



NAAC Accredited-2015
B* Grade (CGPA 2.62)

**PUNYASHLOK AHILYADEVII HOLKAR SOLAPUR UNIVERSITY, SOLAPUR
SCHOOL OF SOCIAL SCIENCES**

**M.A. Mass Communication Part I (Sem. I, Sem. II)
Choice Based Credit System Syllabus (w.e.f. June 2020-21)**

Semester	Code	Title of Paper	Semester Exam			L	T	P	Credits
			Theory	IA	Total				
First									
MC		Hard Core Papers							
HCT	1.1	Principles of Mass Communication	80	20	100	4	0	0	4
HCT	1.2	Print Media	80	20	100	4	0	0	4
HCT	1.3	Reporting and Editing	80	20	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	1.1	Advertising and Public Relations	80	20	100	4	0	0	4
SCT	1.2	Rural and Agricultural Journalism	80	20	100	4	0	0	4
		Practical / Field Work							
HCP	1.1	Practical / Field Work 1	80	20	100	0	0	4	4
SCP	1.2	Practical / Field Work 2	80	20	100	0	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		Total	480	145	625	16	1	8	25
Second									
MC		Hard Core Papers							
HCT	2.1	Media Management	80	20	100	4	0	0	4
HCT	2.2	Communication Research	80	20	100	4	0	0	4
		Soft Core Paper (Any One)							
SCT	2.1	Electronics Media (Radio and Television)	80	20	100	4	0	0	4
SCT	2.2	New Media Application	80	20	100	4	0	0	4
		Open Elective (Any One)							
OET	2.1	Writing and Communication Skills	80	20	100	4	0	0	4
OET	2.2	Environmental Communication	80	20	100	4	0	0	4
		Practical / Field Work							
HCP	2.1	Practical / Field Work 1	80	20	100	4	0	4	4
SCP	2.2	Practical / Field Work 2	80	20	100	4	0	4	4
	1	Internship / Tutorial	00	25	25	0	1	0	1
		Total	460	145	625	16	1	8	25

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

**NATURE OF QUESTION PAPER AND SCHEME OF MARKING
M.A. (MASS COMMUNICATION) SEMESTER-I/II/III/IV EXAMINATION,**

Total Marks: 80

Duration : 3 Hours

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

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

16 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8)
- (9) -----
- (10) -----
- (11) -----
- (12) -----
- (13) -----
- (14) -----
- (15) -----
- (16) -----

Q No 2 - Write notes (any four)

marks 16

- a) -----
- b) -----
- c) -----
- d) -----
- e) -----
- f) -----

Q. No. 3: Write answers (Any two)

16 Marks

- (1)
- (2)
- (3)
- (4) -----

Q. No. 4: Give answers with details (Anyone)

16 Marks

- a)
- b)

Q. No. 5: Descriptive Type Question.

16 Marks

Semester I

HARD CORE PAPERS

HCT 1.1 Principles of Mass Communication

**Course objectives: 1) To understand communication process.
2) To know models and theories of 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. Definitions of Communication – scope – Communication process – Variables of communication– Source – Message – Channel - Receiver – Feedback –Types of communication – interpersonal – group – mass communication. Mass communication: characteristics of print, radio, television, film.

Unit – II

Basic models of communication – Shannon & Weaver – Lasswell – Berlo.
Advanced models of communication – two step flow of communication, opinion leaders – Characteristics – Definitions of innovation – Rogers and Shoemakers model of communication. Gate keeping models – White’s model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal.

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.

Unit – IV

Normative theories – Authoritarian – Libertarian – Communist – Social Responsibility – Development media – Democratic participant theory.
Sociological theories of communication – Cultivation theory – Agenda setting – Socialization –Dependency theory.

