



PUNYASHLOK AHILYADEVIHOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

B. A. MEDIA AND MASS COMMUNICATION

(Apprenticeship Embedded Degree Programme)

PART-I

SEMESTER I & II

FACULTY OF INTERDISCIPLINARY STUDIES

(2025-2026)



B.A.
MEDIA AND MASS COMMUNICATION
PROGRAMME PREAMBLE

****COURSE TITLE:** B.A. Media and Mass Communication

****FACULTY:** Interdisciplinary Studies

****YEAR OF IMPLEMENTATION:** Academic year 2025-26 onwards

****FEE STRUCTURE:** As per the University Rules.

****ABOUT THE PROGRAMME:** The B.A. Media and Mass Communication under NEP-2020 Apprenticeship Embedded Degree Programme is designed to blend academic learning with practical industry exposure. This programme aims to equip students with theoretical knowledge of media, communication, journalism, advertising, public relations, and digital platforms, while simultaneously offering hands-on experience through structured apprenticeships.

Students engage in classroom-based learning during the initial semesters, followed by apprenticeship and industry training modules in media houses, digital agencies, film production units, community radio, and corporate communication sectors. This dual approach ensures that learners acquire critical thinking, creativity, ethical values, and professional skills demanded in today's fast-evolving media landscape.

The programme aligns with NEP-2020 by promoting multidisciplinary learning, employability, and skill development. Graduates will emerge as competent media professionals with practical insights, industry readiness, and entrepreneurial abilities. By integrating apprenticeship into academics, the programme bridges the gap between theory and practice, fostering holistic development and lifelong learning.

****VISION:** To nurture creative, ethical, and skilled media professionals by integrating academic excellence with practical industry exposure, fostering innovation, critical thinking, and social responsibility, while preparing graduates to contribute meaningfully to the dynamic global media and communication landscape.

****MISSION:** To provide holistic education in media and mass communication by blending theory with apprenticeship-based practice, encouraging innovation, research, and ethical values, while equipping students with professional skills to excel in diverse media industries and serve society responsibly.

****PROGRAM OBJECTIVES:**

a) Develop Practical Skills: Provide students with hands-on training in journalism and mass communication practices, including news reporting, writing, editing, photography, videography, and multimedia production.

b) Foster Critical Thinking: Cultivate students' ability to analyze information critically, evaluate sources, and synthesize complex ideas across various media platforms.

c) Promote Media Literacy: Enhance students' understanding of media institutions, functions, and effects, as well as the ethical, legal, and social implications of media messages.

d) Enhance Communication Skills: Improve students' written, verbal, and visual communication skills, enabling them to communicate effectively with diverse audiences in different contexts.

e) Encourage Creativity and Innovation: Stimulate students' creativity and innovation in storytelling, content creation, and media production, while also fostering an entrepreneurial mindset.

f) Provide Industry Exposure: Expose students to real-world media environments through internships, industry projects, and guest lectures by media professionals, allowing them to gain practical experience and insights into the industry.

g) Emphasize Ethical Standards: Instill in students a strong sense of journalistic ethics, integrity, and social responsibility, emphasizing the importance of accuracy, fairness, objectivity, and respect for diversity.

h) Cultivate Professionalism: Prepare students for professional roles in journalism and mass communication by developing their professionalism, time management, teamwork, and leadership skills.

i) Foster Adaptability: Equip students with the skills and mindset to adapt to technological advancements, industry changes, and evolving audience preferences in the media landscape.

j) Facilitate Career Readiness: Provide students with the knowledge, skills, and confidence to pursue diverse career paths in journalism, broadcasting, public relations, advertising, digital media, and related fields.

****FEATURES:**

1. An Apprenticeship Embedded Degree Programme (AEDP): It is an undergraduate initiative that combines academic study with a mandatory, long-term apprenticeship or on-the-job training. It enables students to gain practical, paid work experience while pursuing their degree, thereby enhancing employability and industry readiness. The programme is characterized by a skill-integrated and industry-aligned curriculum developed in collaboration with Sector Skill Councils (SSCs). It offers a structured balance between classroom learning and workplace exposure, ensuring students acquire both theoretical knowledge and professional competence. With its strong focus on outcome-based education, AEDP effectively bridges the gap between higher education and the evolving needs of industry.

2. Major Courses: These courses form the backbone of journalism and mass communication programs and prepare students for diverse careers in media, public relations, advertising, broadcasting, and digital content creation. The interdisciplinary nature of the field also opens opportunities for work in sectors like development communication, marketing, and government policy, making these courses not only relevant but essential in today's media-driven world.

3. Minor Courses: Minor courses allow students to explore subjects outside their primary field of study. This fosters interdisciplinary thinking, which is increasingly important in today's complex and interconnected world. For example, a journalism major might take minor courses in political science or economics, which will enhance their ability to report on political or financial issues with greater depth.

4. Open Electives/General Electives: Open elective subjects are an essential part of a well-rounded education in fields like journalism and mass communication. They offer flexibility in academic programs, allowing students to explore interests beyond their core curriculum and gain diverse skills. The importance of open elective subjects lies in their ability to complement, enhance, and broaden a student's overall learning experience.

5. Vocational and Skill Enhancement Courses: Vocational and Skill Enhancement Courses are vital for developing practical, job-specific skills that prepare students for the workforce. They provide hands-on training in areas such as digital media, content creation, and technical writing, enhancing employability. These courses bridge the gap between theoretical knowledge and real-world application, making graduates more industry-ready. Additionally, they foster adaptability by teaching the latest tools, technologies, and techniques used in media. Ultimately, these courses empower students with the skills needed to succeed in competitive and evolving job markets.

6. Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC): Ability Enhancement Courses (AEC) focus on improving essential skills like communication, critical thinking, and environmental awareness, ensuring students are well-rounded and adaptable. Indian Knowledge System (IKS) promotes an understanding of India's rich cultural heritage, traditional knowledge, and indigenous practices, fostering a deeper connection to national identity. Value Education Courses (VEC) emphasize ethics, integrity, and social responsibility, helping students develop a strong moral compass and empathy. Together, these courses enhance holistic development by nurturing intellectual, cultural, and ethical growth. They prepare students for personal and professional success in diverse, multicultural environments.

