

**SCHOOL OF SOCIAL SCIENCES  
SOLAPUR UNIVERSITY, SOLAPUR  
M.A. Mass Communication  
Choice Based Credit System Syllabus (w.e.f. June 2016-17)**

**M. A .Mass Communication Part I (Sem. I, Sem II)  
(w.e.f. June 2016-17)**

Semester	Code	Title of Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
<b>First</b>									
<b>MC</b>		<b>Hard Core Papers</b>							
<b>HCT</b>	1.1	Principles of Mass Communication	70	30	100	4	0	0	4
<b>HCT</b>	1.2	Print Media	70	30	100	4	0	0	4
<b>HCT</b>	1.3	Reporting and Editing	70	30	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	1.1	Advertising and Public Relations	70	30	100	4	0	0	4
<b>SCT</b>	1.2	Rural and Agricultural Journalism	70	30	100	4	0	0	4
		<b>Practical / Field Work</b>							
<b>HCP</b>	1.1	Practical / Field Work 1	70	30	100	0	0	4	4
<b>SCP</b>	1.2	Practical / Field Work 2	70	30	100	0	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>420</b>	<b>205</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>
<b>Second</b>									
<b>MC</b>		<b>Hard Core Papers</b>							
<b>HCT</b>	2.1	Media Management	70	30	100	4	0	0	4
<b>HCT</b>	2.2	Media Law and Ethics	70	30	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	2.1	Electronics Media ( Radio and Television)	70	30	100	4	0	0	4
<b>SCT</b>	2.2	New Media Application	70	30	100	4	0	0	4
		<b>Open Elective ( Any One)</b>							
<b>OET</b>	2.1	Writing and Communication Skills	70	30	100	4	0	0	4
<b>OET</b>	2.2	Environmental Communication	70	30	100	4	0	0	4
		<b>Practical / Field Work</b>							
<b>HCP</b>	2.1	Practical / Field Work 1	70	30	100	4	0	4	4
<b>SCP</b>	2.2	Practical / Field Work 2	70	30	100	4	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>420</b>	<b>205</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>

**M. A .Mass Communication Part II ( Sem. III ,Sem IV )**  
**(w.e.f. June 2016-17)**

Semester		Title of Paper	Semester Exam			L	T	P	Credits
<b>Third</b>									
<b>MC</b>		<b>Hard Core Papers</b>	<b>Theory</b>	<b>IA</b>	<b>Total</b>				
<b>HCT</b>	3.1	Communication Research	70	30	100	4	0	0	4
<b>HCT</b>	3.2	Development Communication	70	30	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	3.1	Radio Journalism and Production	70	30	100	4	0	0	4
<b>SCT</b>	3.2	International Communication	70	30	100	4	0	0	4
		<b>Open Elective ( Any One)</b>							
<b>OET</b>	3.1	Film Studies	70	30	100	4	0	0	4
<b>OET</b>	3.2	Writing for Media	70	30	100	4	0	0	4
		<b>Practical / Field Work</b>							
<b>HCP</b>	3.1	Practical / Field Work 1	70	30	100	0	0	4	4
<b>SCP</b>	3.2	Practical / Field Work 2	70	30	100	0	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>420</b>	<b>205</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>
<b>Four</b>									
<b>MC</b>		<b>Hard Core Papers</b>							
<b>HCT</b>	4.1	Television Journalism and Production	70	30	100	4	0	0	4
<b>HCT</b>	4.2	Advertising and Social Marketing	70	30	100	4	0	0	4
<b>HCT</b>	4.3	Corporate Communication and Event Management	70	30	100	4	0	0	4
		<b>Soft Core Paper (Any One)</b>							
<b>SCT</b>	4.1	Online Journalism	70	30	100	4	0	0	4
<b>SCT</b>	4.2	Women and Media	70	30	100	4	0	0	4
		<b>Practical / Field Work</b>							
<b>HCP</b>	4.1	Practical / Field Work 1	70	30	100	0	0	4	4
<b>HCD</b>	4.2	Dissertation	70	30	100	0	0	4	4
	1	<b>Internship / Tutorial</b>	00	25	25	0	1	0	1
		<b>Total</b>	<b>420</b>	<b>180</b>	<b>625</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>25</b>

**MC**=Mass Communication

**L** =Lecture **T** =Tutorials **P**=Practical **IA**= Internal Assessment

**HCT**=Hard Core Theory **SCT**=Soft Core Theory **OET**=Open Elective Theory

**HCP**=Hard Core Practical **SCP**=Soft Core Practical **HCD**=Hard Core Dissertation

4 Credits of Theory = 4 Hours of teaching per week

4 Credits of practical = 4 Hours practical per week

**NATURE OF QUESTION PAPER AND SCHEME OF MARKING**

**M.A. (MASS COMMUNICATION) SEMESTER-I/II/III/IV EXAMINATION,**

**Total Marks: 70**

**Duration : 2 Hours 30 Minutes**

**Instructions:** 1) All questions are compulsory. 2) All questions carry equal marks.

**Q. No. 1: Multiple Choice Questions (2 Marks Each) 14 Marks**

- (1) .....
- (2) .....
- (3) .....
- (4) .....
- (5) .....
- (6) .....
- (7) .....