Reference Books:

- 1) Clarifying Communication Theories– A Hands-on Approach: Gerald Stone et al., Blackwell, reprinted in India by Surjeet, 2004.
- 2) Effective Communication & Public Speaking: S. K. Mandal, Jaico, 2007.
- Essentials of Effective Communication: Vasantha R. Patri & Neelakant Patri, Greenspan, 2002.
- 3) India’s Communication Revolution– From Bullock Carts to Cyber Marts: Arvind Singhal and Everett M. Rogers, Sage, 2008.
- 4) Introduction to Mass Communications: Warren K. Agee et al, Longman, 1991.
- 5) Mass Communication in India: J. V. Vilanilam, Sage Publications, 2005.
- 6) Mass Communication Theory: Stanley J. Baran & Dennis K. Davis, Wadsworth, 2008.
- 7) Mastering Public Speaking– Exercise Your Body Parts & Build Your Speaking Skills: Dorothy Lynn & Jessica Selasky, Jaico, 2008.
- 8) McQuail’s Mass Communication Theory: Denis McQuail, Vistaar, 2005.
- 9) Media Communication– An Introduction to Theory and Process: James Watson, Palgrave Macmillan, 2004.

Paper – 2

Print Media

Course objectives: 1) To understand contribution of journalists.

2) To know present situation of 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, AbulKalam Azad, Ganesh Shankar Vidyarthi, Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), KasturiRanga (The Hindu), LalaLajpatRai, 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: BalShastriJambhekar, GovindKunte, Bhau Mahajan, Lokhitwadi, KrishnajiTriambakRanade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. BabasahebAmbedkar, Khadilkar, Acharya Atre, NanasahabParulekar, etc.; Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudharietc.Role of press in social movement of Maharashtra: SatyaShodhak 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.

Books:

1. Journalism in India, RangaswamyParthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey
8. The Newspaper: An-International History by Anthony Smith
9. Punjabi Patarkari Da Vikas (Punjabi) Kapoor, N.S.
10. Punjabi PatarkariNikas, VikasTeSamasiavan by Sandhu &Johal (ed.)
- 13.Modern History of Indian PressbySumit Ghosh
14. लेलेरा.के.-भारतीयवृत्तपत्रांचाइतिहास, कॉर्टिनेटलप्रकाशन, पुणे , दुसरीआवृत्ती 200

Paper – 3

Reporting and Editing

Course objectives: 1) To understand techniques of reporting.

2) To know various types of reporting.

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,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.

Unit IV:

Column writing: writing creative middles, language as a tool of writing Interviewing: kinds, purposes, techniques, writing interviews. Techniques of editing: Meaning, purposes, tools. Proof reading, meaning, symbols, and purposes. Reference library of newspaper, clipping& morgue, Stylebook of newspaper. Use of encyclopedias, who's who, gazetteer, 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.

Books :

1. Mencher M. (2008). News reporting and writing McGraw-Hill
2. Neal and Brown (1976). News writing and Reporting The Iowa State University Press, Ames, Iowa.
3. Ricketson M. (2004). Writing Feature Stories: How to Research and Write Newspaper and Magazine Articles Allen Unwin
4. Sahay U. (2006). Making News, Handbook of the media in Contemporary India Oxford University Press, USA.
5. Saxena A. (2007). Fundamentals of reporting and editing Kanishka Publishers
6. Saxena Sunil (2006). Headline Writing Sage Publications, Inc.
7. Shedden D. (2002). Reporting, Writing & Editing Bibliography Poynter
8. Srivastava K.M. (2003). News Reporting and Editing Sterling
9. Wheeler S. (2009). Feature Writing for Journalists Routledge
10. Rich, Carole. (2003). Writing and Reporting News, Thomson Wadsworth.
11. Rosenauer I, Kenneth. (2005). Storycrafting, Surjeet Publication

SOFT CORE (Any One)

Paper-1

Advertising and Public Relations

Course objectives: 1) To understand public relations techniques.

2) To understand advertisement.

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.