7. Field Projects/Internships/Apprenticeships/Community Engagement Projects/On-Job Training:

Field Projects, Internships, Apprenticeships, and On-Job Training provide practical, hands-on experience, bridging the gap between academic learning and real-world application. They help students develop industry-relevant skills, gain exposure to workplace dynamics, and build professional networks. Community Engagement Projects foster social responsibility by involving students in initiatives that benefit society, while enhancing problem-solving and teamwork skills. These experiences boost employability by giving students the confidence and competence needed to navigate the job market. Ultimately, they enable a smooth transition from education to the professional world.

8. Research Methodology and Research Projects: Research Methodology and Research Projects are crucial for fostering critical thinking, analytical skills, and systematic problem-solving abilities in students. They teach the principles and techniques of conducting rigorous, scientific investigations, enabling students to gather, analyze, and interpret data effectively. Through Research Projects, students apply theoretical knowledge to real-world problems, contributing to academic discourse and innovation. These experiences cultivate independent thinking, creativity, and attention to detail, all of which are essential for advanced academic pursuits and professional research roles. Ultimately, they prepare students to contribute meaningfully to their fields and society through evidence-based solutions.

9. Multiple Entry and Multiple Exit Options: The Multiple Entry and Exit Options in NEP 2020 offer students flexibility in their educational journey, allowing them to pause and resume studies at different stages. It promotes lifelong learning by enabling learners to re-enter the system and accumulate credits for further education or skill enhancement. This system reduces dropouts by providing options for certification, diploma, or degree based on the stage of completion. It supports diverse learning paths and career goals, accommodating personal, professional, and financial circumstances. Ultimately, it empowers students to design their own learning experience and stay aligned with industry needs.

- Year 1: Upon completion of the first year, students may exit with a Certificate

- Year 2: After two years, students may choose to exit with a Diploma

- Year 3: Completion of the third year qualifies students for a B.A. Degree

- Year 4: The fourth year offers an advanced curriculum with a focus on research, allowing students to graduate with an Honors Degree.

****DURATION :** The Course shall be a full time course. - The duration of the course shall be three or four years as per NEP 2020.

****PATTERN:** The pattern of the exam shall be CBCS . Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved convenient to the Department.

****MEDIUM OF INSTRUCTION:** The medium of Instruction shall be English and Marathi. The students shall have an option to write answer sheets, practical's, reports etc in Marathi or English.

****ELIGIBILITY FOR ADMISSION:**

a) A student who has passed the Higher Secondary School Certificate (10+2) in any stream or its equivalent examination.

b) Admissions will be given as per the selection procedure / policies adopted by the Department, in accordance with conditions laid down by the P.A. H. Solapur University, Solapur

****INTAKE:** 50 Seats

****ATTENDANCE:** The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the practical's assignments, seminars, field visits, study tour, viva, internships, in house activities are compulsory.

- ✓ **PSO1 – Proficiency in Journalism Skills**
Graduates will demonstrate proficiency in core journalism practices—news reporting, writing, editing, interviewing, and investigative journalism—enhanced through real-world newsroom and field-based apprenticeship experiences.
- ✓ **PSO2 – Mastery of Multimedia Storytelling**
Graduates will effectively use multimedia tools and digital platforms to produce engaging stories for print, broadcast, online, and social media, applying skills developed both in classrooms and industry apprenticeships.
- ✓ **PSO3 – Critical Thinking and Analysis**
Graduates will apply critical thinking and analytical skills to evaluate information, interpret social issues, and create evidence-based arguments while solving professional challenges during apprenticeships.
- ✓ **PSO4 – Media Literacy and Ethical Awareness**
Graduates will acquire a thorough understanding of media institutions, processes, and impacts, along with ethical and legal principles, reinforced through guided industry practice and mentorship.
- ✓ **PSO5 – Effective Communication Skills**
Graduates will demonstrate excellence in written, verbal, and visual communication, strengthened by workplace learning and collaboration with diverse audiences during apprenticeship training.
- ✓ **PSO6 – Adaptability and Innovation**
Graduates will cultivate adaptability and innovation, gaining the ability to embrace technological shifts, respond to industry demands, and experiment with new forms of media practice through workplace immersion.
- ✓ **PSO7 – Professionalism and Leadership**
Graduates will develop professionalism, integrity, teamwork, and leadership skills, nurtured through apprenticeship roles and responsibilities within media organizations.
- ✓ **PSO8 – Practical Experience and Industry Integration**
Graduates will gain extensive hands-on experience through apprenticeships, live projects, and industry collaborations, building strong professional networks and employability.
- ✓ **PSO9 – Career Readiness and Employability**
Graduates will emerge industry-ready for careers in journalism, broadcasting, advertising, PR, and digital media, equipped with confidence, entrepreneurial ability, and apprenticeship-based workplace skills.
- ✓ **PSO10 – Lifelong Learning and Professional Development**
Graduates will embrace lifelong learning and professional growth, continually upgrading their knowledge and skills through reflective practice and exposure to evolving media environments.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Credit Distribution Structure for Three / Four Years Honours / Honours with Research B.A. Degree Program
with Multiple Entry and Exit Option CBCS (NEP 2020)
B.A. Media and Mass Communication (Sem. I & II) wef 2025-26

