



॥ 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

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड

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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आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२० च्या अनुषंगाने शैक्षणिक वर्ष २०२३-२४ पासून संलग्न महाविद्यालये व विद्यापीठ संकुलांत पदव्युत्तर पदवी प्रथम वर्ष आणि विद्यापीठ संकुले व न्यु मॉडेल डिग्री कॉलेज मध्ये पदवी प्रथम वर्ष अभ्यासक्रम लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, शासन निर्णय क्र. एनईपी २०२०/प. क्र. ०९/विशि-३/शिकाना-२० एप्रिल २०२३ व शासन पत्र. क्र. एनईपी २०२०/प. क्र. ०९/विशि-३, दिनांक १६ जून २०२३ अन्वयं सूचित केल्यानुसार राष्ट्रीय शैक्षणिक धोरण २०२० च्या अनुषंगाने दिलेल्या आराखड्या नुसार दिनांक १६ जून २०२३ रोजी संपन्न झालेल्या मा. विद्यापरिषदेच्या बैठकीत ऐनवेळचा विषय क्र. ०८/५६-२०२३ अन्वये मान्यता दिल्यानुसार प्रस्तुत विद्यापीठाच्या आंतरविद्याशाखीय अभ्यास विद्याशाखा अंतर्गत खालील पदव्युत्तर व पदवी अभ्यासक्रम (AICTE, PCI, BCI, CoA, NCTE) इ. सारख्या नियमक संस्थांची मान्यता आवश्यक असलेले अभ्यासक्रम वगळून) संलग्न महाविद्यालये, विद्यापीठ परिसर व उपपरिसर संकुलामध्ये आणि पदवी प्रथम वर्ष अभ्यासक्रम विद्यापीठ परिसर व उपपरिसर संकुले व विद्यापीठ संचलित न्यु मॉडेल कॉलेज, हिंगोली येथे शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यात येत आहे.

1. M.A. Education I year (Affiliated Colleges)
2. M. A. Fashion Designing I year. (Affiliated College)
3. M.A. Animation I, year (Affiliated College)
4. Master of Journalism & Media Studies I year (Affiliated Colleges)
5. M.A. (Mass Communication & Journalism. I year (Affiliated Colleges)
6. M.A./M. Sc. Electronic Media. I year (Campus)
7. M.S.W. I year (Affiliated Colleges)
8. M.S.W. I year (University Coumps, Sub-Campus Latur, Parbhani., Kinwat.,)
9. M.A. Music I year (Affiliated Colleges)
10. M.A. Music I year (University Campus)
11. M.A. Theart Arts I year (University Campus)
12. BPA, I year (University Campus School of fine Arts)
13. M. Lib. I year (Affiliated Colleges)

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

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/एनईपी२०२०/ आ.वि.प.अ./२०२३-२४/१४०

दिनांक : १२.०७.२०२३.

प्रत माहिती व पुढील कार्यवाहीतः

- १) मा. प्राचार्य, सर्व संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ
- ३) मा. प्राचार्य, न्यु मॉडेल डिग्री कॉलेज हिंगोली, प्रस्तुत विद्यापीठ.
- ४) मा. समन्वयक, कै. श्री उत्तमराव राठोड आदिवासी विकास व संशोधन केंद्र, किनवट.
- ५) मा. संचालक, परिक्षा व मुल्यापेक्षा मंडळ, प्रस्तुत विद्यापीठ.

प्रत माहितीस्त्व,

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. कुलसचिव, प्रस्तुत विद्यापीठ.
- ३) मा. सर्व आधिष्ठाता, प्रस्तुत विद्यापीठ.
- ४) सर्व प्रशासकीय विभाग प्रमुख साहाय्यक, प्रस्तुत विद्यापीठ.
- ५) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED - 431 606



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

TWO YEAR MASTERS PROGRAMME IN ARTS

M.A. (Mass Communication & Journalism)

(Campus)

Under the Faculty of
Interdisciplinary Studies

Effective from Academic year 2023 – 2024
(As per NEP-2020)



