

# **PunyashlokAhilyadeviHolkar**

## **Solapur University, Solapur**

### **B.Voc course in Journalism & Mass Communication**

#### **Syllabus 2019 - 20**

Title of the Programme: B. Voc. (Journalism and Mass Communication)

(To be implemented from Academic Year - 2019-2020)

#### **Course structure:**

- B.Voc. is three year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

#### **Eligibility:**

1) First Year B. Voc. (Diploma): A student who has passed the Higher Secondary School certificate (10+2) in any stream or its equivalent examination.

2) Second Year B. Voc. (Advanced diploma): Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.

3) Third Year B. Voc. (Degree): Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: 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.

**Examination Pattern:**

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted . Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)
- Minimum passing percentage is 40% for each theory and practical examination.

## B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

| Subj. Code        | Subject Name                            | No. of Credits | UA | CA | Marks |
|-------------------|---|----------------|----|----|-------|
| General Component |   |                |    |    |       |
| JMC 101           | Introduction to Communication and Media | 4              | 70 | 30 | 100   |
| JMC 102           | Introduction to Journalism              | 4              | 70 | 30 | 100   |
| JMC 103           | News Reporting & Feature Writing        | 4              | 70 | 30 | 100   |
| Skill Component   |   |                |    |    |       |
| JMC104            | Editing ( Print Media)                  | 4              | 70 | 30 | 100   |
|                   | Internship ( Print Media)               | 2              | 35 | 15 | 50    |
| JMC 105           | Anchoring                               | 4              | 70 | 30 | 100   |
|                   | Field Visits/Practical/Internship       | 2              | 35 | 15 | 50    |
| JMC 106           | Computer Applications for Media         | 4              | 70 | 30 | 100   |
|                   | Field Visits/Practical/Internship       | 2              | 35 | 15 | 50    |

First Year Semester - II

| Subj. Code        | Subject Name                                | No. of Credits | UA | CA | Marks |
|-------------------|---|----------------|----|----|-------|
| General Component |   |                |    |    |       |
| JMC 201           | Communication & Mass Communication Theories | 4              | 70 | 30 | 100   |
| JMC 203           | Fundamentals of Press                       | 4              | 70 | 30 | 100   |
| JMC 203           | Introduction to Radio                       | 4              | 70 | 30 | 100   |
| Skill Component   |   |                |    |    |       |
| JMC 204           | Writing for Radio                           | 4              | 70 | 30 | 100   |
|                   | Internship                                  | 2              | 35 | 15 | 50    |
| JMC 205           | Photography for Journalism                  | 4              | 70 | 30 | 100   |
|                   | Field Visits/Practical                      | 2              | 35 | 15 | 50    |
| JMC 206           | Documentary Making                          | 4              | 70 | 30 | 100   |
|                   | Field Visits/Practical                      | 2              | 35 | 15 | 50    |

Dr. R. B. Chincholkar

Chairman

Ad - hoc Board of Studies

Journalism and Mass Communication

Second Year Semester – III

| Subj<br>Code       | Subject Name               | No of credits | Marks |
|--------------------|----------------------------|---------------|-------|
| General Components |                            |               |       |
| JM 301             | Development communication  | 4             | 100   |
| JM 302             | Introduction to Television | 4             | 100   |
| JM 303             | Film Appreciation          | 4             | 100   |
| Skill Components   |                            |               |       |
| JM 304             | Video Production           | 4             | 100   |
|                    | Internship                 | 2             | 50    |
| JM 305             | Experimental Journal       | 4             | 100   |
|                    | Practical                  | 2             | 50    |
| JM 306             | Short Film Production      | 4             | 100   |
|                    | Practical                  | 2             | 50    |

Second Year Semester – IV

| Subj<br>code | Subject Name | No of credits | Marks |
|--------------|--------------|---------------|-------|
|--------------|--------------|---------------|-------|

| General component |                                  |   |     |
|-------------------|----------------------------------|---|-----|
| JM 401            | Media Management                 | 4 | 100 |
| JM 403            | Social Issues and Media          | 4 | 100 |
| JM 403            | Introduction to PR               | 4 | 100 |
| Skill Component   |                                  |   |     |
| JM 404            | Corporate Communication          | 4 | 100 |
|                   | Internship                       | 2 | 50  |
| JM 405            | Translation of News and Articles | 4 | 100 |
|                   | Practical / field work           | 2 | 50  |
| Jm 406            | Event Management                 | 4 | 100 |
|                   | Practical/ field Work            | 2 | 50  |