Books :1. Kaid L.L., Holtz-Bacha C. (2006) The SAGE Handbook of Political Advertising SAGE Publications, Inc.

2. Kotler P., Lane. K, Koshy A., Jha M. (2009) Marketing Management Pearson Education India

3. Russell T, Lane W.R, Kleppner O. (2002) Advertising Procedure Prentice Hall

Jefkins F. (1982) Advertising made simple The Macmillan Press, William Heinemann

4. Sandage&Fryberger (1989) Advertising: Theory and Practice Longman Group, United Kingdom

5. Sen Gupta S. (1978) Advertising and Communication Management India Journalism Quarterly; Summer78, Vol. 55 Issue 2, p361

6. Tellis J.G., Ambler T. (2008) The SAGE Handbook of Advertising SAGE Publications

7. Wells W.D., Moriarty S., Burnett J. (2005) Advertising principles and practice

8. Bahl, Sushil (1994) Making Public Relations Work. Mumbai: A.H. Wheeler Publishing.

9.. Cutlip, Scott M & Allen H Center and Glen M Broom (1991): Effective Public Relations. London: Prentice-Hall

10. Lesley, Philip (2002) Handbook of Public Relations and Communications, New Delhi: Jaico Publishing House.

Paper-2

Rural and Agricultural Journalism

Course objectives: 1) To understand rural economy.

2) To know various aspects of rural 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: Modernagri 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 its development.

Books

- 1) Manual of Development Journalism – Alan Chalkley.
- 2) Participatory Communication, Working for change and development – Shirley A. White, KSadanandan Nair and Joseph Ascroft.
- 3) Development Communication and Media Debate – Mridula Meneon.
- 4) Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
- 5) The Art of Facilitating Participation – Shirley A. White (Editor). Television and Social Change in Rural India – Kirk Johnson.
- 6) Communication, Modernization and Social Development – K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
- 7) Everybody Loves a Good Drought – P. Sainath
- 8) Designing messages for development communication: An audience participation-based approach (communication and human values) – by Bella M Mody

Semester II

HARD CORE PAPERS

Paper-1

Media Management

**Course objectives: 1) To understand management styles of different media.
2) To know the techniques of 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, Principles of Media Management and their significance.

UNIT II:Print medium: Newspapers – types of newspapers: general and specialized – 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: Public Relations for Newspaper Organization. Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems. News Agencies. Global competition and newspapers. Apex bodies ABC, IRS, INS etc.

Unit III:Radio and Television: Radio and TV as a medium of mass communication – types of ownership: Private, Public and community. Organisational structure and functioning and mangement - 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. 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. TRP, BARC, TAM

UnitIV: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

Books:

- 1) Vinita KohliKhandeka, Indian Media Business, Sage
- 2) PradipNinanThomas,PoliticalEconomy of Communications inIndia, Sage
- 3) Lucy Kung, Strategic management in media, SAGE
- 4) Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications

Paper-2 Communication Research

**Course objectives: 1) To understand research methods in communication.
2) To know various types of media 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, benchmark, longitudinal studies, simulation, panel studies, correlational 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.

Books :-

- 1) Wimmer, Roger, and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, pgs 1-60; 65-81; 83-98.
- 2) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998.
- 3) John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.
- 4) David Croteau and William Hoynes. Media/Society: Industries, Images and Audiences, Forge Press (For Case Studies) Amazon, 2002.
- 5) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, 2004, pgs 1-55; pgs 95-120.
- 6) Bertrand, Ina and Hughes, Peter. 2005. Media Research Methods; Audiences, institutions, Texts. New York; Palgrave

SOFT CORE (Any One)

Paper-1

Electronic Media (Radio and Television)

Course objectives: 1) To understand development of radio and TV.

2) To know the techniques of writing for radio and tv.

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, majorchannels, 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

OBJECTIVES o: 1.The objective of the course is to acquaint students with the computer operating system. 2. After completion of the course students are supposed to acquire basic computer skills according to the requirement of the media profession.

