

# Solapur University, Solapur.

## M.A.Part-I (Mass Communication & Journalism)

Choice Based Credit System

(w.e.f. June 2015-16)

The duration of the course of M.A. (Mass Communication) shall be of the two academic years of four semesters.

- a. The total numbers of seats in the University Department of Journalism and Mass communications shall be 20 and the Colleges Where this Course is run, the total numbers of seats shall be 20 in each college, and reservation for backward classes and women shall be applicable as per the University State Government directives from time to time.
- b. All the things equal, two additional seats shall be made available for the candidates of other University.
- c. As per UGC directive and the University's decision additional 15% seats shall be created for foreign/NRI candidates, if any.
- d. The over and above quota admission shall be given as per the provisions and rules of this University.
- e. The Entrance Test fee shall be Rs. 100/-
- f. The media production fee shall be Rs. 100/- per semester.

Candidates admitted to this course are eligible to take up the semester examination prescribed by the University, provided he / she the Completes 75% attendance in each semester for class room teaching & practical assignments separately.

Medium of instructions shall be Marathi, however candidates may write answers in English or Hindi. If there is sufficient response from the candidates, the University may decide to start a separate batch of English and Hindi medium.

- a. A candidate obtain for passing degree of M.A. (Mass Communication & Journalism) minimum 40% marks in each theory paper prescribed for the examination and 40% marks in practical examination of each paper.

The dissertation submitted by the candidate shall be examined by a panel of

examiners consisting one internal guide and one External appointed by the University.

The following shall be considered as a separate head of passing.

2. Theory written examination (semester examination)
3. Practical examination
4. Dissertation
5. Viva-voce

## **Course Structure**

### **First Semester**

<b>Sr.No.</b>	<b>Subject</b>	<b>Theory</b>	<b>Practical</b>	<b>Total</b>
1.	Principles of Mass Communication	70	30	100
2.	Development of Media	70	30	100
3.	Reporting and editing	70	30	100
4.	Advertising and Public Relations	70	30	100
5.	Writing and comm..Skills & Currant Affairs	70	30	100
6	Practical		100	
7	Internship in print media and participation in lab journal and departmental activities .		25	
	Total	350	275	625

## Second Semester

<b>Sr.No.</b>	<b>Subject</b>	<b>Theory</b>	<b>Practical</b>	<b>Total</b>
1	Media Management	70	30	100
2	Media Law and Ethics	70	30	100
3	Electronic Media( Radio and Television)	70	30	100
4	Film & Magazine Journalism	70	30	100
5	Regional Journalism	70	30	100
6	Practical		100	
7	Internship (Public Relation /Advertising) and participation in production of lab journaland departmental activities.		25	
	Total	350	275	625

## **SEMESTER I**

### **Paper-I: Principles of Mass Communication**

- Nature and process of human communication, functions of communication, verbal and non-verbal communication, types of communication.
- Types of communication –interpersonal – Group - Mass Communication. Characteristics of Print, Radio, Television, Film New Media.
- Elements and Process of Communication: History of Communication, Barriers of Communication, Tools of Communication, Effective Communication Principles. Concept of Mass communication, Nature and process of mass communication, mass medias, characteristics and types of audiences.
- Basic models of communication - Shannon & Weaver - Lasswell-Berlo. , Osgood & schramm, Dance, Gerbener, Newcomb.
- Normative theories: Authoritarian – Libertarian – Communist - Social responsibility - development communication, democratic.Development media -democratic participant theory.
- Theories of Communication: Hypodermic needle, Two-step and Multi-step, Commercial, Verbal and Non-verbal Communication; Play theory, Uses and Gratification, Selective exposure, Perception and Retention theory, Individual difference theory.
- Advanced models of communication: two-step flow of communication, opinion leaders –Characteristics, - Diffusion of innovations - Roger and Shoemakers model of communication, Gatekeeping models - White’s gatekeeper model, Galtung and Ruge’s model of selective gatekeeping – Osgood Model, Dance Model, Schramm Model, Gerbner’s Model, New Comb Model, Convergent Model.
- New Trends in communication & mass communication.

#### Reference Books :

1. David Berlo : The process of Communication.
2. Uma Narula : Mass Communication Theory and Practice.
3. Denis Mequial and Windhal : Communication models.

### **Paper-II: Development of Media**

#### **PRINT :**

- Language and Society-development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA.

- Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.
- Newspapers and magazines in the nineteenth century – Indian independence movement and the press – issues of freedom, both political freedom and press freedom.
- Birth of Journalism in India– early Anglo – Indian newspapers, development of Bengali & Hindi newspapers, orthodox vs reformist, social reform movement and Journalism – contribution of Raja Ram Mohan Roy etc. Birth of the Indian news agencies, development after independence.
- The Indian press and freedom movement – Mahatma Gandhi and his Journalism; social, political and economic issues before independence and the Indian press; historical development of important newspapers and magazines in English; Hindi and Marathi Important personalities of Indian journalism.
- History of Marathi Journalism- Bal Shastri Jambhekar, Lokhitawadi Ranade, Lokmanya Tilak, Agarkar, N.C. Kelkar, S,M, Paranjape, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar etc.– Satya Shodhak Press, Dalit Press & its Social importance.
- The press in India after independence- Changing role & nature of the press, 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.
- An overview of press in Solapur District.

### **Reference books**

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenbrg : The professional journalist
3. M.V. Kamath : Professional journalism.
4. लेले रा.के.- वृत्तपत्रांचा इतिहास

### **Paper-III: Reporting and Editing**

#### **REPORTING:**

- Detailed analysis of news – definition – concepts – components – values – sources – press conference – Interviews – qualifications and responsibilities of reporter –ethical aspects.
- Introduction to reporting skills: Concept and definition of news, News values, Structure of news story, Introduction to lead, Kinds of leads, Language in newspapers, Sources of news.

- Kinds of reporting: Investigative, Interpretative , crime, weather, citylife, speech, accident, disaster, court, election, riots, war/conflict/tensions, Sports, Budget, Legal Reporting ,education, cultural activities ,Legislature reporting, Speech reporting, rural reporting, news regarding natural calamities like floods, fire, accidents. Reporting the Zilla Parishad & civic body etc.
- Opinion, Editorial writing.
- Interviewing techniques, Writing reports, Uses of photographs, Human interest stories.
- 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.
- Reporting of press conference, Meet the press.
- RTI (Right to information) and its use in reporting.
- Changing trends in reporting - Human interest, science & technology, agriculture, E-business news reports. Political reporting, Legislative reporting (parliament, legislative council and assembly),Diplomatic reporting.
- Scoops and exclusives and specialized reporting- sports, environment, economics, development, commerce, consumerism, water & energy, literacy, gender, and allied areas, reporting for magazines.

## **EDITING:**

- Meaning, purposes, symbols, tools. lead, body, paragraphing.
- Proof reading, meaning, symbols, purposes.
- News desk editorial department set-up, news flow, copy management and organization.
- Headlines- techniques, styles, purposes, kinds of headlines, pagemaking on computers, layout, principles of photo editing, use of graphics, types & styles of design. New trends in design. The role of artist & artwork in modern newspaper.
- Magazine editing, layout, graphics, tabolides.
- Reference library of newspaper, clipping & morgue, Stylebook of newspaper.
- Use of encyclopedias, who's who, gazetiar, internet, atlas, different dictionaries, web searching.

- Translation – Basic Principles of translation, The importance of translation in newspaper & electronic media i.e. radio news channels, Translation of news agency & press release copy, copy editing & translation in news room or news desk. The need of translation of radio news & agency news in language press in rural newspaper offices.
- The news from PTI, UNI, dispatches from other states, the role of chief-sub, sub- editor, use of dictionary, use of accurate words in news.

### **Reference books**

1. Emery, Adult & Ages: Reporting and writing the News
2. John Hohenberg : The professional journalist
3. M.V. Kamath : Professional journalism

## **Paper-IV: Advertising and Public Relations**

### **ADVERTISING:**

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.

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.

### **Public relation and Corporate Communication:**

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 etc.

Law and ethics of PR. (defamation, copyright, invasion of privacy, PRSI

code of ethics).

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 V:-Writing & Communication Skill & Current Affairs**

### **Writing skills: -**

Importance of writing skills, news paper writing, understanding the subject, vocabulary, words, different forms, fluency, collecting references.

### **Communication skills: -**

Importance of communication skills, listening ability, barriers in effective listening, speech therapy, effective pronounciations, confidence, communication process, positive speaking, public speaking

Positive thinking, time management, stress management

### **Current affairs: -**

- The focus of contemporary social, political, political, economic issues, discussion on current topics-local, regional, national, international.
- Background information, statistical data, reference clipping etc. list of concerned journals ( like India Today Outlook, Business World, The Week, Sports Star, )
- Some issues always imp:UNO, World War I & II, Cold war, NAM, freedom struggle, Goa freedom struggle, Samyukta Maharashtra Movement, the Importance of panchyat raj & Zilla Parishad in Maharashtra, the role of legislative assembly
- .Terrorism on International Level-Kashmir, Kandahar, Katmandu, World Trade Centre, Beslan Bail, Colombo, Mumbai. The mastermind organization behind these horrified incidents. Naxalism.