**Swami Ramanand Teerth Marathwada
University, Nanded**

Faculty of Interdisciplinary Studies

M.A. (Mass Communication & Journalism) Campus

Course Structure under National Education Policy 2020

1st Year

| Year &Level 1 | Sem. 2 | Major Subject | | RM 5 | OJT / FP 6 | Rese arch Proj ect 7 | Practical's 8 | Cre dits 9 | Total Credits 10 |
|--|-----------|--|---|--|---|----------------------------------|---|------------------|------------------------|
| 1 | 2 | (DSC) 3 | (DSE) 4 | | | | | | |
| 1 | 1 | IMCJC401 History And Growth of print Media In India (4Cr) IMCJC402 News Reporting & Writing (4Cr) IMCJC403 Communication Skill (4Cr) | IMCJE401 Mobile Journalism (3Cr) IMCJE402 Mobile Journalism PR (1Cr) | IVCRM 401 Research Methodology (3 Cr) | -- | | IMCJP401 History And Growth of print Media In India PR (1Cr) IMCJP402 News Reporting & Writing PR (1Cr) IMCJP403 Communication Skill PR (1Cr) | 22 | 44 |
| | 2 | IMCJC451 Advertising (4Cr) IMCJC452 Digital Media (4Cr) IMCJC453 Development Communication (4Cr) | IMCJE451 Political Communication (3 Cr) IMCJE452 Political Communication PR (1 Cr) | --- | IMCJOJ 451 (3 Cr) On Job Training or Internship Or Project | -- | IMCJP451 Advertising PR (1Cr) IMCJP452 Digital Media PR (1Cr) IMCJP453 Development Communication PR (1Cr) | 22 | |
| Exit option: Exit Option with PG Diploma (after 2024-25) | | | | | | | | | |
| Total Credits | | 24 | 8 | 03 | 03 | 00 | 06 | 44 | 44 |



M. A.(MCJ) First Year Semester I st

Teaching Scheme

| | Course Code | Course Name | Credits Assigned | | | Teaching Scheme (Hrs/ week) | |
|-----------------------------|-------------|--|------------------|-----------|-----------|-----------------------------|-----------|
| | | | Theory | Practical | Total | Theory | Practical |
| Major | IMCJC401 | History And Growth of print Media In India | 04 | -- | 04 | 04 | -- |
| | IMCJC402 | News Reporting & Writing | 04 | -- | 04 | 04 | -- |
| | IMCJC403 | Communication Skill | 04 | -- | 04 | 04 | -- |
| Elective (DSE) | IMCJE401 | Mobile Journalism | 03 | -- | 03 | 03 | -- |
| Research Methodology | IVARM401 | Research Methodology | 03 | -- | 03 | 03 | |
| DSC Practical | IMCJP401 | History And Growth of print Media In India | -- | 01 | 01 | -- | 02 |
| | IMCJP402 | News Reporting & Writing | -- | 01 | 01 | -- | 02 |
| | IMCJP403 | Communication Skill | -- | 01 | 01 | -- | 02 |
| DSE Practical | IMCJE402 | Mobile Journalism | -- | 01 | 01 | -- | 02 |
| Total Credits | | | 18 | 04 | 22 | 18 | 08 |



M. A. (MCJ) First Year Semester I st **Examination Scheme**

| Subject (1) | Course Code (2) | Course Name (3) | Theory | | | | Practical | | Total Col (6+7) / Col (8+9) (10) |
|---------------------------------|-----------------------|--|-------------------------------|----------------|----------------------------|--------------|-----------|------------|---|
| | | | Continuous Assessment (CA) | | | ESA | | | |
| | | | Test I (4) | Test II (5) | Avg of (T1+T2)/2 (6) | Total (7) | CA (8) | ESA (9) | |
| Major | IMCJC401 | History And Growth of print Media In India | 20 | 20 | 20 | 80 | -- | -- | 100 |
| | IMCJC402 | News Reporting & Writing | 20 | 20 | 20 | 80 | -- | -- | 100 |
| | IMCJC403 | Communication Skill | 20 | 20 | 20 | 80 | -- | -- | 100 |
| Elective (DSE) | IMCJE401 | Mobile Journalism | 15 | 15 | 15 | 60 | -- | -- | 75 |
| Research Methodology | IVARM401 | Research Methodology | 15 | 15 | 15 | 60 | -- | -- | 75 |
| DSC Practical | IMCJP401 | History And Growth of print Media In India | -- | -- | -- | -- | 05 | 20 | 25 |
| | IMCJP402 | News Reporting & Writing | -- | -- | -- | -- | 05 | 20 | 25 |
| | IMCJP403 | Communication Skill | -- | -- | -- | -- | 05 | 20 | 25 |
| DSE Practical | IMCJE402 | Mobile Journalism | -- | -- | -- | -- | 05 | 20 | 25 |



M. A. (MCJ) First Year Semester IInd
Teaching Scheme

| | Course Code | Course Name | Credits Assigned | | | Teaching Scheme (Hrs/ week) | |
|------------------------|-------------|--|------------------|-----------|-----------|-----------------------------|-----------|
| | | | Theory | Practical | Total | Theory | Practical |
| Major | IMCJC451 | Advertising | 04 | -- | 04 | 04 | -- |
| | IMCJC452 | Digital Media | 04 | -- | 04 | 04 | -- |
| | IMCJC453 | Development Communication | 04 | -- | 04 | 04 | -- |
| Elective (DSE) | IMCJE451 | Political Communication | 03 | -- | 03 | 03 | -- |
| On Job Training | IMCJOJ 451 | On Job Training or Internship Or Project | 03 | -- | 03 | 03 | |
| DSC Practical | IDSCP451 | Advertising | -- | 01 | 01 | -- | 02 |
| | IDSCP452 | Digital Media | -- | 01 | 01 | -- | 02 |
| | IDSCP453 | Development Communication | -- | 01 | 01 | -- | 02 |
| DSE Practical | IMCJE452 | Political Communication | -- | 01 | 01 | -- | 02 |
| Total Credits | | | 18 | 04 | 22 | 18 | 08 |