Level	SEM	Major		Minor	GE/OE	VSC/SEC (VSEC)	AEC/VEC/IKS	OJT/FP/CEP/CC/ RP	Total Credits	Degree/Cum.Cr.
		Mandatory	Electives							
4.5	I	Subject-1 D.S.C.-I Introduction To Communication and Mass Communication Subject-2 D.S.C-I Introduction To Print Media Subject-3 D.S.C-I News Reporting and Feature Writing			GE - (2) Writing and Communication Skills	SEC - (2) Pagination	AEC L-I (2) English-I VEC-(2) Indian Constitution and Democracy IKS (Generic Related) (2) Introduction To Indian Knowledge System		22	UG CERTIFICATE 44
	II	Subject-1 D.S.C.-II Introduction To Radio Subject-2 D.S.C-II Introduction To Public Relation Subject-3 D.S.C-II Event Management			GE - (2) Anchoring	SEC - (2) Photo Journalism	AEC L – I (2) English-II VEC-(2) Environment Studies	CC - (2) Cultural Activities/NSS/NCC/Health and Wellness/Yoga Education/Sports and Fitness/Fine/Applied/Visual/Performing Arts etc.	22	
Cum.Cr.		24			4	4	10	2	44	

Exit Option - Award of UG Certificate in Major with 44 Credits and additional 4 credits Core / Internship or Continue with Major and Minor

ABBREVIATIONS

Sr. No.	Abbreviations	Full Form
1.	AEDP	Apprenticeship Embedded Degree Programme
2.	D.S.C.	Discipline Specific Core
3.	D.S.E.	Discipline Specific Elective
4.	G.E.	General Elective
5.	V.S.C.	Vocational Skill Courses
6.	S.E.C.	Skill Enhancement Courses
7.	A.E.C.	Ability Enhancement Courses
8.	V.E.C.	Value Education Courses
9.	I.K.S.	Indian Knowledge System
10.	C.C.	Co-Curricular Courses

DISTRIBUTION OF MARKS AND CREDITS

SEMESTER-I

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	Subject-1 D.S.C.-I	Introduction To Communication and Mass Communication	Theory	4	60	40	100
2	Subject-2 D.S.C.-I	Introduction To Print Media	Theory	4	60	40	100
3	Subject-3 D.S.C.-I	News Reporting and Feature Writing	Theory	4	60	40	100
4	G.E.	Writing and Communication Skills	Practical	2	30	20	50
5	S.E.C.	Pagination	Practical	2	30	20	50
6	A.E.C. (L1)	English-I	Theory	2	30	20	50
7	V.E.C.	Indian Constitution and Democracy	Theory	2	30	20	50
8	I.K.S. (Generic)	Introduction To Indian Knowledge System	Theory	2	30	20	50
TOTAL				22	330	220	550

SEMESTER-II

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	Subject-1 D.S.C.-II	Introduction To Radio	Theory	4	60	40	100
2	Subject-2 D.S.C-II	Introduction To Public Relation	Theory	4	60	40	100
3	Subject-3 D.S.C-II	Event Management	Theory	4	60	40	100
4	G.E.	Anchoring	Practical	2	30	20	50
5	S.E.C.	Photo Journalism	Practical	2	30	20	50
6	A.E.C. (L1)	English-II	Theory	2	30	20	50
7	V.E.C.	Environment Studies	Theory	2	30	20	50
8	C.C.	National Service Scheme	Theory or Practical (As Per Respective Syllabus)	2	30	20	50
		National Cadet Corps					
		Sports and Fitness					
		Cultural Activities					
		Health, Wellness and Fitness					
		Yoga Education					
		Fine/Applied/Visual/ Performing Arts					
TOTAL				22	330	220	550

PAPER CODE

SEMESTER-I

Sr. No.	Course	Title	Paper Code
1	Subject-1 D.S.C.-I	Introduction To Communication and Mass Communication	
2	Subject-2 D.S.C.-I	Introduction To Print Media	
3	Subject-3 D.S.C.-I	News Reporting and Feature Writing	
4	G.E.	Writing and Communication Skills	
5	S.E.C.	Pagination	
6	A.E.C. (L1)	English-I	
7	V.E.C.	Indian Constitution and Democracy	
8	I.K.S. (Generic)	Introduction To Indian Knowledge System	

SEMESTER-II

Sr. No.	Course	Title	Paper Code
1	Subject-1 D.S.C.-II	Introduction To Radio	
2	Subject-2 D.S.C.-II	Introduction To Public Relation	
3	Subject-3 D.S.C.-II	Event Management	
4	G.E.	Anchoring	
5	S.E.C.	Photo Journalism	
6	A.E.C. (L1)	English-II	
7	V.E.C.	Environmental Studies	
8	C.C.	National Service Scheme	
		National Cadet Corps	
		Sports and Fitness	
		Cultural Activities	
		Health, Wellness and Fitness	
		Yoga Education	
		Fine/Applied/Visual/Performing Arts	

SEPARATE HEADS OF PASSING

(Minimum passing for each paper 40% Assessment)

1) For 4 credits paper

- a) Theory paper will be carry 60 marks
(University Assessment) and Minimum passing 24 Marks.
- b) Internal will be carry 40 marks
(College Assessment) and Minimum passing 16 Marks.

2) For 02 credit paper

- a) Theory or Practical Examination will be carry 30 marks
(University Assessment) and Passing 12 Marks.
- b) Internal will be carry 20 marks
(College Assessment) and Minimum passing 08 Marks.

***NOTE:**

- 1) Weightage of the Unit is given for 60% marks of UA assessment only.**
- 2) There could be variation of 10-15% in the Unit wise weightage distribution.**

NATURE OF QUESTION PAPER

04 CREDITS

Paper Time: 2.30 hours

Marks: 60

Instructions: 1)

2)

Question 1. Choose the correct alternative.

12 Marks

1)

A) B) C) D)

2)

A) B) C) D)

3)

A) B) C) D)

4)

A) B) C) D)

5)

A) B) C) D)

6)

A) B) C) D)

7)

A) B) C) D)

8)

A) B) C) D)

9)

A) B) C) D)

10)

A) B) C) D)

11)

A) B) C) D)

12)

A) B) C) D)

Question 2. Write Short answers. (Any four)

12 Marks

1)

2)

3)

4)

5)

6)

Question 3. Write Short Answers /Short notes (Any two)

12 Marks

1)

2)

3)

4)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

1)

2)

Question 5. Write the detail answer (Broad answer type question)

12 Marks

NATURE OF QUESTION PAPER

02 CREDITS

Paper Time: 1.30 hours

Marks: 30

Instructions: 1)

2)

Question 1. Choose the correct alternative.