**Q. No. 2: Short Notes (Any Four out of Five) 14 Marks**

- (1) .....
- (2) .....
- (3) .....
- (4) .....
- (5) .....

**Q. No. 3: Short Answer Type Questions (Any Two out of Three) 14 Marks**

- (1) .....
- (2) .....
- (3) .....

**Q. No. 4: Descriptive Type Questions with internal choice 14 Marks**

(A) .....

Or

(B) .....

**Q. No. 5: Descriptive Type Question. 14 Marks**

# Semester I

## HARD CORE PAPERS

### Paper-1

### Principles of Mass Communication

#### Unit I :

Origin, history and growth of human communication and language. Nature, Elements and Process of Communication, functions of communication, Barriers of Communication , Tools of Communication, Effective Communication Principles. Types of communication: verbal and non-verbal communication , interpersonal , Group , Mass Communication. Concept of Mass communication, Nature and process of mass communication. Characteristics and types of audiences. Characteristics of Print, Radio, TV, Film, New Media.

#### Unit II :

Basic models of communication : Shannon & Weaver , Lasswell-Berlo, Osgood & Schramm, Dance, Gerbener, Newcomb, Convergent Model. Advanced models of communication:, Diffusion of innovations- Roger and Shoemakers model of communication, Gate keeping models -White's gatekeeper model, Galtung and Ruge's model of selective gate keeping .

#### Unit III:

Mass Media Effects & Uses : Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach. Normative theories: Authoritarian , Libertarian , Communist - Social responsibility - development communication, democratic. Development media -democratic participant theory. New theories in mass media.

#### Unit IV :

New Trends in communication & mass communication.

Mass media: public opinion and democracy. Media culture and its production. Media organizations, media content, market – driven media conten, skyvasion, cultural integration and cultural pollution. Traditional and Modern Media of Mass Communication .

## **Paper – 2**

### **Print Media**

#### **Unit I :**

Evolution and development of print media: James Augustus Hicky and Bengal Gazette. contribution of Raja Ram Mohan Roy, etc The Indian press and freedom movement: National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Pandit Jawaharlal Nehru, Abul Kalam Azad, Ganesh Shankar Vidyarthi, Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), Important personalities of Indian journalism Mahatma Gandhi, etc.

#### **Unit II:**

Role of the language press with emphasis on Marathi newspapers and editors: Bal Shastri Jambhekar, Govind Kunte, Bhau Mahajan, Lokhitwadi, Krishnaji Triambak Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar, etc.;

Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc. Role of press in social movement of Maharashtra: Satya Shodhak Press, Dalit Press etc.

#### **Unit III:**

The press in India after independence: Changing role & nature of the press, rProblems of small, medium and district newspapers, Government media policy, Emergency and the press, reports of the press commissions, prominent institutions & organizations connected with the media, current trends in English & Marathi Journalism.

#### **Unit IV:**

Printing processes : Desktop publishing Newspaper production- principles of design, Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement; Language of design: white space, fonts, pictures; page layout and design process: conceptualization, stages involved; traditional and modern designs. newspaper makeup, dummy, effect of television and new media on newspaper makeup, newspaper form, design elements, Typography: measurement, type styles; types of composition, Typography and mood creation. Dummy page make-up, on- computer layout, principles and elements of page make –up and layout. Latest trends in lay- out. Pagination softwares – graphics and illustration , production, special pullouts and supplements. Principles of photo editing.

## **Paper – 3**

### **Reporting and Editing**

#### **Unit I:**

Organizational Chart of Editorial Department, Working and responsibilities of each Department: Role of Managing Editor, Editor, Assistant Editor, News Editor, chief-sub editor, sub- editor etc. in newspapers. News desk, news flow, copy management and organization. Feature agency, Media houses

#### **Unit II:**

News: definition, concepts, components, values, sources, structure of news. Introduction to lead, Kinds of leads, Headlines- techniques, styles, purposes, kinds of headlines, Language in newspapers, Sources of news, qualifications and responsibilities of reporter .

Kinds of reporting: Investigative, Interpretative, crime, weather, city life, speech, accident, natural calamities, court, election, riots, war/conflict, Sports, Budget, Legal Reporting ,education, cultural activities , political, Legislature reporting, diplomatic reporting, rural reporting. Reporting civic bodies. Press conference, Interviews. Changing trends in reporting - specialized reporting- Human interest, science & technology, sports, environment, economics, development, commerce, consumerism, water & energy, literacy, gender, agriculture, E-business news reports. RTI (Right to information) and its use in reporting.