M. A. (MCJ) First Year Semester IInd

Examination Scheme

| Subject (1) | Course Code (2) | Course Name (3) | Theory | | | | Practical | | Total Col (6+7) / Col (8+9) (10) |
|--------------------|-----------------------|--|-------------------------------|----------------|----------------------------|--------------|-----------|------------|--|
| | | | Continuous Assessment (CA) | | | ESA | | | |
| | | | Test I (4) | Test II (5) | Avg of (T1+T2)/2 (6) | Total (7) | CA (8) | ESA (9) | |
| Major | IMCJC451 | Advertising | 20 | 20 | 20 | 80 | -- | -- | 100 |
| | IMCJC452 | Digital Media | 20 | 20 | 20 | 80 | -- | -- | 100 |
| | IMCJC453 | Development Communication | 20 | 20 | 20 | 80 | -- | -- | 100 |
| Elective (DSE) | IMCJE451 | Political Communication | 15 | 15 | 15 | 60 | -- | -- | 75 |
| On Job Training | IMCJOJ 451 | On Job Training or Internship Or Project | 15 | 15 | 15 | 60 | -- | -- | 75 |
| DSC Practical | IDSCP451 | Advertising | -- | -- | -- | -- | 05 | 20 | 25 |
| | IDSCP452 | Digital Media | -- | -- | -- | -- | 05 | 20 | 25 |
| | IDSCP453 | Development Communication | -- | -- | -- | -- | 05 | 20 | 25 |
| DSE Practical | IMCJE452 | Political Communication | -- | -- | -- | -- | 05 | 20 | 25 |

IMCJC401 History and Growth of print Media in India

Course objectives:

- The students will be able to understand the different phases of print and broadcast journalism In India.
- Students will be able to identify news values and comprehend the news process

Course outcomes: after completing this paper, the students will be able to:

- CO-1 Identify and define various kinds of newspapers and understand how newspapers are shaped
- CO-2 Compare and contrast various stages of progress from Print Media to Electronic media
- CO-3 Increase the awareness and appreciation of Transition from Print Media to Electronic media
- CO-4 Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism

| Module No. | Unit No. | IMCJC401 History And Growth of print Media In India | Hrs. Required to cover the contents |
|------------|------------|--|--|
| 1.0 | | History of Press | |
| | 1.1 | Origin and Growth of India Press, Focus on Indian Press before and after Independence, Role of Journalism in Freedom movement | 15 |
| | 1.2 | Mahatma Gandhi as Communicator | |
| | 1.3 | Bal shastri Jambhekar, Bal Gangadhar Tilak, Dr. B. R. Ambedkar, Raja Ram Mohan Roy, Maulana Abul Kalam Azad Other Leaders as communicators | |
| | 1.4 | Role of language papers and Marathi during freedom struggle | |
| 2.0 | | Indian Press-Mission to Profession to Business | |
| | 2.1 | Role of Press in democracy; Press Commissions and Press Council of India , Brief history of major Marathi and Indian language news papers | 15 |
| | 2.2 | Media as an Industry: The Public and Private Sector Media | |
| | 2.3 | Press/Media Organization of India, News Agencies in India | |
| 3.0 | | Press In Maharashtra | |
| | 3.1 | Origin and Growth of Press in Maharashtra | 15 |
| | 3.2 | Pre independence era, Prominent Newspaper, | |
| | 3.3 | Press after independence, Literature Journalism in Maharashtra, | |
| | 3.4 | Growth Mass Media like Radio, Television & New Media in India | |
| 4.0 | | The Newspaper newsroom | |
| | 4.1 | Organizational setup of a newspaper, | 15 |
| | 4.2 | Editorial department role of News editor, | |
| | 4.3 | Reporters, Columnists, Freelancers, Photojournalists | |
| | 4.4 | Bureau Chief, Sub-editors, Proof readers, etc. | |
| | | Total | 60 |

Reference Books:

- भारतीय टेलीविजन का इतिहास Edu. Creation publishing डॉ. परमवीरसिंह
- Nadig Krishna Murthy : Indian Journalism, Mysore University Press
- S. Natarajan. Indian journalism
- सचिन विमल मदनराव वायकुळे - पत्रकारिता : शोध आणि बोध -, भाग्यश्री प्रकाशन.
- जनसंवाद :तोंड ओळख A Plus EBooks Ravindra Awati 2019
- R. Parthasarathi: Modern Journalism in India. Sterling Publishers.
- J. V. Seshagiri Rao. Studies in the history of /journalism
- जनसंवाद आणि जनमाध्यम सैद्धांतिक संकल्पन श्रीमंगेश प्रकाशन (नागपूर) श्रीपाद जोशी
- R. Anand Sekhar. Journalism charithra vyavastha
- Rabindranath. M: History of Telugu Journalism, Print & Electronic Media
- P.C. Chatterji: Broadcasting In India, New Delhi, Sage Publications
- Dr. Balashouri Reddy: Telugu Patrikala Charithra
- जनसंवाद स्वरूप व कार्यपद्धती, Saurav Prakashan शेषराव पठाडे
- N. Venugopal: Narla Bata, Navatharniki Narla
- H. R .Luthra: Indian Broadcasting

IMCJC402 News Reporting& Writing

Course objectives:

1. To introduce students types of Media writing.
2. To familiarize students with Media writing and the concept of freelance writing.
3. To engage journalism students with the modern new writing styles and developing own style.
4. To accustom creating a journal and writing columns in national and international journals.