Unit I – Basics of computer: : Development of computer (History & origin), Role of computer in communication revolution., Introduction to input and output devices, files and folders & using factions of charts and graphs, Operating systems and package use, Computer software packages for media.

Unit II – Introduction to Internet: Facilities of internet in communication; video conferencing. , Internet protocols and different websites & portals and search engines, Potential threats to internet communications, Major News sites of channels e.magazines& online newspapers, Case-Study for web journalism.

Unit III: Multimedia & Cyber Communication: Definition and elements of multi-media: Multimedia in mass communication. , Use of multimedia gadgets like scanner, digital camera etc, Laws and ethics of cyber communication. Web as a medium of communication for different media, Blog journalism.

Unit IV: Satellite & telecommunication - Historical background of satellite, up link and downlink frequencies transponders. Development in telecommunications: Role of communication satellites and computers. PSTN-ISDN (Integrated Services Digital Network), LAN,MAN, WAN networks , Mobile radio communications, satellite services, satellite for communication, basic principles of mobile Technology.

Books :

1. Using Information Technology: A Practical Introduction to computer and Communication – Hutchisan, Sawyer (Tata McGraw-Hill 1999)
2. News Writing and Reporting for Today's Media- Ituli,B. and Anderson D. (McGraw- Hill 1997)
3. Online Journalism: A Basic Text- Rays, Tapas (Foundation books, Delhi, 2006)
4. Understanding News Media- Arul Aram and Nirmaldasan (VijayNickol,chennai 2006)
5. Mobile Satellite Communication; Principles and Trends- Manu Richaria(Addison Wesley Pub Co. 2001
6. Mass Media and Information Revolution – Gopal Bhargava (Isha Books Delhi)
7. Net, Media and the Mass Communication– JagdishChakravarthy (Authorspress 2004)
8. Information Technology in Journalism- Om Gupta, Ajay S. Jasra(Kanishka Publishers,Distributers New Delhi2002)
9. New Media Techniques and Trands – AshwinRazdan (Vitasta Publishing Pvt.Ltd.)

Open Elective (Any One)

Paper-1

Writing & Communication Skills

Course objectives: 1) To understand communication skills.

2) To know the writing 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: PresentationSkills, 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.

Books:

1. Sethi, J & et al. A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
3. Prasad, P. Communication Skills, S.K. Kataria& Sons.
4. Bansal, R.K. and J.B. Harrison. Spoken English, Orient Language.
5. Roach Peter. English Phonetics and Phonology.
6. A.S. Hornby's. Oxford Advanced Learners Dictionary of Current English, 7th Edition.

Paper-2

Environmental Communication

Course objectives: 1) To understand the environmental issues.

2) To know the techniques cyber journalism.

Unit I:Environment and development: What is environment? Basic concepts and perspectives, global and local issues. Climate change, Biodiversity, Environment and society, relation with development, economy and health, sustainable development goals..

National perspective: India's national environment policy,

Unit II:Definition, Nature and Scope, Need of Environmental Communication, Emergence of Environmental Journalism, Environmental Journalism in India, Eco-System -Types of Environmental Pollution- Land, air, water and waste management, Environmental awareness through media, Intergovernmental committees on Environment issues. 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:Environment Education: Role of Mass Media in Environment Literacy. Promoting eco-friendly ('Green')lifestyles, products and processes. Communication through special events, exhibitions, lectures, folk and traditional media. Prominent Environment Journalists, Editors, Special Issues and supplements, Columns on Environment issues

Unit IV:Global and National Magazines on Environment. Environmental issues on Print, Radio, Television, and Digital TV Channels like National Geography, Environmental issues and local media. Using New Media for Environmental Communication.

