



॥ 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

Master of Journalism & Media Studies

M.J. & M.S.

(Affiliated colleges)

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

Master of Journalism & Media Studies (Affiliated colleges)

Course Structure under National Education Policy 2020

1st Year

Year &Level	Sem.	Major Subject		RM	OJT / FP	Research Project	Practical's	Credits	Total Credits
1	2	(DSC)	(DSE)	5	6	7	8	9	10
1	1	IMJMC401 History of Media (4Cr) IMJMC402 Introduction To Communication (4Cr) IMJMC403 News Writing And Reporting Analysis (4Cr)	IMJME401 Mobile Journalism (3Cr) IMJME402 Mobile Journalism PR (1Cr)	IVCRM 401 Research Methodology (3 Cr)	--		IMJMP401 History of Media PR (1Cr) IMJMP402 Introduction To Communication PR (1Cr) IMJMP403 News Writing And Reporting Analysis PR (1Cr)	22	44
	2	IMJMC451 Media Laws And Ethics (4Cr) IMJMC452 New Media (4Cr) IMJMC453 Political Communication (4Cr)	IMJME451 Film Studies (3Cr) IMJME452 Film Studies PR (1 Cr)	---	IMJMOJ 451 On Job Training or Internship or Project (3 Cr)	--	IMJMP451 Media Laws And Ethics PR (1Cr) IMJMP452 New Media PR (1Cr) IMJMP453 Political Communication PR(1Cr)	22	
Exitoption: Exit Option with PG Diploma (after 2024-25)									
Total Credits		24	8	03	03	0	06	44	44



M. J. & M.S. First Year Semester I (Level 6.0)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	IMJMC401	History of Media	04	--	04	04	--
	IMJMC402	Introduction To Communication	04	--	04	04	--
	IMJMC403	News Writing And Reporting Analysis	04	--	04	04	--
Elective (DSE)	IMJME401	Mobile Journalism	03	--	03	03	--
Research Methodology	IVCRM 401	Research Methodology	03	--	03	03	
DSC Practical	IMJMP401	History of Media	--	01	01	--	02
	IMJMP402	Introduction To Communication	--	01	01	--	02
	IMJMP403	News Writing And Reporting Analysis	--	01	01	--	02
DSE Practical	IMJME402	Mobile Journalism	--	01	01	--	02
Total Credits			18	04	22	18	08



M. J. & M.S. First Year Semester I

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	IMJMC401	History of Media	20	20	20	80	--	--	100
	IMJMC402	Introduction To Communication	20	20	20	80	--	--	100
	IMJMC403	News Writing And Reporting Analysis	20	20	20	80	--	--	100
Elective (DSE)	IMJME401	Mobile Journalism	15	15	15	60	--	--	75
Research Methodology	IVCRM 401	Research Methodology	15	15	15	60	--	--	75
DSC Practical	IMJMP401	History of Media	--	--	--	--	05	20	25
	IMJMP402	Introduction To Communication	--	--	--	--	05	20	25
	IMJMP403	News Writing And Reporting Analysis	--	--	--	--	05	20	25
DSE Practical	IMJME402	Mobile Journalism	--	--	--	--	05	20	25



M. J. & M.S. First Year Semester II

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	IMJMC451	Media Laws And Ethics	04	--	04	04	--
	IMJMC452	New Media	04	--	04	04	--
	IMJMC453	Political Communication	04	--	04	04	--
Elective (DSE)	IMJME451	Film Studies	03	--	03	03	--
On Job Training	IDSCO451	ON Job Training	03	--	03	03	
DSC Practical	IMJMP451	Media Laws And Ethics	--	01	01	--	02
	IMJMP452	New Media	--	01	01	--	02
	IMJMP453	Political Communication	--	01	01	--	02
DSE Practical	IMJME452	Film Studies	--	01	01	--	02
Total Credits			18	04	22	18	08



M. J. & M.S. First Year Semester II

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	IMJMC451	Media Laws And Ethics	20	20	20	80	--	--	100
	IMJMC452	New Media	20	20	20	80	--	--	100
	IMJMC453	Political Communication	20	20	20	80	--	--	100
Elective (DSE)	IMJME451	Film Studies	15	15	15	60	--	--	75
On Job Training	IDSCO451	ON Job Training	15	15	15	60	--	--	75
DSC Practical	IMJMP451	Media Laws And Ethics	--	--	--	--	05	20	25
	IMJMP452	New Media	--	--	--	--	05	20	25
	IMJMP453	Political Communication	--	--	--	--	05	20	25
DSE Practical	IMJME452	Film Studies	--	--	--	--	05	20	25