Course outcomes: after completing this paper, the students will be able to:

- CO- 1. Write news features for newspapers and magazines.
- CO- 2. Write and Design for journal.
- CO- 3. Create her/his blog and write for it

| Module No. | Unit No. | IMCJC402 News Reporting & Writing | Hrs. Required to cover the contents |
|------------|------------|---|-------------------------------------|
| 1.0 | | Fundamentals of writing | 15 |
| | 1.1 | Writing as craft : 5 W and 1 H concept | |
| | 1.2 | Media Writing is art and Science | |
| | 1.3 | Fundamentals of writing for media | |
| | 1.4 | Newspaper industry | |
| 2.0 | | News Gathering Process | 15 |
| | 2.1 | Meaning, Definition and Concept of News | |
| | 2.2 | Sources of News gathering, News Value, | |
| | 2.3 | Type of News – Hard and Soft News, Role and Importance of Sources, Different types of Sources Examining and testing News Value. | |
| | 2.4 | Changing Concept of News: Factors and Issues | |
| 3.0 | | Different Types of News Reports | 15 |
| | 3.1 | Factual/ Routine News; Analytical, Interpretative and Descriptive News | |
| | 3.2 | Investigative news, in-depth news; Risks of Reporting; | |
| | 3.3 | Qualities of a good Reporter; responsibilities and rights | |
| | 3.4 | Stringer, Reporter, City Reporter, Special correspondent. | |
| | 3.5 | Type Of Reporting: Political, Crime, Parliamentary, Education, Agriculture; Environment, Science, Sports, Investigation, Court & Development News; Gender Sensitive Reporting Etc.; Specialized Reporting | |
| 4.0 | | Different Styles Of News Writing | 15 |
| | 4.1 | Inverted pyramid : Concept, development, writing process, merits& demerits | |
| | 4.2 | Feature style: Concept, development, writing process, merits and demerits. | |
| | 4.3 | Definition, types & preparation of Interviews, qualities of good Interviews | |
| | 4.4 | Press Release, Press Conference, Meet the Press, Press Room and Press tours | |
| | | Total | 60 |

Reference Books:

- The Journalist's Handbook, M.V. Kamath, Vikas Publishing House, New Delhi.
- समाचार लेखन Prabhat Prakashan P.K. Arya 2009
- फीचर लेखन स्वरूप और शिल्प - डॉ मनोहर प्रभाकर, राजकमल प्रकाशन प्रा., लिमिटेड.
- A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
- Handbook of Journalism and Mass Communication, Veerbala Aggawal, V.S. Gupta,
- Concept Publishing Co., Delhi
- समाचार संपादन Radhakrishnan Prakashan Pvt. Limited RamSharan Joshi 2009
- Mass Communication and Journalism in India, D.S. Mehta, Allied Publications Pvt. Ltd., Bombay.
- पत्रकारिता एवं विकास संचार Bharati Prakashan प्रो अनिल कुमार उपाध्याय 2019
- मीडिया लेखन - सुमित मोहन, वाणी प्रकाशन.

IMCJC403 Communication Skill

Course objectives:

- to equip students with competence in language structure
- to is on honing the skills of reading, writing, listening, and speaking
- Useful for Personality Development of the students

Course outcomes: after completing this paper, the students will be able to:

CO- 1. Develop and Expand Writing, Oral, listing Skills through Controlled and Guided Activities

CO- 2. Ability to handle the interview process confidently

CO- 3. Communicate fluently and sustain comprehension of an extended discourse

| Module No. | Unit No. | IMCJC403 Communication Skill | Hrs. Required to cover the contents |
|------------|------------|--|---|
| 1.0 | | Communication: An Introduction | 15 |
| | 1.1 | Definition, Nature and Scope of Communication | |
| | 1.2 | Importance and Purpose of Communication | |
| | 1.3 | Process and Types Communication | |
| | 1.4 | Barriers to Communication | |
| 2.0 | | Verbal and Non-Verbal Communication | 15 |
| | 2.1 | Purpose of Listening , Listening to Conversation (Formal and Informal) | |
| | 2.2 | Active Listening- an Effective Listening Skill Benefits of Effective Listening | |
| | 2.3 | Personal Appearance ,Gestures, Postures ,Facial Expression ,Eye Contacts, | |
| | 2.4 | Time language, Silence ,Tips for Improving Non-Verbal Communication | |
| 3.0 | | Effective Writing Skills | 15 |
| | 3.1 | Elements of Effective Writing | |
| | 3.2 | Précis Writing | |
| | 3.3 | Note-making | |
| | 3.4 | Main Forms of Written Communication | |
| | 3.5 | Summarizing | |
| 4.0 | | Management Skills | 15 |
| | 4.1 | SWOT Analysis | |
| | 4.2 | Stress Management, Building Positive Attitude | |
| | 4.3 | Voice modulation, Audience awareness, Presentation | |
| | 4.4 | Interviews Skill, Group Interview, Personal Interview. | |
| | | Total | 60 |