#### **Unit III:**

Editorial writing: Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; In-depth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor, Content and importance of editorial page, Op-Ed pages in various newspapers.

Features: types of features- news features, historical features, photo features, profiles, syndicate features.

Reviews: definitions, scope, Types of reviews- books, films, music, theatre, TV programmes, performing arts, Contemporary trends in reviews.

Column writing: writing creative middles, language as a tool of writing

Interviewing: kinds, purposes, techniques, writing interviews.

#### **Unit IV:**

Techniques of editing: Meaning, purposes, tools. Proof reading, meaning, symbols, purposes. Reference library of newspaper, clipping & morgue, Stylebook of newspaper. Use of encyclopedias, who's who, gazetiari, internet, atlas, different dictionaries, web searching. Translation of news: The news from PTI, UNI, dispatches from other states, use of dictionary, and use of accurate words in news.

## **SOFT CORE (Any One)**

### **Paper-1**

#### **Advertising and Public Relations**

##### **Unit I:**

Evolution and growth of advertising, definitions of advertising, relevance of advertising in the marketing mix, classification of advertising, various media for advertising, national and global advertising scene, socio-economic effects of advertising.

##### **Unit II:**

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD etc.) Client related issues and the process, business development, pitching for accounts, agency-client interface: the parameters-creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

Mass media laws concerning advertising, apex bodies in advertising (AAAI, ASCI, etc.), ASCI and its code of conduct, case studies from ASCI.

##### **Unit III:**

Evolution and history of public relations-definitions of PR. PR and allied disciplines (publicity, propaganda, advertising, lobbying etc.)

Scope and concept of PR in modern management system, PR in public & private sector, employer-employee relations, labour welfare

New roles & strategies of PR: charitable institutes, education, PR for political parties, defence PR, Corporate PR etc.

Law and ethics of PR. Defamation, copyright, invasion of privacy, PR code of ethics.

##### **Unit IV:**

Interface of PR with various management disciplines (human resource development, finance, marketing, law etc.) , publics in PR, PR tools (interpersonal, mass media and selective media)-

PR in central and state government and the functioning of various media units of the state and Union governments.

Writing for PR: house journals, bulletin boards, video magazines, booklets, brochures, folders etc.

Writing for media: press release/backgrounder, press brief, rejoinders etc.

## **Paper-2**

### **Rural and Agricultural Journalism**

#### **Unit I:**

Genesis & Importance of Rural and Agricultural Journalism, The role of mass media in Rural and Agricultural Journalism development including Radio, TV, Mobile, film shows, street plays, folk-lore programme fairs and festivals.

#### **Unit II:**

The impact of influence of new economic order in the world on development (with special focus on rural development). Case studies on rural development journalism. Govt. efforts to promote agriculture development and NGO's role in Rural development ideal village scheme in Maharashtra study of Ralegon Siddhi, Hivare bazaar and other success stories. New awareness in agriculture field-role of market committees – science & agricultural development – research for benefits of farmers & importance of agriculture education.

#### **Unit III:**

Some imp issues – family welfare, education, health, new concept of environment, politicise of gove. (Central & State). issues related to development of social, economic, educational growth. Women and media. Co-operative movement, self-help groups, self employment, entrepreneurship development, impact on rural economics.

#### **Unit IV:**

Modern agri technology, green revolution, bio technological inventions (BT seeds etc.), Processing industry, export, horticulture, floriculture, dair, poultry, organic farming, green house, post harvest technology, marketing, irrigation methods, water distributing societies. Drought prone area in Maharashtra and It's development.



# **Semester II**

## **HARD CORE PAPERS**

### **Paper-1**

#### **Media Management**

##### **UNIT I :**

Overview of media and entertainment industry (M&E Industry) in India. Definition and different types of Media Management in India ; Corporatization and Monopolization: Changing nature of media management; Cross Media Ownership; FDI in media. Convergence of Media; apex bodies: DAVP, INS, ABC and NRS; Principles of Media Management and their significance – media as an industry and profession. Selling and buying space and time on media - TRP and audience profiles.

##### **UNIT II:**

Print medium: Newspapers – types of newspapers : general and specialised – structure and functioning of newspapers and magazines- ownership patterns , technological developments – competition, content and style of newspapers and magazines- an overview. Starting of a Newspaper: Newspaper Organizations in India. Newspaper Ownership, Circulation and Promotion. Public Relations for Newspaper Organization. Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition and newspapers.

