3	Public Relations & Corporate Communication	
	2.4	Persuasion and motivation	
03.	<b>Public Relations Theory and Practice</b>		15
	3.1	Models in Public Relations	
	3.2	Reputation, Perception and relationship Management	
	3.3	Corporate Social Responsibility	
	3.4	Communication theories	
04.	<b>The PR Process</b>		15
	4.1	Research Planning and Evaluation for PR	
	4.2	PR ethics	
	4.3	Image Building & Branding, History of Brands	
	4.4	Public Opinion	

### 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



## IMJME501 Citizen Journalism

### Course Objectives:

- To introduce students to the concept and emergence of citizen journalism
- Feature user-generated content (USG), give a good competition to mainstream media

### Course Outcomes:

- Able to know about alternative news sources on Internet, such as blogs, web portals, social networking sites
- Students will understand and effectively this novel trends in journalism.
- Students will learn how to deal with the challenges posed to mainstream media by citizen journalism.

Module No.	Unit No.	IMJME501 Citizen Journalism	Hrs. Required
01.	<b>Citizen Journalism</b>		10
	1.1	Characteristics of citizen journalism.	
	1.2	Concept and definitions Parameters of citizen journalism	
	1.3	Noted citizen journalism organizations	
	1.4	Types of citizen journalism	
02.	<b>Understanding Citizen Journalism</b>		10
	2.1	Significance and demerits of citizen journalism.	
	2.2	Evolution of citizen journalism	
	2.3	Role of ICT in proliferating citizen journalism.	
	2.4	Citizen journalism vs. mainstream journalism.	
03.	<b>Historical Perspective</b>		10
	3.1	History of Citizen Journalism	
	3.2	Citizen journalism in India.	
	3.3	Television citizen journalism.	
	3.4	CNN-IBN's 'The Citizen Journalist Show'	
	3.5	Online citizen journalism in India.	
04.	<b>Basics of Web Journalism</b>		15
	4.1	The origin and development of web journalism	
	4.2	Web journalism - Redefining journalism concepts	
	4.3	Impact & new forms, Changes due to convergence	
	4.4	Functions of Web Journalism	

### Suggested Readings:

- Allan, S., & Thorsen, E. (Eds.). (2009). Citizen Journalism: Global Perspectives. New York: Peter Lang Publishing, Inc.
- Tremayne, M. (Ed.). (2007). Blogging, Citizenship, and the Future of Media. London, New York
- Prasad, K. (Ed.). (2009). e-Journalism: New Media and News Media. Delhi: BR Publishing.
- Campbell, W. J. (2001). Yellow Journalism: Puncturing the Myths, Defining the Legacies. USA: Praeger Publishers
- Hill, S., and P. Lashmar, Online Journalism -The Essential Guide, 2013.
- Jim, H., Online Journalism: A critical Primer. London: Pluto Press, 2001.
- Jones, and Lee, Digital Journalism. London: Sage, 2011.
- Ray, T. Online Journalism: A basic text. Cambridge: Cambridge University press, 2006

**IMJMP501 Graphics Designing in Media**

**PR (1 Cr)**

**IMJMP502 Environmental Communication**

**PR (1 Cr)**

**IMJME502 Citizen Journalism**

**PR (1 Cr)**

**IMJMR501 Research Project (4 Cr)**

**(Media Survey/Clipping File with Report Writing)**

## IMJMC551 Advertising

### Course Objectives:

- Impart knowledge about the concepts and methods: traditional to contemporary advertising
- To develop creative thinking and ideation for advertising
- To orient learners towards the practical aspects, tools and techniques of advertising

### Course Outcomes:

- Acquire knowledge about the concepts, objectives, and classification of advertising
- Demonstrate comprehension of various theories and models relevant to the fields of advertising
- Develop skills to create creative advertising campaigns for different media platforms, including both traditional and modern channels.

Module No.	Unit No	IMJMC551 Advertising	Hrs. Required
01.	<b>Advertising</b>		15
	1.1	Definition and Concept, History of Advertising	
	1.2	Functions & Factors of Advertising	
	1.3	Advertising of a product, service, idea	
	1.4	Social and Economic Impact of Advertising	
02.	<b>Classification of Advertising</b>		15
	2.1	Display, Classified, Trade, Product, Financial, Corporate, etc.	
	2.2	Brand Management and Positioning, Creativity and Campaigning	
	2.3	Advertising Ethics, Code and Law,	
	2.4	Brand Equity and Advertising,	
03.	<b>Financial Aspects of Advertising</b>		15
	3.1	Advertising cost concept and decision making.	
	3.2	Advertising as investment expenditure.	
	3.3	Preparation of advertising budget	
	3.4	Monitoring the budget and control process.	
04.	<b>Organisation of Advertising World</b>		15
	4.1	Advertising Agency : Structure, Functions	
	4.2	Creative Development.	
	4.3	"Agency - Client" Relations	
	4.4	Client brief, Minutes and the follow up.	

### Suggested Readings:

- Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
- Ghosal Subhash - Making of Advertising - Mc Millan India
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico.
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Millerson, Gerald. (2009) Television Production. Burlington, MA: Focal Press
- Sharma, Sangeeta and Singh, Raghuvir (2009): Advertising Planning and Implementation,
- Tiwari, S (2003). Learning Private Limited, New Delhi.
- Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

## IMJMC552 World of Electronic Media

### Course Objectives:

- To equip students with knowledge and skills to work in new media and electronic media communication environment.
- To train the students with production skills for various electronic media fields like radio, television and web based new media technologies.