Reference Books:

- Developing Communication Skill by Krishna Mohan and Meera Banerjee, McMillan Publishers.
- Communication Skill – B.V. Pathak, Nirali Prakashan.
- संवाद कौशल्य - आशाभागवत, डायमंड पब्लिकेशन्स.
- Writing Correct English – Readers Digest Publication.
- Professional Communication Skills–S. Chand.
- व्यक्तिमत्त्व विकासासाठी संभाषण व लेखन कौशल्ये: - डॉपृथ्वीराज तौर . अथर्वपब्लिकेशन्स
- Developing Communication Skills–Krishna Mohan, Meera Banerji.
- Communicative Grammar and Composition–Rajesh K. Lidiya

IMCJE 401 Mobile Journalism

Course objectives:

- The Course intends to provide the students with the necessary skills required to understand the History, economics, techniques and prospects of Mobile Journalism.
- The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms.

Course outcomes: after completing this paper, the students will be able to:

- CO- 1 Use mobile devices to research and report on news developments
- CO- 2 Shoot and edit photos, audio, video and VR video on a mobile device
- CO- 3 Use mobile gear and apps in the field to tell compelling visual stories
- CO- 4 Plan, cover and present news in real-time on a live blogging platform, working in teams and using a range of mobile techniques and tools

| Module No. | Unit No. | IMCJE401 Mobile Journalism | Hrs. Required to cover the contents |
|------------|------------|--|---|
| 1.0 | | Introduction to Mobile Journalism | 15 |
| | 1.1 | Understanding Mobile Journalism | |
| | 1.2 | History of MOJO , Global adoption and influence of the Mobile | |
| | 1.3 | MOJO's Basic Equipment, | |
| | 1.4 | MOJO & Smartphone, Scope and reach of Smartphone | |
| 2.0 | | Techniques of Mobile Journalism | 15 |
| | 2.1 | Various Smart phones and their uses, Exposure related parameters | |
| | 2.2 | Framing composition; Creating Shots, | |
| | 2.3 | Video Recording apps for MOJO | |
| | 2.4 | Fundamentals of Video Editing Applications | |
| 3.0 | | Techniques of Mobile Journalism -2 | 15 |
| | 3.1 | Multi Track Video Editing, Adding Titles | |
| | 3.2 | Captions and Logos to Smartphone videos, Basics of Voice | |
| | 3.3 | Mobile News Packaging , MOJO Shoot - Checklist & Tips for a Perfect Shot | |
| | 3.4 | Video Shot types and filming angles | |
| | 3.5 | Lighting for Videos, Special effects | |
| 4.0 | | Mojo and Workflow | 15 |
| | 4.1 | Live storytelling for Mobile Journalists | |
| | 4.2 | Citizen Journalism through YouTube | |
| | 4.3 | Citizen Journalism through Vlog | |
| | 4.4 | Use of technology and understanding of laws related to Cyber Crime | |
| | | Total | 60 |

Reference Books:

- Bansal, S.K. 2004: Information Technology, New Delhi, APH Pub.
- Kumar, Suresh 2004: Internet Patrkari, New Delhi Taxsila Prakashan (1st ed)
- मोबाइल पत्रकारिता: अवधारणा, संभावनायें और तकनीक PRABHU JHINGRANBHARAT BHARATI PRAKASHAN, VARANASI
- Harimohan 2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan
- Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.
- Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication.
- मोबाइल पत्रकारिता – दिनकर कुमार.

IMCJE402 Mobile Journalism PR (1Cr)

Assignment:

Record and edit

News /

Video Interview/

Short film/

Documentary, any one etc.