##### **Unit III:**

Radio as a medium of mass communication – types of ownership: Private, Public and community. Organisational structure and functioning and management - FM broadcasting and the audiences: Programming Content and style- a critical review. Starting of a Radio Station : Types of Radio ownership in India(Public, private, Community etc.) Promotion. Public Relations for Radio Organization. Problems and Prospects of Radio Industry in India. Recent Trends in Broadcasting Management.

**Unit IV:**

Television as a mass medium: Characteristics, ownership, management and organizational structure of television – Programming pattern, content and style – foreign and regional Satellite and cable TV – Starting of a T.V. Channel : Principles of T.V. Channel Business, Divisions, Operations. Promotion. Public Relations for T.V. Channel Organization. Problems and Prospects of T.V. Industry in India. Recent Trends in Broadcasting Management.

**Unit V:**

Internet as a mass medium. Characteristics, ownership, management and organizational structure of online newspaper and web portal. Starting an online newspaper and web portal. Introduction to major online newspapers and web portals in India, economics of online newspapers and web portals, web advertising. New Media: Information age, knowledge society and global media and audiences ; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future

## **Paper-2**

### **Media Law & Ethics**

#### **UNIT I :**

Constitution of India: fundamental rights- freedom of speech and expression and their limits- directive principles of state policy, provisions of declaring emergency and their effects of media- provisions for amending the constitution; provisions for legislature reporting parliamentary privileges and media; theory of basis structure; union and states; and election commission and its machinery, Review of working of constitution, its debate. Center – State relations

#### **UNIT II :**

History of press laws in India- Contempt of Courts Act 1971- Civil and Criminal Law of defamation- relevant provisions of Indian Penal code with reference of sedition, crime against women and children; laws dealing with obscenity. Official secrets Act 1923, vis-avis right to information- Press and Registration Books Act, 1967 Prasar Bharati Act, WTO agreement and Intellectual property right legislation, including Copyright Act, Trade Marks Act and Patent Act, 1953 Information technology, convergence legislation including cyber laws and cable television act, and media and public interest litigation.

#### **UNIT III:**

Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Rajasthan experience; Role of the media. Cyber Laws-Information Technology Act, 2000

Press commissions - Press council: structure and functions - Reports of various committees & commissions dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee. Wages and working conditions of journalists; Measures to curb piracy.

#### **UNIT IV:**

Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, freebies, bias, coloured reports; ethical issues related with ownership of media – press council of India and its broad guidelines for the press- codes suggested for the press by Press Council and Press Commissions and other national and international organizations- press ombudsmen , codes for radio, television, advertising and public relations. Self regulation and media. Accountability and independence of media.

## **SOFT CORE (Any One )**

### **Paper-1**

#### **Electronic Media (Radio and Television)**

##### **UNIT I :**

Evolution and growth of electronic media. Development of radio , evolution and growth of AIR, evolution and development of television and internet in world and in India , Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels.

Prasarbharati- structure ,objectives and role. Characteristics of radio, television and Internet as medium of mass communication.Growth of private television channels. Emerging trends in radio broadcasting- FM, digital, satellite and web.

##### **UNIT II:**

Principles and techniques of audio-visual communication, thinking audio and pictures, grammar of sound, visuals and web production.

Radio production- programme for various audiences, different programme formats, creating audio space, sound, perspective, voice casting, types of music, use of sound effects. Production crew and their functions- role of producer, production planning and execution. Radio studio, acoustics recording equipments, types and use of microphones, use of digital technology in production.

##### **UNIT III:**

Television technology-broadcasting standards, broadcast chain. Production equipments-cameras, microphones and lights, special effect generators, digital video effects, computer graphic work stations. TV studio layout, TV studio production and field production, TV staff and crew, their functions, programme formats, proposal writing, script writing-outline, treatment, visualization, shooting script.

##### **UNIT IV :**

Technology and skills of linear and non-linear systems of audio-visual communication, sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer graphics and studio equipment (exposure through field visits), transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.

## **Paper-2**

### **New Media Application**

#### **UNIT I :**

Communication Technology (CT): concept and scope. CT and IT: Similarities and differences-Telephony-electronic digital exchange, C-Dot- pagers, Cellular Telephone, Video Conferencing. Infrastructure, content and flows on Internet, with specific reference to India, reach and access to personal computers and Internet connectivity

#### **UNIT II:**

**Internet:** LAN, MAN,WAN, E-mail, web. Ownership and administration of internet, ISPs, WAP, Types of connections Dial-up, ISDN, lease- line.

**Optical fiber:** Structure, advantage and application, protocols of Internet, LIP, CSLIP, TCP/IP, PPP.

#### **UNIT III :**

WEB PAGE, Websites, Homepages. Introduction to HTTP, HTML, ELP, DNS, JAVA; Browsing and browsers, bookmarks, searching; through directory search engine, search resources, video conferencing and telephony, e-commerce; m-commerce, buying, selling, banking, advertising on Internet. Web page development, inserting, linking, editing, publishing, locating, promoting and maintaining a website.