06 Marks

1)

A) B) C) D)

2)

A) B) C) D)

3)

A) B) C) D)

4)

A) B) C) D)

5)

A) B) C) D)

6)

A) B) C) D)

Question 2. Write Short answers. (Any two)

06 Marks

1)

2)

3)

4)

Question 3. Write Short Answer/ Note.

06 Marks

1)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

1)

2)

SEMESTER-I

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The field of communication is an essential aspect of human interaction and societal development. This course, "Introduction to Communication and Mass Communication," aims to provide students with a comprehensive understanding of both interpersonal and mass communication. By exploring communication theories, models, processes, and the role of media in society, students will develop a critical understanding of how communication shapes perceptions, behaviors, and culture.

***COURSE OBJECTIVES:**

1. To understand human communication.
2. To explain different types of communication.

***COURSE OUTCOMES:**

- 1: Students will be able to communicate effectively.
- 2: Students will be able to know about various communication models and theories.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Communication- Meaning, Definition, Nature, Scope, Process of communication, and Elements of communication. Noise and feedback in communication, Functions of Communication, Communication barriers: Psychological, mechanical, physical, Linguistic and cultural. Kinds of Communication: Oral & Written, Verbal and Non – Verbal, Characteristics of verbal and non-verbal communication, Levels of Communication:- Intrapersonal – Interpersonal - Group – Mass Communication., Differences between levels of Communication.

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon&Weaver , Newcomb and Dance's model.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication. Theories of Mass Communication-Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory . Other Theories: Development Media & Democratic Participant Theory Indian concept of Communication with special reference to Sadharnikaran Model.

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Media for Society: Characteristics of Traditional and folk media, Print Media, Electronic Media (Radio, TV, Cinema) , and New Media. Globalization and media industry, Media & culture, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India. Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

REFERENCE BOOKS:

- 1) Handbook of Journalism & Mass Communication- VirBala Agarwal Concept Publishing Company Pvt. Ltd.(2012)
- 2) Mass Communication in India- Keval J. Kumar, Jaico Publishing House, Mumbai, (2020)
- 3) Adhunik Ganamadhyam- Baidyanath Bhattacharya,
- 4) McQuail's Media and Mass Communication Theory-McQuail, Denis, Sage Publication Ltd. (2020)
- 5) Understanding Media- McLuhan Marshall, MIT Press; Reprint edition, (1994)
- 6) जनसंवाद सिद्धांत आणि व्यवहार- रमा गोळवलकर-पोटदुखे, जेनेरिक, (२०१५)

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write critical essays on any three Communication Models.	15 Marks
3.	Write a report on your experiences about barriers in communication.	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

This course, "Introduction to Print Media," explores the foundational concepts and historical evolution of print media, including newspapers, magazines, and journals. Students will examine the role of print media in shaping public opinion and its impact on society. The course covers essential skills in journalism, editing, and design, preparing students for careers in the media industry. Through discussions and practical exercises, participants will develop a critical understanding of the challenges faced by print media today.

***COURSE OBJECTIVES:**

1. To understand concept and characteristics of print media.
2. To know history and growth of print media.

***COURSE OUTCOMES:**

- 1: Students will be able to understand print media industry and new trends.
- 2: Students will demonstrate proficiency in fundamental print journalism.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Overview of Print Media
Definition and scope of print media
Historical evolution of print media
Importance and relevance of print media in the digital age
Organizational setup of a newspaper
New Trends in Print Media

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Types of Print Media
Newspapers: Structure, layout, content, and circulation
Magazines: Genres, audience targeting and editorial focus
Newsletters
Daily and Periodicals

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Role of Print Media in Society
Informative function: News reporting, analysis, and investigative journalism
Educational function: Feature articles, opinion pieces, and expert commentary
Entertainment function: Reviews, interviews, and lifestyle content

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Print Media Technologies
Printing processes: Offset printing, digital printing, and web offset printing
Layout and design principles: Typography, grid systems, and visual hierarchy
Distribution and circulation: Subscription models, distribution networks, and newsstands

REFERENCE BOOKS:

- 1) Journalism in India-RangaswamyParthasarthy, Sterling Publishing Company, New Delhi, (1991)
 - 2)The Press-Rau, M. Chelapati, Allied Publishers, (1968)
 - 3)Mass Communication and Journalism in India-Mehta, D.S. Allied Publishers, (2011)
 - 4)A History of the Tribune-Ananda, Parkash, Tribune Trust, (1986)
 - 5)History of the Press in India-Natrajan, J., Ministry of Information & Broadcasting,(2010)
 - 6) Mass Communication in India- Keval J. Kumar, Jaico Publishing House, Mumbai, (2020)
 - 7)The Story of Journalism-Elizabeth Grey, Houghton Mifflin; First Edition, (1969)
 - 8)The Newspaper: An-International History-Anthony Smith hames & Hudson Ltd, (1979)
 - 9) Modern History of Indian Press-Sumit Ghosh, Cosmo Publications (2002)
 - 10) मराठी वृत्तपत्रांचा इतिहास-रा.के.लेले, कॉन्टिनेन्टल प्रकाशन,(१९८४)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Book review as assigned by faculty	15 Marks
3.	Participation in making of Lab Journal Vidya-Varta	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The "News Reporting and Feature Writing" course is designed to equip students with essential skills in gathering, writing, and presenting news stories and feature articles. Participants will explore the principles of journalism, including ethics, accuracy, and storytelling techniques. Through practical exercises, students will develop their reporting skills, learn to conduct interviews, and craft engaging narratives. The course emphasizes the difference between hard news and feature writing, fostering a comprehensive understanding of both styles.