## Termwork & Practical

### Semester-I

#### Termwork:-

**Paper 1.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on various Models of Mass Communication and Its applications in the various fields. **10 Marks**

C) Translation of news and features ( 5 news, 5features) . **10 Marks**

**Paper 2.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) A detailed report on Radio, Television, Newspapers and Internet. **10 Marks**

C) Media survey **10 Marks**

**Paper 3.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Writing news items (5), News stories (5) **10 Marks**

C) Articles (3), Writing Interviews (3) **10 Marks**

**Paper 4.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Preparing advertisements (4 types), preparing press releases(2), Folders (2), **10 Marks**

C) Writing detailed report on one advertising agency and one Public Relations Unit/Office. **10 Marks**

**Paper 5.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**

B) Submission of four reports based on current issues as assigned by the faculty. **10 Marks**

C) Speech on subject assigned by faculty. Submit audio CD. **10 Marks**

#### Practical Examinations:

1. Writing and editing news **20Marks**
2. Preparation of advertisements **10 Marks**
3. Preparation of Press releases and brochure **10 Marks**
4. Translation **10 Marks**
5. Submission of one investigative and one interpretative story. **10Marks**
6. Submission of specialized reports on
  - a. Sports, b. Environment, c. Economics, and d. Development **20Marks**
7. PowerPoint presentation on one current issue. **10Marks**
8. Group discussion **10Marks**

## **SEMESTER II**

### **Paper-I: Media Management**

- Principles of Media Management and their significance – media as an industry and profession.
- Ownership patterns of mass media in India-sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious, institutions (societies) and franchisees (chains). Policy formulation- planning and control; problems, process and prospects of launching media ventures. Organizations theory, delegation, decentralization motivation control and co-ordination.
- Hierarchy, functions and organizational structure of different departments- general management, finance, circulation (sales promotion- including pricing and price war aspect); advertising (making), personnel management, production and reference section; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.
- Editorial – Response System.
- Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production, costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy; and plan of action, operations, production schedule and process, evolution, budget control, costing, tax, Labor laws and PR for building and sustaining business and audiences.
- Planning and execution of program production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques, employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)- reach- promotion- market survey techniques- human research development for media.
- Foreign equity in Indian media (including print media) and press Commissions on Indian newspaper management structure. Media organizations, media contents, market – driven media content , cultural integration and cultural pollution.
- Ownership patterns of mass media- issues of media monopoly, cross media ownership,

## **Paper-II: Media Law & Ethics**

### **Media Law:**

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.

### **SPECIFIED PRESS LAWS:**

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,

### **ETHICS:**

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 – role of press and or media councils and press ombudsmen in the world- 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- and codes for radio, television, advertising and public relations.

Accountability and independence of media.

## **Paper – III: Electronic Media (Radio and Television)**

Evolution and growth of electronic media. Development of radio , evolution and growth of AIR, evolution of television and internet in world and in India , Prasar Bharati- 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.

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.

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.

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 IV: New Media Technology**

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

**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.

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.

Cyber Journalism:- On-line editions of newspapers-management and

economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editin, e-publishing, security issues on internet; Social, political, legal and ethical issues related IT and CT.

### **Paper V:- International Communication**

- 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.
- Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structureand functions – a critique of western news values.
- Impact of new communication technology on news flow – satellite communication – itshistorical 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.
- 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.

## **Practicalwork & Practical Semester-II**

### **Termwork:-**

#### **Paper 1.**

- A) Two monthly tests based on the syllabus of 05 marks each. 10 Marks**
- B) A detailed report on management of one newspaper office, one radio station and one television studio. 10 Marks**
- C) A survey based on circulation of newspapers/ listenership of radio / viewership of TV channels. 10 Marks**

#### **Paper 2.**

- A) Two monthly tests based on the syllabus of 05 marks each. 10 Marks**
- B) Presentation of research paper in seminar. 10 Marks**
- C) Submission of report based on role of media, accountability and independence of media 10 Marks**

#### **Paper 3.**

- A) Two monthly tests based on the syllabus of 05 marks each. 10 Marks**
- B) Two news reports for radio. Submit CD. 10 Marks**
- C) One news story for TV. Submit CD. 10 Marks**

#### **Paper 4.**

- A) Two monthly tests based on the syllabus of 05 marks each. 10 Marks**
- B) Downloading information and submission of file on the subject assigned by the faculty. 10 Marks**
- C) Creation of e-mail Id and social networking profile. 10 Marks**

#### **Paper 5.**

- A) Two monthly tests based on the syllabus of 05 marks each. 10 Marks**
- B) A detailed report on social, educational, economical and agricultural Development in Solapur district as assigned by the faculty. 10 Marks**
- C) Preparation of development news for radio/TV. Submit CD. 10 Marks**

### **Practical Examinations:**

- 1. Submission study tour report 20Marks**
- 2. Preparation of radio news bulletin of 10 min. 10 Marks**
- 3. Preparation of video news bulletin of 10 min. 20 Marks**
- 4. Searching and downloading information on assigned subject, sending and forwarding e-mail to multiple recipients. 20 Marks**
- 5. Submission of video documentary on CD. 30Marks**