#### **UNIT IV:**

Cyber Journalism:- On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online edition, e-publishing, security issues on internet; Social, political, legal and ethical issues related IT and CT.

## **Open Elective (Any One)**

### **Paper-1**

### **Writing & Communication Skills**

#### **UNIT I:**

Purpose of Communication; Process of Communication; Importance of Communication; The Seven C's of the Effective Communication, Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication; Verbal Communication-Importance and advantages of verbal communication- Written communication – importance and advantages of written communication nonverbal Communication - Effective use of body language. The Importance of Good Conversational Skills. Modern communication technologies and its benefits.

#### **UNIT II :**

Importance of communication skills, listening ability, barriers in effective listening, speech therapy, effective pronunciations, Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading. Confidence, communication process, positive speaking, public speaking, Précis Writing ,Audio Visual Aids . Introduction of Translation & Views of Translation: Concept and importance of translation. Positive thinking, time management, stress management.

#### **UNIT III :**

Effective Writing Skills: Elements of Effective Writing, Main Forms of Written Communication: Agenda, Minutes, Notices, letters- Formal, informal and demi-official letters; business letters. Memo, Drafting an E-mail, collecting references, Press Release. Correspondence: Personal, Official and Business, Report Writing, Writing job application- Cover letter, Differences between bio-data, CV and Resume.

#### **UNIT IV :**

Presentation Skills, Interviews, Public Speaking, Preparing the Speech, Organising the Speech, Special Occasion Speeches. Types of Interviews; Ensuring success in job interviews; Appropriate use of non-verbal communication. Differences between group discussion and debate; Ensuring success in group discussions. Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.

## **Paper-2**

### **Environmental Communication**

#### **Unit I:**

Environment and development: What is environment? Basic concepts and perspectives, global and local issues. Environment and society, relation with development, economy and health, sustainable development Need of environment journalism, future prospective, National Geographic to New media.

#### **Unit II:**

National perspective: India's national environment policy, background, principles, instruments and institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional practices and modern ways to protect environment, public awareness

#### **Unit III:**

Climate change: Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and other protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact of global warming on local level.

#### **Unit IV:**

Biodiversity: What is biodiversity? importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and bio-diversity. Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, Environment and Energy: Energy security, energy and development, hydro and coal power generation, it's impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy.

# Semester III

## HARD CORE PAPERS

### Paper-1

#### Communication Research

##### Unit I:

Definition , elements of research , scientific approach , research and communication Theories, role , function , scope and importance of communication research , basic and applied research. Research design: components ,experimental, quasi-experimental, bench mark, longitudinal studies ,simulation , panel studies ,co relational designs.

##### Unit II:

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings. Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate –bivariate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

##### Unit III:

Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis. Media research – evaluation, feedback – feed forward – media habits – public opinion survey – pre-election studies and exit polls. Media research as a tool of reporting

##### Unit IV:

Research applications in print and electronic media; Types of print media research- Readership Research. Methodology of Readership Research, Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings. Advertising research: target marketing research, positioning research –pre-test research, post test research, audience research, methods of analyzing research, Campaign Assessment Research . PR Research; Types of PR Research, PR Audit etc.



## **Paper-2**

### **Development communication**

#### **Unit I:**

Development: meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

#### **Unit II :**

Development communication: meaning – concept – definition – philosophy – process - Theories : Modernization, Diffusion of Innovation and other western theories of Development. Latin American Theories of development, Indian Theories of development- Gandhian Theory etc. – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience –development communication policy – strategies and action plans – democratic decentralization,

#### **Unit III :**

Human Development, Sustainable Development, Economic development, liberalization, privatization and globalization .Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport etc. Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development.

#### **Unit IV :**

Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations, problems faced in effective communication, case studies on use of media for development communication- newspapers, radio, television, films and documentaries, internet etc. Special development projects. SITE, Zabua , Kheda Projects. Writing development messages for rural audience: specific requirements of media writing with special reference to newspapers, radio and television.

## **SOFT CORE (Any One)**

### **Paper-1**

#### **Radio Journalism and Production**

##### **Unit I:**

Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production, audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

##### **Unit II:**

Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes - formats of radio programmes – Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research – studio discussions – phone-in programmes – O.B. production from planning to production.

##### **Unit III :**

Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., – structuring radio-copy; editing agency copy, reporter's copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

##### **Unit IV:**

Radio reporting : Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Voice training - effective use of voice – enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

## **Paper-2**

### **International Communication**

#### **Unit I:**

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance– media growth – international, regional and internal disparities.

#### **Unit II:**

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

#### **Unit III:**

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways –international telecommunication and regulatory organizations –UNESCO's efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure.