Books :

1. Acharya, Kaya and Noronha, Frederick (2010) The Green Pen: Environmental Journalism in India and South Asia, Sage.
2. Carson, Rachel (1962) Silent Spring, Houghton Mifflin.
3. Pawar S.N and Patil R.S (2005) Environmental Movements in India: Strategies and Practices, Rawat.
4. Pringle, Lawrence.D (2000) The Environmental Movement, Harper Collins.
5. Rootes, Christopher (1999) Environmental Movements: Local, National and Global, Routledge.
6. Wyss, Robert (2007) Covering the Environment: How Journalists Work the Green Beat? Routledge.

M.A. Mass Communication (Sem. I) Term Work and Practical

Paper No	Description	Marks
Paper I	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper II	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper III	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper IV	Two monthly tests based on the syllabus of 10 marks each	10 Marks

Practical I (100 Marks)

File No	Description	Marks
File 1	A detailed report on any two Models of Mass Communication and its applications in the various fields.	10 Marks
File 2	Writing 5 campus news and 5 city news	10 Marks
File 3	Writing news stories – Educational, sports, cultural, crime, business, Environmental, cultural as assigned by faculty(Any four News stories)	20 Marks
File 4	Writing Articles (3), Interviews (3)	10 Marks
File 5	Writing Articles (3), Interviews (3)	10 Marks
File 6	Preparing advertisements (4 types), press releases (2)	10 Marks
File 7	Writing detailed report on one ad agency & one PR office	10 Marks
File 8	Submission of File (Contribution in Vidya – Warta, Participation in Departmental activities, Writing articles on Wikipedia, Participation in competition, seminar , workshop, sports, cultural during semester) 02 marks for each activity , maximum marks 20	20 Marks
File 9	Internship in a newspaper - for 15 days (Three hours per day)	25 Marks

Practical II (100 Marks)

No	Description	Marks
1	Writing an article	10 Marks
2	Writing an Editorial	10 Marks
3	Preparation of two advertisements	10 Marks
4	Preparation of one Press release.	10 Marks
5	Writing a News Feature	10 Marks
6	Writing one letter to editor and one middle	10 Marks
7	Lay-Out of a newspaper page	10 Marks
8	Reporting and Writing a news	20 Marks

M.A. Mass Communication (Sem. II) Term Work and Practical

Paper No	Description	Marks
Paper I	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper II	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper III	Two monthly tests based on the syllabus of 10 marks each	10 Marks
Paper IV	Two monthly tests based on the syllabus of 10 marks each	10 Marks

Practical I (100 Marks)

File No	Description	Marks
File 1	Visiting one newspaper, one radio station and one tv studio & Writing detail report on it machinery and working.	10 Marks
File 2	A survey & report based on circulation of newspaper, Listenership of radio and viewership of TV channels.	20 Marks
File 3	Writing one research paper as assigned by faculty.	10 Marks
File 4	Preparation and audio recording of two news bulletins for radio	10 Marks
File 5	Preparation and submission of one TV news bulletin in pen drive	10 Marks
File 6	Review of literature on subject assigned by examiner	10 Marks
File 7	Content analysis of newspaper/radio/ tv as assigned by faculty	10 Marks
File 8	Submission of report based on local visits to media units and study tour report	20 Marks

File 9	Internship in a Radio/ TV Channel – for 15 days (Three hours per day)	25 Marks
---------------	--	-----------------

Practical II (100 Marks)

No	Description	Marks
1	Preparation and presentation of radio news bulletin of 05 minutes duration	10 Marks
2	Preparation and presentation of video news bulletin of 05 min	10 Marks
3	Conducting one interview for radio.	10 Marks
4	Conducting one interview for TV	20 Marks
5	Content analysis of newspaper/ supplement	10 Marks
6	PPT presentation based on research paper.	10 Marks
7	Recording of one TV bulletin/ Interview	10 Marks
8	Writing review of book / journal as assigned by examiner	10 Marks
9	PPT presentation on one Radio/ TV anchor	10 Marks