***COURSE OBJECTIVES:**

1. To understand fundamentals of reporting.
2. To know fundamentals of feature writing.

***COURSE OUTCOMES:**

1. Students will be able to understanding its elements, news sources and different types of news.
2. Students will be able to understand different writing techniques, basics of reporting and feature writing.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Concept, meaning & definition, Sources and Elements of News, Attribution, Cultivating, Verifying and Dealing With Sources of News, Cchecking Facts: Eensuring Aaccuracy, Oobjectivity and Bbalance in News Writing, Ccharacteristic's of News, 5W'S and 1H, News Values, Different Structures of News Writing, Types of News - Hard News and Soft News, Importance & Types of Headline.

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Its Hierarchy, Qualities & Responsibilities of a Stringers, Reporter, Chief Reporter, Bureau Chief, Editor, Special Correspondents, Freelancers, Foreign Correspondent. Editorial Room, Types of Desk. Principles of News Reporting, Types & Techniques of News Reporting, Sentence Construction, Errors and how to avoid them. Functions of Reporting: Data Collection, Research. Readers or target audience. Interview: Meaning, Preparation, Techniques, Types. Use of A.I. (Artificial Intelligence) in News Story Writing.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Types and Trends in Reporting, Covering Press Conferences and Writing From Press Releases, Events and Meets, Speech Reports, Seminars, Press Releases, Politics, Crime and Legal, Public Affairs Reporting, Civic, Industry ,Economic, Financial and Business Agriculture, Science, Sports, Film, Environment, Fashion and Entertainment, Depth reporting, Page-3 Reporting, War etc. Specialized Reporting - Analytical Reporting, Interpretative Reporting, Descriptive Reporting, Investigative Reporting, Human Interest Stories and Human Rights. Differences in reporting for Newspapers / News agencies, TV, Radio, Web,

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Definition, Structure, Characteristics & Types of features. Process: Ideas and Research, Tools And Techniques, Difference Between News and Features, Methods of Writing Interviews, Kinds of Features: Profiles; Middles, Columns, Human Interest Stories, Travel Writing, Opinion Pieces and Editorials; Book Reviews, Movie Reviews, Music Reviews, Narrative Writing, Magazine Reporting: Current Trends, Style and future.

REFERENCE BOOKS:

- 1) Reporting and Editing Practice- Sourin Banerjee, Scholars' Book Hub, (2022)
- 2) News Reporting and Editing-K.M. Srivastava, Sterling Publishers Pvt.Ltd, (2015)
- 3) Journalists Handbook-M. V. Kamath, S Chand, (2018)
- 4) Journalism in India-Rangaswamy and Parthasarathy, Sterling Publishers Pvt.Ltd, (1997)
- 5) फिचर रायटिंग- प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, (2010)
- 6) बातमीदारी भाग 1, 2, 3- सुनील माळी, राजहंस प्रकाशन, (२०१८)

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Writing 5 news as assigned by faculty	15 Marks
3.	Writing 3 features on a topic assigned by faculty	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication First Year: Semester-I Vertical : GE/ OE Course Code: Course Name: Writing and Communication Skills
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Writing and Communication Skills" course aims to develop students' proficiency in written and verbal communication across various contexts. Students will learn fundamental writing techniques, including clarity, coherence, and audience adaptation, while honing their ability to express ideas effectively. The course emphasizes critical thinking and persuasive communication, preparing students for diverse professional environments. Through interactive exercises and peer feedback, students will enhance their skills in crafting compelling messages and engaging presentations. Join us to become a more confident and articulate communicator in both personal and professional settings.

COUSE OBJECTIVES:

- 1) To understand communication skills.
- 2) To know the writing skills.

COUSE OUTCOMES:

- 1) Students will able to communicate in formal way.
- 2) Students will able to draft formal written communication for office.
- 3) Students will be a good public speakers and presenters.

UNIT I: (No. of Lectures: 30) (Weightage: 15 Marks)

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; Effective use of body language. The Importance of Good Conversational Skills. Modern communication technologies and its benefits. Listening ability, barriers in effective listening, speech therapy, effective pronunciations, Confidence, positive speaking, public speaking, using Audio-Visual aids. Differences between group discussion and debate Positive thinking, time management, stress management.

UNIT II: (No. of Lectures:30) (Weightage: 15 Marks)

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. Writing articles.

REFERENCE BOOKS:

1. Communication Skills-Sen, Leena., Prentice Hall of India, New Delhi,(2007)
 2. The Functional Aspects of Communication Skills-Prasad P., S.K. Kataria & Sons, (2003)
 3. Technical Writing: Process and Product-Gerson, Sharan J., and Steven M Gerson,. Pearson Education, New Delhi, (2008)
 4. Effective Business Communication-Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, Tata McGraw-Hill, New Delhi,(1997)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Creating own CV	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Writing and giving speech on assigned subject by examiner	10 Marks
2.	Writing job application as assigned by examiner	10 Marks
3.	Writing press release and sending e-mail as assigned by examiner	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication First Year: Semester-I Vertical : S.E.C. Course Code: Course Name: Pagination
*Teaching Scheme: Practical - 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Pagination" course focuses on the essential principles and techniques of layout design for print and digital media. Students will learn the fundamentals of arranging text, images, and graphics to create visually appealing and effective page designs. The course covers industry-standard software tools, typographic elements, and best practices for ensuring readability and aesthetic coherence. Through hands-on projects, students will develop practical skills in pagination for various formats.

***COURSE OBJECTIVES:**

1. To understand newspaper Layout.
2. To understand the Technological Advancements in Newspaper.

***COURSE OUTCOMES:**

1. Students would be able to understanding Newspaper Layout.
2. Students will be familiar with various pagination software.

UNIT I: (No. of Lectures: 30) (Weightage: 15 Marks)

Concept of Newspaper Design, Page Make-Up Basics, Need for Newspaper Design, Principles of Designing, Column Structure, Typography, Importance of style sheet, Types of Layout - Text Dominant, Image Dominant, Image and Text, Centre Spread, Vertical and Horizontal. Elements of a Newspaper Designing : Flyer story, Anchor Story, Infobox, Quotes, Headers and Footers, Graphics, Logo, Kicker, Hammer, Deck, Captions, Teasers, Info graphics, Boxes and Borders, Bullets, White Space, Margins and Gutters, Grids, Frames, Drop head, Table of contents, Jump lines, Use of Barcode. Front Page Design, Inside Pages Design, Special Page Designs, Photo Editing, Headline and Designing Terminologies. Layout Composition-Symmetrical, Asymmetrical, Mechanical, Visual.