#### **Unit IV:**

Issues in international communication – democratization of information flow and media systems– professional standards; communication research – telecommunication tariffs; information -Mass Communication ; cultural imperialism – criticisms; violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

# OPEN ELECTIVE (Any One)

## Paper-1

### Film Studies

#### Unit I:

Definition of cinema. Origin and growth of Cinema as medium of communication. The concept of persistence of vision. Cinema styles and Genres. Cinema Theories Cinema's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between Cinema and 20th century art movements: impressionism, cubism, surrealism.

#### Unit II:

Cinema history: Development of film in Europe, US and India. Popular, Parallel, New wave and Regional cinema . Important directors and their contribution to world cinema, Walt Disney, Charles Chaplin, Akira Kurosowa, Steven Speilberg, Majid Majidi, etc.

#### Unit III:

Hundred years of Indian cinema. Important directors and their contribution to Indian cinema: Dadasaheb Phalake, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Mani Ratnam, and contemporary trend-setting directors. Special focus on Marathi Cinema : classics and contemporary. Fifty years of Marathi cinema. Important directors and their contribution to Marathi cinema: Dadasaheb Torne, V. Shantaram, Vishnupant Damale(Prabhat Company), Baburao Painter, Dada Kondake, Jabbar Patel, Amol Palekar etc.

#### Unit IV:

Film Studies: Film appreciation, film reviews, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media. new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films movie from the all aspects of cinema

## **Paper-2**

### **Writing for Media**

#### **Unit I:**

Writing for Magazines: What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, Writing brights, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

#### **Unit II:**

Cultural reporting: Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc. Covering culture for other media: Scope and pattern of Cultural reporting in other media T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

#### **Unit III:**

Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media;

#### **Unit IV:**

Business Journalism: Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in business sector Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business

# Semester IV

## HARD CORE PAPERS

### Paper-1

#### Television Journalism & Production

##### Unit I:

Visual communication – communicating with still pictures and video – shooting with TV camera– camera mounting. Colour balance, basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries. Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up.

##### Unit II :

Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production –role of functionaries - planning studio programmes – cue’s and commands – formats of TV programmes – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production , corporate video production.

##### Unit III:

Writing for television: Writing to still, writing for video, reference visuals to words.TV. News writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

##### Unit IV :

Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos. Television anchoring: voice broadcast skills – enunciation , flow, modulation - facing a camera – eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

## **Paper-2**

### **Advertising and Social Marketing**

#### **Unit I:**

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.). Consumer in economic theories, models of consumer behavior.

#### **Unit II:**

Brand management: definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality – corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns. Process of motivation and theories of motivation.

#### **Unit III:**

Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces. Media characteristics—defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

#### **Unit IV:**

Social Marketing , Introduction, concept, definition, scope, structure, planning and programming, strategies theme. - Function of social Marketing. Social Marketing as a holistic view. Dissemination of ideas and services, audience segmentation. Market Research, product development, incentive etc. Five Ps in the social marketing – product, pricing, placement, package and promotion. Social marketing and development, Communication strategies for NGOs. Social Marketing of family planning, health and pro social innovations. Social marketing in health functions, fund raising and social marketing ethics.

## **Paper-3**

### **Corporate Communication and Event Management**

#### **Unit I:**

Corporate communication- concept and scope –The Image Makers. Image Management Process, Corporate identity for image building - corporate Identity changes. PR and corporate advertising - PR in crisis management various kinds of crisis,

#### **Unit II:**

PR Plan- PR Publics, situational analysis, Communication Plan and its implementation. Evaluation of impact of PR Plan. Corporate Social Responsibility and PR, Public Opinion- Opinion Leaders and their Role in formation of Public Opinion, PR and Lobbying, corporate advertising.

#### **Unit III :**

Applications of Corporate Communication- Customer Relations, Dealer Relations, Vendor Relations, Employee Communications, Investor Relations, Media Relations, Government PR, PR for Education, Defense and other sectors.

#### **Unit IV:**

PR Writing –writing for internal and external publics, web page designing, website updating, House Journal-Objectives, Planning, Production, Types of house journal. PR Agencies: functions, structure, working of PR agencies. Ethics and PR-IPRA Code of Ethics. PR Organizations and their role in India.

#### **Unit V:**

Event Management : Concept, definition and importance - Introduction to event planning - The Role of event planner - Functions of event manager - The qualities of good event planner. . Learning your clients need. - Getting to know your client. - Planning correctly for the right type of event. - Who, What, When, Where, and How Selecting Location- Entertainment and speaker ,Corporate event planning - Planning and organizing - Creating an event programme and event schedule - Multimedia campaign. - Marketing your event planning business.