IMJMC 401 History of Media

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.	IMJMC401 History of Media	Hrs. Required to cover the contents
1.0		History of Indian 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		Role of Press in democracy	
	2.1	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		Marathi Language Journalism	
	3.1	Origin and Growth of Press in Maharashtra	15
	3.2	Pre independence era, Prominent Newspaper,	
	3.3	Press after independence, Satyashodhak Journalism Literature Journalism in Maharashtra,	
	3.4	Growth Mass Media like Radio, Television & New Media	
4.0		Working Style of Newspaper Industry	
	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 Educreation Publishing डॉ. परमवीर सिंह
- 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 APlus EBooks RavindraAwati 2019
- R. Parthasarathi: Modern Journalism in India. Sterling Publishers.
- J. V. SeshagiriRao. Studies in the history of /journalism
- जनसंवाद आणि जनमाध्यम सैद्धांतिक संकल्पन श्री मंगेश प्रकाशन (नागपूर) श्रीपाद जोशी
- R. AnandSekhar. Journalism charithravyavastha
- Rabindranath. M: History of Telugu Journalism, Print & Electronic Media
- P.C. Chatterji: Broadcasting In India, New Delhi, Sage Publications
- Dr.Balashouri Reddy: Telugu PatrikalaCharithra
- जनसंवाद स्वरूप व कार्यपद्धती, SauravPrakashanशेषराव पठाडे
- N. Venugopal: Narla Bata, NavatharnikiNarla
- H. R .Luthra: Indian Broadcasting
- VatsalaBaliramPrakashan, LaturDr. Sunil BaliramGaikwad2023

IMJMC402 Introduction to Communication

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.	IMJMC402 Introduction To Communication	Hrs. Required to cover the contents
1.0		Communication	15
	1.1	Definitions & Elements of Communication	
	1.2	Communication Act, Sender, Message, Channel, Receiver ,Effects,Feedback	
	1.3	Communication Process	
	1.4	Various types of Communication	
2.0		Communication Basic Models	15
	2.1	Harold. D. Lasswell	
	2.2	Osgood & Wilbur Schramm	
	2.3	Shannon and Weaver, Marshall McLuhan's Theory of Media Classifications	
	2.4	Wilbur Schramm and Hellical Dance Model.	
3.0		Human Communication	15
	3.1	Contents	
	3.2	Language	
	3.3	Meanings	
	3.4	Talent & Manifest	
	3.5	Contextual Structural Meanings.	
4.0		Mass Communication	15
	4.1	Mass Concepts	
	4.2	Characteristics of Mass Audience	
	4.3	Typology of Audience	
	4.4	Auger's Concept.	
		Total	60

Reference Books:

- David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
- Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
- Denis McQuail and SvinWindhal, Communication Models, Longman, London, 1981.
- James Watson, Dictionary of Communication and Media Studies.
- Developing Communication Skill by Krishna Mohan and Meera Banerjee, McMillan Publishers.
- Communication Skill – B.V. Pathak, NiraliPrakashan.
- संवाद कौशल्य – आशा भागवत, डायमंड पब्लिकेशन्स.
- Writing Correct English – Readers Digest Publication.
- Professional Communication Skills–S. Chand.
- व्यक्तिमत्त्व विकासासाठी संभाषण व लेखनकौशल्ये: -डॉ पृथ्वीराज तौर, अथर्व पब्लिकेशन्स
- Developing Communication Skills–Krishna Mohan, MeeraBanerji.
- Communicative Grammar and Composition–Rajesh K. Lidiya

IMJMC403 News Writing and Reporting Analysis

Course objectives:

- explain how to gather news
- identify the sources of news
- list the qualities of a good reporter, editor and sub-editor ;
- Reporting and Editing
- describe copy editing
- Discuss the functions of a newsroom. Social media and other streaming platforms.

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

CO- 1 . To introduce students to skill of writing for the print media

CO -2 To introduce students to specialized reporting skills and reporting analysis.

Module No.	Unit No.	IMJMC403 News Writing And Reporting Analysis	Hrs. Required to cover the contents
1.0		News Perspectives	15
	1.1	Principles of news	
	1.2	News values	
	1.3	Five W's and 1 H, types of lead,	
	1.4	Structure of news – inverted pyramid style.	
2.0		Kinds of reporting	15
	2.1	Investigative reporting	
	2.2	Interpretative reporting	
	2.3	In-depth reporting. Interviewing:	
	2.4	Principles and techniques; types: news interview; profile.	
3.0		News Sources	15
	3.1	Types Of Sources	
	3.2	News Agency, Press Release, And Press Conference	
	3.3	Primary, Secondary Sources	
	3.4	Protecting Sources	
	3.5	Internal External Sources	
4.0		Types of beat reporting:	15
	4.1	Political reporting & sports reporting	
	4.2	Education reporting & Cultural reporting, ,	
	4.3	Court Reporting & Crime Reporting	
	4.4	Parliament reporting	
		Total	60