UNIT II: (No. of Lectures: 30) (Weightage: 15 Marks)

Changes in Newspapers Newsrooms due to Technological Advancements, Software Required For Pagination - Adobe Indisign, Adobe PageMaker, Quarke Express, SmartFlow, Adobe Photoshop, Adobe illustrator. Colour Theory (CMYK), Typography, Recent Trends in Pagination - Garcia, Experiment With Collage, Vertical Headline, Skyline, Blend Color With Black and White, Draw Focus to a Custom Graphic, Bring Structure with Grids, Play with Shape, Blend Content Into Imagery, Break Page Flow With Custom Graphics, Use a Limited Color Palette, Use a 5-Column Layout, Draw the Eye Into the Content Flow with Unique Imagery, Use a Clever Typographic Scheme, Use Dramatic Contrast of Color, Flirt with Form, Introduce Contrasting Textures, Vibrant Composition, Experiment with the Traditional Grid and Layout, Alleviate Visual Tension, Toy with Tone, Focus the Eye, Visual Interest and Intrigue, Bring Focus to a Core Message, Convey Distraction, Ramp Up the Color, Play with Layers, Interactive Imagery and Type, Use Photos as Text Frames, Work of Art.

REFERENCE BOOKS:

- 1) Newspaper Design- Harold Evans, Holt, Rinehart & Winston,(1973)
 - 2) Elements of newspaper design- Ames Steve, Praeger Publishers Inc (1989)
 - 3) News Editing and Design- Michael O. Ukonu. Grand Heritage Global Communications, (2013)
 - 4) Newspaper layout and design- R. Daryl Moen, Iowa State University Press, (1989)
 - 5) the newspaper designer's handbook- Tim Harrower, McGraw-Hill Education,(2012)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Design 2 dummy newspapers.	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Design first page of newspaper.	10 Marks
2.	Design one editorial page as assigned by examiner	10 Marks
3.	Design one special page as assigned by examiner	10 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Mass Communication First Year: Semester-I Vertical : A.E.C. (L1) Course Code: Course Name: English-I
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

(As Per Respective Syllabus and University Guidelines)

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and present one speech on a topic assigned by faculty	10 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-I Vertical : V.E.C. Course Code: Course Name: Indian Constitution and Democracy
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write an essay on characteristics of Indian Constitution	10 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-I Vertical : I.K.S. Course Code: JMC01106 Course Name: Introduction To Indian Knowledge System
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Seminar on a topic assigned by faculty	10 Marks

SEMESTER-II

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संयन्त्रता ॥ NAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : Subject-I D.S.C.II Course Code: Course Name: Introduction To Radio
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The "Introduction to Radio" course provides an engaging overview of the history, principles, and practices of radio broadcasting. Students will explore the technological advancements and programming formats that have shaped the radio industry, alongside its role in communication and culture. The course covers key topics, including audio production, scripting, and effective presentation techniques, equipping students with practical skills for radio production. Through hands-on projects and critical analyses of various radio formats, students will develop a deeper understanding of radio's impact on society.

***COURSE OBJECTIVES:**

1. To understand the basics of radio medium.
2. To understand various radio program formats.

***COURSE OUTCOMES:**

1. Students can write scripts for radio.
2. Students can produce radio programs.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Radio as a Mass Medium, Historical evolution of Radio in world and India, Digitalization of Radio in India; Characteristics of radio, Limitations Of radio, Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM. Different types of radio stations Public, Private, Community etc.

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

All India Radio/Akashwani: Establishment, mission, expansion, Role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Opening up of skies: 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.

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Format of Radio Programmes – Announcement, Talk, Interview, Studio discussion, Vox Pop, Radio Feature and Documentary, Music show, Phone-in programme and Drama. Radio News with multiple Sources, news production using sound bites and actualities. Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes;

REFERENCE BOOKS:

- 1) Broadcast Journalism-An Introduction to News Writing- Mark W. Hall, Hastings House Pub,(1987)
 - 2) Radio and Television-K.M. Srivastava: Sterling Publishers,(1989)
 - 3) This is All India Radio-U.L. Baruah: Publications Division; Ministry of I&B, (2017)
 - 4) Broadcasting in India- P.C. Chatterjee, Sage Publication, (1987)
 - 5) The Radio Handbook-Carrol Fleming, Routledge (2009)
 - 6) Other Voices: The Struggle for Community Radio in India- Vinod Pavarala & Kanchan K. Malik, Sage Publication, (2007)
 - 7) Indian Broadcasting, H.R. Luthra, Publications Division,(2016)
 - 8) जनसंवाद सिद्धांत आणि व्यवहार- रमा गोळवलकर-पोटदुखे, जेनेरिक, (२०१५)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and record two-radio news bulletin.	15 Marks
3.	Conduct two radio interviews.	15 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : Subject-2 D.S.C.II Course Code: Course Name: Introduction To Public Relation
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The "Introduction to Public Relations" course explores the essential principles and practices of public relations in today's dynamic communication landscape. Students will learn about the role of PR in shaping public perception, managing relationships, and promoting organizational goals. The course covers key strategies for effective communication, media relations, and crisis management, equipping participants with practical skills for the PR industry. Through case studies and real-world examples, students will engage in critical discussions on ethical considerations and the impact of social media on public relations.

***COURSE OBJECTIVES:**

1. Students will understand fundamentals of public relations.
2. Students will know skills of public relations.

***COURSE OUTCOMES:**

1. Students will be able to practice strategic public relations
2. To understand uses of public relations.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

What is Public Relations? Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services. PRO – qualities, functions and responsibilities.