## **SOFT CORE (Any One)**

### **Paper-1**

#### **Online Journalism**

##### **UNIT I**

Online media history, definition, characteristics; Online media and interactivity; The World Wide Web and the Information Society; Online Media: information, education and entertainment; Media convergence; Online Media and mass communication; Introduction to internet: Net as medium of Communication – History and Evolution of the Internet; Online Journalism: Definition and Concept and Features of Online Journalism.

##### **UNIT II**

Online media and the news flow: Trends and technologies in digital news media - Blogs and Social Media; Online Journalism: Issues and Challenges in Online Journalism; Impact of new media technology on media message; New media and freedom of speech and expression; Need for regulations; Dynamics of social relationships; Mobile Communication.

##### **UNIT III**

Skills a journalist needs in the digital age, multimedia tools available to report the story immediately; Contextual hyper linking; Citizen Journalism and Precision Journalism; Computer Assisted Reporting.

##### **UNIT IV:**

Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, latest trends in content design.

Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content. Ethics of online journalism.

## **Paper-2**

### **Women and Media**

#### **UNIT I:**

Women, Media and Society – gender inequality and its sources, families on television, Women and Social Life, Women and Literature – Women representation and participation in literature and arts – Women and media culture – Women in advertisements – Women in film and music industry – Mediated images of women and their gender status in contemporary society – Gender construction and media.

#### **UNIT II:**

Communication and Women's Empowerment – National Policy for Empowerment of Women – Social and Economic Empowerment of Women – Gender Budget – Role of NGO's for Women's Development.

#### **UNIT III:**

Portrayal of women in print and electronic media – Feminist writings – Representation of women in media , Indecent Representation of Women (Prohibition) Act 1986. Women in Indian Soap Operas – Women as Viewers – Themes – Characters – Portrayal of women in Television Soap Operas – Soap Operas and Social Change.

#### **Unit IV:**

Emergence of social Media. Role of Social Media ( Facebook, Twitter etc) in mobilization of public opinion on women's issues . Victimization of women through social media, empowering role of Social media. Media for Empowerment of Women: Efforts in Print, Running Magazines, Alternate Literature, Community Radio, Participatory Video, participation of women in media

# M.A. Mass communication

## Term Work and Practical

### *Semester-I*

#### **Internal Assessment (IA): (30Marks)**

##### **Hard Core Papers**

##### **Paper 1.**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

##### **Paper 2.**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

##### **Paper 3.**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

##### **Soft Core Paper**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

#### **Practical / Field Work 01: (100 Marks)**

1. A detailed report on any two Models of Mass Communication and It's applications in the various fields. **10 Marks**
2. Collection of information in pen drive on a assigned subject and preparation of article based on it. **20Marks**
3. To conceive, plan and edit one e journal of half demy size as like Departmental Journal 'VidyaVarta'. Submit Soft copy and Files.**70Marks**

#### **Content of E-Journal Should Be As Follows:**

- Writing news items – Educational, sports, cultural,crime, business, environmental and Three News stories. **20 Marks**
- Writing Articles (3), Interviews (3) , **10 Marks**
- Writing middle (1), Editorial ( 1 ) **10 Marks**
- Preparing advertisements (4 types), press releases(2) **10 Marks**
- Writing detailed report on one advertising agency/ PR office **10 Marks**
- Submission of specialized reports on any one subject **10 Marks**
  - a. Sports, b. Environment, c. Economics, and d. Development

## **Practical / Field Work 02: (100 Marks)**

- |   |                 |
|---|-----------------|
| 1. Writing an article                                 | <b>10Marks</b>  |
| 2. Writing an Editorial                               | <b>10Marks</b>  |
| 3. Preparation of two advertisements                  | <b>10 Marks</b> |
| 4. Preparation of one Press releases and one brochure | <b>20 Marks</b> |
| 5. Writing a Feature                                  | <b>10 Marks</b> |
| 6. Writing a letter to editor                         | <b>10 Marks</b> |
| 7. Lay-Out of a newspaper page                        | <b>10 Marks</b> |
| 8. Reporting and Writing a news                       | <b>20Marks</b>  |

- **Internship in Newspaper -** **25 Marks**  
Internship in a newspaper for 15 days ( Three hours per day)

# *Semester-II*

## **Internal Assessment(IA):**

### **Hard Core Papers**

#### **Paper 1.**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

#### **Paper 2.**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

#### **Soft Core Paper**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

#### **Open Elective Paper**

Two monthly tests based on the syllabus of 15 marks each. **30 Marks**

## **Practical / Field Work 01: (100 Marks)**

1. Visiting one newspaper, radio station and one television studio and writing detailed report on management system in it. **20 Marks**
2. A survey and preparation of report based on circulation of newspaper, listenership of radio /viewership of TV channels. **20 Marks**
3. Submission study tour report **20Marks**
4. Preparation and audio recording of two news bulletins for radio **10 Marks**
5. Preparation and submission of TV news story in DVD **20 Marks**
6. Preparing and submitting a audio recording of speech on any one important current issue as assigned by faculty. **10 Marks**