Reference Books:

- News Reporting – B. N. Ahuja and S. S. Chhabra
- News Writing and Reporting – Mames M Neal and Suzanne S Brown
- Investigative Reporting and Editing – P. N. Williams
- Reporting for the Print Media – F. Fedler
- Reporting – Mitchell V Charnley
- Depth Reporting – Neal Copple
- Interpretive Reporting – D. D. Mach Dougal

IMJME401 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.	IMJME401 Mobile Journalism	Hrs. Required to cover the contents
1.0		Introduction to Mobile Journalism	
	1.1	Understanding Mobile Journalism	15
	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	
	2.1	Various Smart phones and their uses, Exposure related parameters	15
	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	
	3.1	Multi Track Video Editing, Adding Titles	15
	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	
	4.1	Live storytelling for Mobile Journalists	15
	4.2	Citizen Journalism through YouTube	
	4.3	Citizen Journalism through YouTube	
	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 Patrkarita, New Delhi TaxsilaPrakashan (1st ed)
- मोबाइल पत्रकारिता: अवधारणा, संभावनायें और तकनीक PRABHU JHINGRANBHARAT BHARATI PRAKASHAN, VARANASI
- Harimohan 2004: SoochnaKrantiaurVishvaBhasha Hindi, Delhi, TaxsilaPrakashan
- Ozha, DD/SatyaPrakash 2007: DoorsancharEvamPraudyogiki, Delhi, Gyan Ganga Pub.
- Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication.
- मोबाइल पत्रकारिता – दिनकर कुमार.

IMJME402 Mobile Journalism PR (1Cr)

Assignment:

Record and edit

News

Video Interview

Short film

Documentary, etc. any one from above

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 (InternationalEdition).
- Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth

Practical - 03 Credits

- **IMJMP401 History of Media PR (1Cr)**
- **IMJMP402 Introduction to Communication PR (1Cr)**
- **IMJMP403 News Writing and Reporting Analysis PR (1Cr)**

**End of
First Semester**

IMJMC451 Media Laws and Ethics

Course objectives:

- To familiarize students about Right to communicate.
- To help the students to understand the legal aspects of Journalism profession

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

CO-1. Understand the field of Journalism

CO-2. Understand The Law for Media

Module No.	Unit No.	IMJMC451 Media Laws And Ethics	Hrs. Required to cover the contents
1.0		Media & Freedom	15
	1.1	Concept of media freedom	
	1.2	Rights and obligation of the media	
	1.3	Fundamental rights	
	1.4	Evolution of articles of 19(1)	
2.0		Important Laws	15
	2.1	Universal declaration of human rights	
	2.2	Right to Information Act 2005 and its implication,	
	2.3	Defamation & Contempt of Court	
	2.4	Parliamentary privileges & Official Secrets	
	2.5	Act copyright Act, working journalists Act.	
3.0		Ethics	15
	3.1	Sting operation and its impact; Right to privacy;	
	3.2	Obscenity; Concept of self-regulation;	
	3.3	Revealing sources; Code of ethics; Code of professional organizations;	
	3.4	A critical study of functions and performance of the Press Council of India.	
4.0		Cyber Laws	15
	4.1	Laws regulating FDI in media	
	4.2	Cyber-crimes and cyber laws in India	
	4.3	Cyber security concerns preventive measure	
	4.4	Penalties, adjudication and offences; IT Act; IPC	
		Total	60

Reference Books:

- Law and the Media – An Everyday Guide for Professionals – Crone
- Media and Ethics – S K Aggarwal
- Mass Media Laws and Regulations in India – K S Venkataramaiah

IMJMC452 New 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.	IMJMC452 New Media	Hrs. Required to cover the contents
1.0		Understanding Digital Media	15
	1.1	Understanding Digital Media: Evolution and Development	
	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	15
	2.1	Characteristics of Digital Media: Digital, Interactive, Hypertext	
	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	15
	3.1	Basics of Internet, Characteristics of Internet, Internet concepts, its working style & uses	
	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	15
	4.1	Understanding Audiences: Difference between Public, Crowd, Group, Mass & Audience	
	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 नसंवाद, VatsalaBaliramPrakashan, LaturDr. Sunil BaliramGaikwad 2023