On mobile phone

IVCRM 401 Research Methodology

Course Objectives

- To introduce some basic concepts in research and explain their association with development of scientific methods
- To help students realize the strengths and weaknesses of scientific methods and principles in the context of social sciences with special reference to Media Studies
- To introduce various approaches, elements, and data analysis methods used in media research

Course outcomes:

- Students who complete this course will be able to understand and comprehend the Basics in research methodology and applying them in research/ project work.
- This course will help them to select an appropriate research design.
- With the help of this course, students will be able to take up and implement a research Project/ study.
- The course will also enable them to collect the data, edit it properly and analyse it accordingly. Thus, it will facilitate students' prosperity in higher education.
- The Students will develop skills in qualitative and quantitative data analysis and presentation.
- Students will be able to demonstrate the ability to choose methods appropriate to research objectives.

| Module No. | Unit No. | IVCRM 401 Research Methodology | Hrs. Required to cover the contents |
|------------|------------|---|--|
| 1.0 | | Basics of research | 15 |
| | 1.1 | Characteristics of scientific research | |
| | 1.2 | Relevance and nature of media research | |
| | 1.3 | Types of research | |
| | 1.4 | Importance of review of literature | |
| | 1.5 | Hypothesis or research questions | 15 |
| 2.0 | | Qualitative research methods | |
| | 2.1 | Nature, limitations & interpreting qualitative data | |
| | 2.2 | Field observations: participant, non-participant | |
| | 2.3 | Focus groups: procedure advantages and disadvantages | 15 |
| | 2.4 | Case studies: utility and process | |
| 3.0 | | Quantitative research methods | |
| | 3.1 | Nature, uses, generalization of Quantitative research methods | 15 |
| | 3.2 | Content Analysis: definition, uses and limitations | |
| | 3.3 | Understanding the Types of surveys | |
| | 3.4 | Experimental Research | |
| | 3.5 | Sampling: universe, population and sample | |
| 4.0 | | Statistics for research & report writing | 15 |
| | 4.1 | Importance of statistical analysis | |
| | 4.2 | Research ethics | |
| | 4.3 | Research report writing | |
| | 4.4 | Bibliography; in-text citations | 60 |
| | | Total | |

Reference Books:

- Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition). California: Sage.
- डॉ. प्रदीप आगलावे - सामाजिक संशोधन पद्धती.
- Hansen, Anders et al. (2004). Mass Communication Research Methods. 1998: Macmillan.
- Lindolf, Thomas R. (1995). Qualitative Communication Research Methods. California: Sage.
- अॅड. मृणाल कुलकर्णी डॉ. सुधीर बोधनकर, प्रा. विवेक अलोनी - सामाजिक संशोधन पद्धती, श्रीसाईनाथ प्रकाशन.
- Murthy, DVR. (ED.) (2008). Media Research: Themes and Applications. New Delhi: Kanishka.
- Rubin, Rebecca B. (2009). Communication Research measures: A Sourcebook. New York: Routledge.
- Sparks, Glenn B. (2006). Media Effects Research. Boston: Wadsworth (International Edition).
- Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth

Practical - 03 Credits

IMAJP401 History and Growth of print Media in India PR (1Cr)

IMAJP402 News Reporting& Writing PR (1Cr)

IMAJP403 Communication Skill PR (1Cr)

**End of
First Semester**

IMCJC 451 Advertising

Course objectives:

- To acquire an understanding of the basic elements of advertising.
- To Understand the place and contribution of marketing to the business enterprise
- To know the Role of Advertising in Marketing Mix
- To understand Role of Advertising in Society

Course outcomes: After Successful completion of this course, the students are able to;

- CO-1. Understand the field of Advertising
- CO-2. Comprehend opportunities and challenges in Advertising sector
- CO-3. Prepare a primary advertising model
- CO-4. Understand applying of related skills
- CO-5. Examine the scope for making advertising a future career

| Module No. | Unit No. | IMCJC451 Advertising | Hrs. Required to cover the contents |
|------------|------------|---|-------------------------------------|
| 1.0 | | Define Advertising | |
| | 1.1 | Concepts of different types of Advertising | 15 |
| | 1.2 | Print media- Advertising tools and techniques | |
| | 1.3 | Radio - Advertising tools and techniques | |
| | 1.4 | TV- Advertising tools and techniques | |
| 2.0 | | Concepts of Advertising | |
| | 2.1 | Nature, Purpose & development of Advertising | 15 |
| | 2.2 | Advertising ethics and social responsibility | |
| | 2.3 | Advertising in different product categories: service, consumer, industrial, corporate, financial, social marketing etc. | |
| | 2.4 | Different advertising media and their comparative strengths and weaknesses. | |
| 3.0 | | New Tools and Techniques for Advertising | |
| | 3.1 | Brand positioning, Importance of market research | 15 |
| | 3.2 | Importance of visual thinking, Appeals and promises | |
| | 3.3 | Importance of design & layout, Use of typography & graphics | |
| | 3.4 | Advertising industry in India: major ad-agencies and campaigns, International advertising scenario | |
| 4.0 | | Copywriting for Advertisements | |
| | 4.1 | Importance of copywriting for different platforms | 15 |
| | 4.2 | Types of headlines and body copy, slogans; taglines AIDA theory | |
| | 4.3 | Writing for brochures, mailers etc. | |
| | | Total | 60 |

Reference Books:

- Consumer Behavior –Schickman Kanuk
- Yashoda Bhagavat : Jahiratiche Jag
- डॉ. वंदना खेडीकर - जाहिरातशास्त्र, स्नेहवर्धन प्रकाशन.
- Consumer market demographics in India – Edited by S.L.Rao
- Consumer Behavior –Walker
- Understanding your customer –R. Woodruff and S.F. Gardial
- श्रीपाद जोशी - जाहिरातीचे शैलीशास्त्र, श्रीमंगेश प्रकाशन.
- Essentials of Business Communication – R.Pal and Kolahalli
- Advertising Management- Batra, Myers & Aaker
- Advertising and Promotion: S.A.Chunawalla

IMCJC452 Digital Media

Course objectives:

- To develop in students an understanding of Digital Media and enable them to Appreciate potential and limitations of Digital Media.
- To encourage students to appreciate and participate in Digital Media researches.
- To develop skills to encourage the production of media messages using variety of digital tools.
- To introduce students to various career opportunities in New Media.