### Course Outcomes:

- Articulate how electronic media perform as an agent of social change.
- Situate media art in its historical, political, and social context.
- Develop self-directed projects that synthesize creative, technical, and critical approaches.
- Propose and consider alternative uses of media technologies.

Module No.	Unit No.	IMJMC552 World of Electronic Media	Hrs. Required
01.	<b>Introduction of Electronic Media</b>		15
	1.1.	Technology and Innovations of Radio, Types of radio.	
	1.2	Introduction to Television, Technology and innovations.	
	1.3	Internet, Definitions, Technology, History of Internet,	
	1.4	LAN, MAN, WAN, Wireless Local Area Network	
02.	<b>News writing for Electronic Media</b>		15
	2.1	News writing for Radio, Internet Radio, Podcast	
	2.2	News writing for Television	
	2.3	News writing for Online Media – Blogs, Vlogs, Android apps	
	2.4	Writing Intros and leads, News Translation Techniques	
03.	<b>Digital Media</b>		15
	3.1	Definitions, Nature and Scope of Digital Media.	
	3.2	Characteristics of Digital Media, Types of Digital Media	
	3.3	Limitations of Digital Media.	
	3.4	Website, News Portals, e-Papers, YouTube, Twitter, Instagram, Facebook, WhatsApp	
04.	<b>Introduction to Cinema</b>		15
	4.1	Cinema as a communication medium	
	4.2	Indian cinema and societal implications	
	4.3	Parallel cinema, Commercial cinema, Issues of Indian cinema	
	4.4	Film as a mass medium	

### Suggested Readings:

- Dennis Mcquail- Mass Communication Theory: An Introduction.
- Melvin DeFluer & S. B. Rokeach -Theories of Mass Communications.
- Keval J. Kumar – Mass Communication in India.
- Herbert Zettle : Television Production and Writing
- Melvin Mencher : News Reporting and Writing
- Ramesh Bangia – Web Technology
- McGuire and Stillbome – The Internet Handbook
- J.B.R. Johnson – Understanding the Film
- Satyajit Ray – Our Films and Their Films



## IMJME551 Mass Communication Research

### Course Objectives:

- To develop in-depth understanding about media research and its background.
- To provide knowledge on methodological concepts of media and communication research.
- To enhance understanding about tools, techniques and methods of media research.
- To develop capacity for conducting research in media industry

### Course Outcomes:

- Students will be able to demonstrate research skills.
- Enhancement of knowledge of research approach, methods, tools and reports.
- Understanding of application of research in media industries.
- Students will be able to use significance of computers and digital media in research.

Module No.	Unit No.	IMJME551 Mass Communication Research	Hrs. Required
01.	<b>What is Mass Communication Research?</b>		10
	1.1.	Development & Importance of Mass Communication research.	
	1.2	Mass Communication research and the scientific method.	
	1.3	Methods of knowing. Characteristics of the scientific method.	
	1.4	Research procedures. Research ethics. Problems of objectivity	
02.	<b>Elements of Mass Communication Research</b>		10
	2.1	Concepts, constructs, independent and dependent variables,.	
	2.2	Operationalization, factor analysis, nature of measurement	
	2.3	Levels of measurement, measurement scales, rating scales.	
	2.4	Scaling techniques. Concept of attitude. Types of scales, criterion for good scale, Limitations of Attitude Scale	
03.	<b>Sampling</b>		10
	3.1	Population and sampling. Census. Sample size. Sampling error.	
	3.2	Types of sampling: probability non-probability sampling.	
	3.3	Types of data: Advantages and limitations, Sources & collection data.	
04.	<b>Research Approaches</b>		15
	4.1	Qualitative: aims and philosophy, data analysis, field observation, focus groups, case studies, writing qualitative research.	
	4.2	Content analysis: definition, uses, limitations, steps, reliability, validity and media content analysis.	
	4.3	Survey: Descriptive and analytical, advantages and disadvantages, constructing questions, questionnaire design	
	4.4	Field experiments and conducting experiments online.	
	4.5	Experimental research: advantages and disadvantages control of confounding variables, design, Research report writing	
	4.6	Descriptive research, empirical research, exploratory research, critical research and applied research.	

### Suggested Readings:

- Mass Media Research: An Introduction. Roger D. Wilmer and Joseph R Dominick. Cengage Learning, Inc.
- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi
- Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger, sage: 1933.

## IVCPE551 Publication Ethics

### Course Objectives:

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

### Course Outcomes:

- Identify Indexing and citation databases, open access publications, research metrics
- Awareness about the publication ethics and publication misconducts

Module No.	Unit No.	IVCPE551 Publication Ethics	Hrs. Required
01.	<b>Philosophy and Ethics</b>		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.	<b>Scientific Conduct</b>		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.	<b>Publication Ethics</b>		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.	<b>Open Access Publishing, Databases, Software Tools</b>		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, McGraw Hill, 2008.
- Graziano, A.,M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007

## **IMJMP551 Advertising**

**PR (1 Cr)**

## **IMJMP552 World of Electronic Media**

**PR (1 Cr)**

## **IMJME551 Mass Communication Research**

**PR (1 Cr)**

## **IMJMR551 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**  
**MJ&MS (Affiliated Colleges)**

**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**  
**MJ&MS (Affiliated Colleges)**

**Question Paper Pattern as per NEP-2020**

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