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Historical Perspective-Industrial revolution-the beginnings of PR – Pioneers-Ivy Lee , Edward Louis Bernays, George Creel etc. The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI –PRCI, Present status and Future of PR in India.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

PR and its tools: Print Media PR tools - House journal, annual reports, Press Release, media kits, hand-outs, backgrounders, Rejoinders etc Electronic Media PR Tools - news bulletin, talks, interviews, documentaries, video bulletins etc., New Media PR tools – email, blog, social media etc., Special tools of PR- Organizing media events; Conferences; Press briefs and Meet the press, Exhibitions etc.

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

PR publics: Internal and external; Public Opinion – Meaning and Definition, Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion. The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR , Code of Ethics.

REFERENCE BOOKS:

- 1) The Process and Effects of Mass Communication - Schramm, Wilbur, University of Illinois, (1971)
- 2) Public Relations: Principles, Problems and Cases- Moore, Frazier H. Irwin (Richard D.) Inc.,U.S.,(1977)
- 3) Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H., Pearson (2003)
- 4) Practical Public Relations: Common-sense Guidelines for Business and Professional People- Sam Black (Author), Melvin L. Sharpe, Prentice Hall,(1983)
- 5) जनसंपर्कचे अंतरंग-रवींद्र चिंचोलकर,विद्या बुक्स पब्लिशर्स, (२०२१)

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit one public relation office and write report.	15 Marks
3.	Assuming that you are working as a PRO, prepare a Public Relation plan as assigned by the faculty	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : Subject-3 D.S.C.II Course Code: Course Name: Event Management
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The "Event Management" course provides a comprehensive introduction to the planning, execution, and evaluation of various types of events. Students will explore key concepts, including event design, budgeting, marketing, and logistics, equipping them with essential skills to manage successful events. The course emphasizes teamwork and communication, allowing participants to develop practical strategies for problem solving in real-world scenarios. Through case studies and hands-on projects, students will gain insights into industry best practices and trends.

***COURSE OBJECTIVES:**

1. To equip the students with Event Management skills.
2. To know the event management techniques.

***COURSE OUTCOMES:**

1. They will be able to identify different types of events, their purposes, target audiences, and logistical requirements.
2. Students will develop practical skills in event planning, including budgeting, scheduling, venue selection, and vendor management.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

History and evolution of Events, Nature, scope, types, significance and of event management, Interrelationship between events and tourism, Key stakeholders – their roles and responsibilities, Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event.

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Event Planning Process, Creation of Concept – Brain storming for concept, Creativity – setting goals and objectives – Announcing the project, selecting the project team, Defining communication channels and Resource specification, The Planning process, Planning Tools. Events Activities in Event Management: Pre-event Activities, During-event Activities, Post-event Activities.

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track. Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic –understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down , Site Selection , Layout and design. Theme based Events, Outdoor and Indoor events, Resources required, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)

Event Promotion: Trends and Challenges – Marketing Communication: image, Branding, advertisement, Publicity, Public Relations – The five „W“s of Event Marketing – Marketing equipment's and tools Marketing skills for Event Management: Creativity, Self Motivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination. Essentials for a successful event - Monitoring, Evaluation and Feedback

REFERENCES BOOKS:

- 1) Event Management-A Booming Industry and an Eventful Career- Devesh, HarAnand Publications.(2011)
 - 2) Kishore, Ganga Sagar Singh, Har-anand, Publications Pvt. Ltd.(2011)
 - 3) Event Management- Swarup K. Goyal, Adhyayan Publisher, (2009)
 - 4) Event Management & Public Relations-Savita Mohan, Enkay Publishing House,(2011)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Attend two events and write evaluation reports.	15 Marks
3.	Participate in two departmental events and write reports.	15 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : G.E. Course Code: Course Name: Anchoring
*Teaching Scheme: Practical - 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Anchoring" course is designed to develop students' skills in hosting and presenting live events across various media platforms. Participants will learn the fundamentals of effective communication, audience engagement, and stage presence, essential for successful anchoring. The course covers techniques for scripting, improvisation, and managing diverse formats, including interviews, discussions, and entertainment shows. Through practical exercises and feedback sessions, students will enhance their confidence and performance abilities.

***COURSE OBJECTIVES:**

1. To understand the technique of anchoring.
2. To understand the script writing for anchoring.

***COURSE OUTCOMES:**

1. Students will get confidence to interact with a very large audience.
2. Students will be capable of doing radio and television anchoring.

UNIT I: (No. of Lectures: 30) (Weightage: 15 Marks)

Anchoring of Public Events, Basics of Anchoring, Duties and Responsibilities of Anchor
Introducing to microphone, EP, Stage, Lightning, Voice grooming-tips and techniques, Dress code for men and women, Make-up tips, body language, Techniques to ace the interview and create a powerful impression, Showing how to hold an audience's attention, Know your voice pitch/tone/intonation/inflection. Event.

UNIT II: (No. of Lectures: 30) (Weightage: 15 Marks)

Radio Anchoring, Know your listener, Presentation Techniques, Role of Announcer/Radio Jockey/News reader, Formats of Radio programmes: News, Announcement, talks, features-documentaries, plays, news, discussion, interviews, , commercial/jingles, music etc. Equipments used by anchors - mike, phone, computer, console etc., Sound Recording, Editing and streaming, The technical process of Radio Broadcasting, Handling live shows
TV Anchoring, Types of TV programmes: News bulletin, News stories, Packaging, Interviews, talk show, discussion programme etc. On-air Essentials, Studio autocue reading & Recording the voice, Examples of anchors work and detailed analysis of their styles, TV Reporting techniques and PTC.