Course outcomes: after completing this paper, the students will be able to:

- CO-1 Identify and define various kinds of newspapers and understand how newspapers are shaped
- CO-2 Compare and contrast various stages of progress from Print Media to Electronic media
- CO-3 Increase the awareness and appreciation of Transition from Print Media to Electronic media
- CO-4 Analyze the Growth of Press and Contribution of Eminent Personalities to Indian Journalism

| Module No. | Unit No. | IMCJC452 Digital Media | Hrs. Required to cover the contents |
|------------|------------|---|--|
| 1.0 | | Understanding Digital Media | |
| | 1.1 | Understanding Digital Media: Evolution and Development | 15 |
| | 1.2 | Digital Media and its computer components | |
| | 1.3 | Digital Media Application Software: Word processing, Spreadsheet, Image Editing. | |
| | 1.4 | Digital Media Revolution: Mass Media Adaptation, Trends, Revolution | |
| 2.0 | | Digital Media Characteristics | |
| | 2.1 | Characteristics of Digital Media: Digital, Interactive, Hypertext | 15 |
| | 2.2 | Understanding Credibility of Digital Media & Credibility Building Process | |
| | 2.3 | Net Neutrality, Digital Literacy, Convergence, Digital Divide | |
| 3.0 | | Internet as a Medium | |
| | 3.1 | Basics of Internet, Characteristics of Internet, Internet concepts, its working style & uses | 15 |
| | 3.2 | Internet as a Medium: Conceptual & functional dimensions. Types of Internet-based communication | |
| | 3.3 | Journalistic uses of Internet Video conferencing, Webcasting, Podcasting, Photo sharing, etc. Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc | |
| | 3.4 | Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc. | |
| 4.0 | | Digital Audiences | |
| | 4.1 | Understanding Audiences: Difference between Public, Crowd, Group, Mass & Audience | 15 |
| | 4.2 | Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience Conception Tradition: Structural, Behavioral and Cultural | |
| | 4.3 | Basics of Digital Audiences, Search Engine Strategies for Digital Audience Acquisition , Digital Audience Research and Behavior | |
| | 4.4 | Social Media Campaigns and Engagement, Digital Audience Analytics Manipulating Digital Media Audience | |
| | | Total | 60 |

Reference Books:

- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- डिजिटल मीडिया – शैलेंद्र तिवारी, इंद्र पब्लिशिंग हाऊस.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage

IMCJC453 Development Communication

Course objectives:

- To Study the concept of growth and development
- To give the basic knowledge of relationship between communication and development.
- Learn rural journalism and rural communication tools and techniques.
- To study the new trends in development with the help of communication system
And define clearly the role of media in development communication strategies..

Course outcomes: after completing this paper, the students will be able to:

CO-1 Understand the functions of communication for Development

CO-2 They will learn strategy designing and campaign designing

CO-3 They will be able to develop contents for development purposes

CO-4 They will understand about different programs and policies of governmental
And non-governmental agencies

| Module No. | Unit No. | IMAJC453 Development Communication | Hrs. Required to cover the contents |
|------------|------------|---|--|
| 1.0 | | Development Communication | |
| | 1.1 | Meaning, Process Theories origin approaches to development | 15 |
| | 1.2 | Indicators of Development, Role of media in development communication | |
| | 1.3 | Socio-cultural and economic barriers, sustainable development | |
| | 1.4 | sustainability of natural resources and other issues | |
| 2.0 | | Democratic decentralization | |
| | 2.1 | Planning At National, State, Regional, District, Block And Village Levels. | 15 |
| | 2.2 | Social Change and Issues in Development | |
| | 2.3 | Global Parameters of Development and India | |
| 3.0 | | Development Support Communication | |
| | 3.1 | Population & family welfare, Health, | 15 |
| | 3.2 | Education & society, Formal and non-formal education | |
| | 3.3 | Open education- National, state level, Right to education, old age gender | |
| | 3.4 | Human Resource Development. Development of weaker sections S.C., S.T., OBC, NT-DNT, women and rural communities | |
| 4.0 | | Development Communication Design | |
| | 4.1 | Designing the Message for Print | 15 |
| | 4.2 | Community Radio and Development | |
| | 4.3 | TV and Rural Outreach | |
| | 4.4 | Digital Media and Development Communication | |
| | | Total | 60 |

Reference Books:

1. Fernandes, Walter, Development with people, Indian social institute , new Delhi
2. Jayaweera N. & Amunugama S, Rethinking development communication, AMIC, Singapore
3. Kumar keval J., Communication and development, Communication Research Trends, Vol. 9, No.3,
4. Hoogvelt Ankie, The third world in global development, MacMillan, London

IMCJE451 Political Communication

Course objectives:

- Articulate a core understanding of political communications and its primary functions.
- Critically analyse historic and current political messaging based on this framework.
- Develop a comprehensive strategic communications plan.