IMJMC453 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.	IMJMC453 Political Communication	Hrs. Required to cover the contents
1.0		Communication and Politics	15
	1.1	Communication and Political Knowledge	
	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	15
	2.1	Political media practice	
	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	15
	3.1	Civic engagement and Internet, Frames of Protests	
	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	15
	4.1	Bias in political news	
	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]

IMJME451 Film Studies

Course objectives:

- To trace the history and development of cinema
- To comprehend the role and impact of cinema in society and vice-versa
- To critically analyse and appreciate cinema as an art

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

CO-01 understand the nature of Film Making

CO-02 understand the political, cultural and aesthetic nuances of film making

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Module No.	Unit No.	IMJME451 Film Studies	Hrs. Required to cover the contents
1.0		Language of Cinema	
	1.1	Visual Language, Cinematography, Visual Universe	15
	1.2	History and Development of Films	
	1.3	Beginnings of sound, Manifestations in cinema, Music in cinema	
	1.4	Silent Era to Studio Era	
2.0		Social Context and Film Form	
	2.1	German Expressionism - Filmmakers, Impact and Legacy	15
	2.2	Italian Neorealism - Realism, Advent of Neorealism	
	2.3	French New Wave - Cahiers du Cinema, Philosophy	
	2.4	Third Cinema - Ideology, Movement and Legacy	
3.0		Hindi & Marathi Cinema	
	3.1	Parsi Theatre, Silent Era Marathi Cinema	15
	3.2	The Talkie, Studio System	
	3.3	Narrating the Nation in Cinema, Nation Building, Golden Age	
	3.4	Indian New Wave, Parallel Cinema	
4.0		Film Culture	
	4.1	Evolution of Censorship	15
	4.2	Film Criticism, Cinephilia	
	4.3	Exhibition, Distribution and Production	
	4.4	Festivals, Events and Communities	
		Total	60

Reference Books:

- A History of the French New Wave Cinema - *Richard John Neupert*
- Bollywood: A Guidebook to Popular Hindi Cinema - *Tejaswini Ganti*
- Film History: An Introduction - *Kristin Thompson, David Bordwell*
- Film Studies: An Introduction - *Ed Sikov*
- German Expressionist Films (Pocket Essentials) - *Paul Cooke*
- Grammar of the Shot - *Christopher J. Bowen*
- Introduction to Film Studies - *Jill Neldes*
- Italian Neorealism and Global Cinema - *Laura E. Ruberto, Kristi M. Wilson*
- New Queer Cinema: The Director's Cut - *B. Ruby Rich*
- Our Films, Their Films - *Satyajit Ray*
- Questions of Third Cinema - *Jim Pines*
- नांदगावकर सुधीर (२०१९) सिनेमा संस्कृती, एशियन फिल्म फाउंडेशन, मुंबई
- पाडळकर विजय (२०११) सिनेमाचे जादूगर, यक्ष प्रकाशन, नांदेड
- बहादुर सतीश, अनु. दातार सुषमा (२००८) चित्रपटाचे सौंदर्यशास्त्र लोकवाडमय गृह, मुंबई
- बहादुर सतीश, वनारसे शामला (२०१२) अपुत्रयी का दृश्यपाठ, वाणी प्रकाशन दिल्ली

IMJME452 Film Studies PR (1 Cr)

- 1) Silent Audio-visual project on Types of Shots, Camera Angles, etc.
[2 students per group, maximum 10 shots]
- 2) Each student to review 2 Classic films (one Indian and one foreign film).
- 3) Write an essay on stages of development of Cinema (choose one film industry like, Bollywood, Tollywood, Hollywood, etc.)

IMJMOJ 451

On Job Training or

Internship or Project

(3 Cr)

Practical - 03 Credits

IMJMP451 Media Laws and Ethics PR (1Cr)

IMJMP452 New Media PR (1Cr)

IMJMP453 Political 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	IMJMC501 Graphics Designing In Media IMJMC502 Environmental Communication IMJMC503 Public Relation IMAJC503	IMJME501 Citizen Journalism (4 Cr) IMJME502 Citizen Journalism PR (1 Cr)	--		IMJMR501 Research Project (4Cr)	IMJMP501 Graphics Designing In Media PR IMJMP502 Environmental Communication PR	22	44
	4	IMJMC551 Advertising (4 Cr) IMJMC552 World of Electronic Media (4 Cr)	IMJME 551 Mass Communication Research (4 Cr) IMJME 552 Mass Communication Research PR (1 Cr)	IVCPE551 Publication Ethics (2 Cr)		IMJMR 551 Dissertation (06 Credit) (6Cr)	IMJMP551 Advertising PR(1 Cr) IMJMP552 World of Electronic Media PR(1 Cr)	22	
Total Credits		20	08	02	00	10	04	44	88