## **Practical / Field Work 02: (100 Marks)**

1. Preparation and presentation of radio news bulletin of 05 min. **20Marks**
2. Preparation and presentation of video news bulletin of 05 min **20 Marks**
3. Composing one article on computer. **10 Marks**
4. Sending and forwarding e-mail to multiple recipients. **10 Marks**
5. Downloading information on a subject as assigned by faculty **10Marks**
6. Powerpoint Presentation on a subject as assigned by faculty **10Marks**
7. Group discussion **10Marks**
8. Translation of news **10Marks**

- **Internship in Radio/ TV - 25 Marks**  
Internship in a radio / TV for 15 days ( Three hours per day)

## *Semester-III*

### **Internal Assessment(IA):**

#### **Hard Core Papers**

##### **Paper 1.**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

##### **Paper 2.**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

#### **Soft Core Paper**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

#### **Open Elective Paper**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

### **Practical / Field Work 01: (100 Marks)**

1. To conceive, plan and edit one Radio Feature on a developmental issue.  
(submit in audio CD) **20 Marks**
2. Content analysis of newspaper/ radio/ TV as assigned by faculty  
**20 Marks**
3. A case study research on working of an NGO as assigned by faculty  
**20 Marks**
4. Writing film review of two films **10 Marks**
5. Writing a detailed report on a film director as assigned by faculty  
**20 Marks**
6. To conceive , plan and edit a radio speech.  
(submit in audio CD) **10 Mark**

## **Practical / Field Work 02: (100 Marks)**

- |  |                 |
|--|-----------------|
| 1. Content analysis.   | <b>20Marks</b>  |
| 2. Writing script of a radio documentary.  | <b>10 Marks</b> |
| 3. Writing an article on a developmental issue articles                            | <b>10 Marks</b> |
| 4. Critical review of one film   | <b>20 Marks</b> |
| 5. To conceive, plan and edit one radio documentary.                               | <b>10Marks</b>  |
| 6. Preparation of two ads on computer  | <b>10Marks</b>  |
| 7. Visiting one NGO and presenting ppt on working of a NGO for development issues. | <b>20 Marks</b> |

- **Internship in PR / Advertising field - 25 Marks**  
Internship in PR / Advertising field for 15 days ( Three hours per day)



# *Semester-IV*

## **Internal Assessment (IA):**

### **Hard Core Papers**

#### **Paper 1.**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

#### **Paper 2.**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

#### **Paper 3.**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

### **Soft Core Paper**

Presentation of research paper in seminar on topic as assigned by faculty and one test based on the syllabus of 15 marks each. **30 Marks**

## **Practical / Field Work 01: (100 Marks)**

1. To conceive, plan and edit one video documentary (submit in DVD) **20 Marks**
2. To conceive, plan and edit one short film **20 Marks**
3. Production of five advertisements on computer **20 Marks**
4. Submission of a e House Journal as assigned by the faculty **20 Marks**
5. Writing and uploading five articles with photograph on own blog as assigned by the faculty. **20 Marks**

## **Practical / Field Work 02: (100 Marks)**

1. Preparation and Production of two advertisements on computer **20 Marks**
2. Power Point Presentation on working of a NGO **10 Mark**
3. Writing and uploading one articles on own blog **20 Marks**
4. Writing comments on articles in online newspaper **10Marks**
5. Live anchoring and PTC **20Marks**
6. Writing a report on a web journal **20Marks**

### **➤ Internship in a NGO -**

**25 Marks**

Internship in a NGO for 15 days and preparing, implementing media plan for it. ( Three hours per day)

# Dissertation:

**Dissertation Report writing**  
**Viva-Voce**

**70 Marks**  
**30 Marks**

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty.

Every student will have to select a topic / subject of research related to mass media and communication with the approval of guide to prepare a research design. The student will collect information applying proper research methodology and submit the report in two copies. The report should contain following format and should be completed in given time period.

<b>Sr. No.</b>	<b>Completion of work</b>	<b>Date and Month</b>
1	*Title	Before 10 <sup>th</sup> August
2	*Introduction *Review of Literature ( first ppt presentation)	Before 30 <sup>th</sup> August
3	*Problem definition *Objectives *Hypothesis	Before 15 <sup>th</sup> September
4	*Research Methodology *Tools for the collection of research data ( Second ppt presentation )	Before 30 <sup>th</sup> September
5	*Data classification, codification and tabulation *Data analysis & interpretation	Before 15 <sup>th</sup> December
6	*Data presentation through Graphics * Findings and result * conclusion and suggestions* References	Before 30 <sup>th</sup> December
7	*Submission of dissertation	Before 30 <sup>th</sup> January

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