Course outcomes: after completing this paper, the students will be able to:

- CO-01 understand the nature of political communication and its centrality in the management of modern politics
- CO-02 Understand and evaluate the relative merits of key theoretical approaches to political Communication, including the opportunities and limitations of each approach;
- CO-03 Become familiar with techniques of political rhetoric; be able to analyses the Communication tools used by politicians, lobbyists, and other politically oriented Actors; evaluate the ethics of key practices of political communication.

| Module No. | Unit No. | IMCJE451 Political Communication | Hrs. Required to cover the contents |
|-------------------|-----------------|---|--|
| 1.0 | | Communication and Politics | |
| | 1.1 | Communication and Political Knowledge | 15 |
| | 1.2 | Political power and power over the media | |
| | 1.3 | Entertainment news vs. Political news | |
| | 1.4 | The role of media in the Indian political system | |
| 2.0 | | Identity, Politics and Media | |
| | 2.1 | Political media practice | 15 |
| | 2.2 | The diversity of theories , Spin- doctoring. | |
| | 2.3 | Cases and Challenges, | |
| | 2.4 | News media as political Institution, Media Power & Content homogenization | |
| 3.0 | | Political engagement and citizenship | |
| | 3.1 | Civic engagement and Internet, Frames of Protests | 15 |
| | 3.2 | The rise of politics in popular culture | |
| | 3.3 | Grassroots Political Communication in India | |
| | 3.4 | Interdependency of media and Social movements. | |
| 4.0 | | Policy Issues: Freedom and Regulations | |
| | 4.1 | Bias in political news | 15 |
| | 4.2 | Media favouritism and political nominations, | |
| | 4.3 | Mobilizing information- local news and the formation of a viable political community, | |
| | 4.4 | Noam Chomsky and the manufacture of consent in foreign policy | |
| | | Total | 60 |

Reference Books:

- Hacker, K and van DijkJ., [2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks:, Sage]
- Hague, B & Loader. B., [1999]. Digital Democracy. Discourse and Decision making in the information age [New York:Routledge]
- Iyengar. S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].
- Do the media govern? Politicians, Voters and Reporters in America [Thousand Oaks: Sage]

IMCJE452 Political Communication PR (1Cr)

Writing assignment:

Write a two-page campaign speech, along with a one-page summary of how this speech fits into the political communication framework.

Mid-term project:

a. Critically analyse an example of political communications; two-page minimum.

Final project:

As a group, develop a strategic communications plan. This plan can be made from a Campaign, organizational, or government perspective.

Final presentation:

As a group, create a piece of effective political communication. This can be a TV ad, radio ad, a national address, etc.

Participation:

Students will be expected to attend class and complete reading assignments. You should come to class prepared to discuss and engage all course material.

IMCJOJ 451
On Job Training
Or Internship
Or Project
(3 Cr)

Practical - 03 Credits

IMCJP551 Advertising PR (1Cr)

IMCJP552 Digital Media PR (1Cr)

IMCJP553 Development Communication PR (1Cr)

End of Second Semester

2nd Year

| Year & Level 1 1 | Sem. 2 | Major Subject | | RM 5 | OJT / FP 6 | Research Project 7 | Practical's 8 | Credits 9 | Total Credits 10 |
|------------------------|-----------|---|---|--|---------------|---|---|--------------|---------------------|
| | | (DSC) 3 | (DSE) 4 | | | | | | |
| 2 | 3 | IMCJC501 Graphics Designing In Media(4Cr) IMCJC502 Environmental Communication (4Cr) IMCJC503 Public Relation (4Cr) | IMCJE501 Film Studies (3Cr) IMCJE501 Film Studies PR (1Cr) | -- | | IMCJR501 Research Project (4Cr) | IMCJP501 Graphics Designing In Media PR(1Cr) IMCJP502 Environmental Communication PR (1Cr) | 22 | 44 |
| | 4 | IMCJC551 New Media Law & ethics (4Cr) IMCJC552 International Communication (4Cr) | IMCJE551 Media Research (3 Cr) IMCJE552 Media Research PR (1 Cr) | IVCPE551 Publication Ethics (2 Cr) | | IMCJR 551 Dissertation (6 Cr) | IMCJP551 New Media Law & ethics (1Cr) IMCJP552 International Communication (1Cr) | 22 | |
| Total Credits | | 20 | 08 | 02 | 00 | 10 | 04 | 44 | 88 |