REFERENCE BOOKS:

- 1) सूत्रसंचालन-सुनिता तारापुरे, रजनीश जोशी, सुविद्या प्रकाशन, (२००७)
- 2) रेडिओ जॉकिरिंग-सुनिता तारापुरे, सुविद्या प्रकाशन, (२००७)
- 3) आजच्या ठळक बातम्या-समीरण वाळवेकर, राजहंस प्रकाशन, (२००८)
- 4) Anchoring TV and Live Events-Bindiya Datta, Pustak Mahal, (2013)
- 5) The Art of Public Speaking-Dale Carnegie, Prabhat Prakashan Pvt. Ltd, (2020)
- 6) Radio jockey and T.V.anchoring-Sanjay Gaur, Book Enclave Publishers & Exporters, (2009)
- 7) The ABC of News Anchoring: A Guide for Aspiring- Richa Jain Kalra, Pearson, (2012)

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write report on: a) One public event anchor b) One radio Announcer or RJ c) One Television Anchor	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Write one script of public event as assigned by examiner	10 Marks
2.	Write and record one RJ talk	10 Marks
3.	Write and present one PTC	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : S.E.C. Course Code: Course Name: Photo Journalism
*Teaching Scheme: Practical - 2 Credits Lectures- 60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Photojournalism" course provides an in-depth exploration of the art and practice of visual storytelling through photography. Students will learn the principles of capturing compelling images that convey powerful narratives and evoke emotions. The course covers essential topics, including composition, lighting, ethics, and the integration of images with text in various media formats. Through hands-on assignments and critiques, participants will develop their technical skills and personal style while understanding the role of photojournalism in shaping public discourse.

***COURSE OBJECTIVES:**

1. Students will learn the history of photography.
2. Students will understand skills and techniques of photojournalism.

***COURSE OUTCOMES:**

1. Students will be able to use a photo camera for photography.
2. Students will be capable of edit photos.

UNIT II: (No. of Lectures:30) (Weightage: 15 Marks)

Photography- brief history of photography, early photography techniques, and photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist .Professional organizations, legal and ethical aspects of photo journalism. Principles of camera, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc

UNIT II: (No. of Lectures:30) (Weightage: 15 Marks)

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc. Concept of composition, movements, art and various angles of photography. Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

REFERENCE BOOKS:

- 1) Photo journalism the professional approach-Kenneth Coble, Focal Press,(2008)
 - 2) Basic photography-Michael Langford, Routledge, (2015)
 - 3) Inside photo journalism-Chap Nick Howard, University of Missouri Press,(1994)
 - 4) All about photography-Archana Nair,Goodwill Publishing House,(2004)
 - 5) Digital Camera Techniques-Tout Tarrant, Routledge, (2002)
 - 6) An Introduction to Photography-Michael Freeman, Routledge,(2003)
 - 7) Creating Digital Photography-Michael Pusselle, Amphoto Books, (2002)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Create one photo feature	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Using photo camera take five different types of photographs with appropriate caption. (Portrait, landscape, street, nature, news photo etc.)	10 Marks
2.	Using photo camera take five photos, which are important for the news and write appropriate photo captions.	10 Marks
3.	Using photo camera take five human-interest photos with appropriate caption.	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : A.E.C. (LI) Course Code: Course Name: English-II	
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks	

(As Per Respective Syllabus and University Guidelines)

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and present one speech on a topic assigned by faculty	10 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्याया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : V.E.C. Course Code: Course Name: Environmental Studies
*Teaching Scheme: Theory- 2 Credits Lectures- 30 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Environmental Studies" course offers a comprehensive exploration of the interconnections between humans and the environment. Students will examine critical issues such as sustainability, conservation, and the impact of climate change on ecosystems and communities. The course integrates scientific, social, and ethical perspectives, fostering a holistic understanding of environmental challenges. Through case studies and practical projects, participants will engage in discussions on solutions and strategies for promoting environmental awareness and stewardship.

***COURSE OBJECTIVES:**

1. To make students realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development
2. To make students aware of the environmental policies and movements for educating and inspiring the young minds.

***COURSE OUTCOMES:**

1. Understand the importance and dimension of a healthy environment, become environmentally conscious, skilled and responsible in all their actions with a concern for sustainable development
2. Become aware and appreciate the values and concerns of environmental movements and policies; and act responsibly on environment-related issues.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Scope and importance; Concept of sustainability and sustainable development. Multidisciplinary nature of environmental studies. What is an ecosystem? Structure and function of ecosystem Food chains, food webs; Energy flow in an ecosystem. Ecological succession, Natural Resources: Renewable and Non-renewable Resources

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Biodiversity and Conservation, Environmental Pollution: Air, water, soil and noise pollution-causes, effects and controls. Environmental Policies and Practices, Climate change, global warming, ozone layer depletion, acid rain - impacts on human communities and vegetation. Environment Laws: Environment Protection Act; Biodiversity Act-2002; Wildlife (Protection) Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Tribal populations and rights, and human wildlife conflicts in Indian context. Human population growth: Impacts on environment, human health and welfare.

REFERENCE BOOKS:

- 1) Environmental Studies-Acharya, Manohara., Rai, Ramya PP., K.S., Vinayaka and Naik, Ramachandra, United Publishers, Mangalore. (2022)
- 2) Textbook of Environmental Studies- Bharucha, E.,UGC, (2015).
- 3) Environment Studies- Dr. V. P. Dhulap and Others, Registrar, Solapur University, (2017)

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit to an area to document environmental assets: river/forest/flora/fauna, etc.	10 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.A. Media and Communication First Year: Semester-II Vertical : C.C. Course Code: CC-201/CC-2012/CC-203/ CC-204/ CC-205/ CC-206 CC-210 Course Name: Co-Curricular Course
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs. Or Practical- 2 Credits Lectures- 60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

WEBSITES FOR SUBJECT RELATED STUDIES

- ✚ Google Scholar
- ✚ ResearchGate
- ✚ PubMed
- ✚ ERIC (Education Resources Information Center)
- ✚ SpringerLink
- ✚ Academia.edu
- ✚ SSRN (Social Science Research Network)
- ✚ Directory of Open Access Journals (DOAJ)
- ✚ SAGE Journals
- ✚ Taylor & Francis Online
- ✚ Hindawi
- ✚ Wiley Online Library
- ✚ Open Access Theses and Dissertations (OATD)
- ✚ CORE
- ✚ Google Books
- ✚ Shodhganga