### Third Year Semester – V

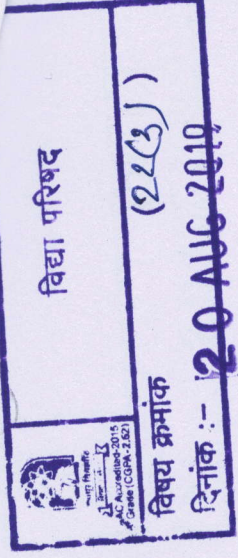
| Subj code         | Subject Name                  | No of credits | Marks |
|-------------------|-------------------------------|---------------|-------|
| General component |                               |               |       |
| JM 501            | Development communication     | 4             | 100   |
| JM 502            | Online Journalism             | 4             | 100   |
| JM 503            | Introductionzs to Advertising | 4             | 100   |
| Skill Component   |                               |               |       |

|        |                               |   |     |
|--------|-------------------------------|---|-----|
| JM 504 | Copywriting                   | 4 | 100 |
|        | Internship                    | 2 | 50  |
| JM 505 | Writing for online Newspapers | 4 | 100 |
|        | Field visit / Practical       | 2 | 50  |
| JM 506 | Writing Developmental Stories | 4 | 100 |
|        | Field visit / Practical       | 2 | 50  |

### Third Year Semester – VI

| Subj Code         | Subject Name                      | No of Credits | Marks |
|-------------------|-----------------------------------|---------------|-------|
| General component |                                   |               |       |
| JM 601            | Media Research                    | 4             | 100   |
| JM 602            | Multimedia Journalism             | 4             | 100   |
| Jm 603            | Social Issues and Media           | 4             | 100   |
| Skill Component   |                                   |               |       |
| JM 604            | Multimedia Journalism& Production | 4             | 100   |
|                   | Internship                        | 2             | 50    |
| JM 605            | Social Media Management           | 4             | 100   |
|                   | Field visit/ practical            | 2             | 50    |
| JM 606            | Project Writing                   | 4             | 100   |
|                   | Viva                              | 2             | 50    |

[२२(३)] आंतर-विद्याशाखीय अभ्यास विद्याशाखेतर्गत शैक्षणिक वर्ष २०१९-२० पासून B.Voc. Course in Journalism & Mass Communication या अभ्यासक्रमाचा Skill Based प्रमाणे उपसमितीने तयार केलेला पाठ्यक्रमास दि. १६/०८/२०१९ रोजी अस्थायी अभ्यासमंडळाने तद्नंतर विद्याशाखेच्या वतीने प्रभारी अधिष्ठाता यांनी व मा. प्र-कुलगुरु महोदयांनी अधिष्ठाता मंडळाच्या वतीने स्वीकारून विद्या परिषदेकडे शिफारस केल्याची बाब विचारार्थ.



(टिपणी: विद्यापीठ अनुदान आयोगाने कौशल्याधारित अभ्यासक्रमांना चालना देण्यासाठी B.Voc. अभ्यासक्रमाची एक योजना जाहीर केली होती. त्यानुसार मा. कुलगुरुंची मान्यता घेऊन B.Voc. Course in Journalism & Mass Communication अभ्यासक्रमासाठी ऑनलाईन अर्ज केला होता. विद्यापीठ अनुदान आयोगाने पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठाच्या सामाजिकशास्त्रे संकुलातील मास कम्युनिकेशन विभागाच्या B.Voc. Course in Journalism & Mass Communication या अभ्यासक्रमास शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यास मान्यता दिली आहे. सदर अभ्यासक्रमाचा पाठ्यक्रम तयार करण्यासाठी उपसमिती गठीत करून त्याची बैठक दि.१०/०८/२०१९ रोजी घेण्यात येऊन त्यात पाठ्यक्रम तयार करून घेण्यात आला. तद्नंतर Journalism & Mass Communication या अस्थायी अभ्यासमंडळाची बैठक दि.१६/०८/२०१९ रोजी घेण्यात आली. सदर मंडळाच्या बैठकीत विषय क्र. २ अन्वये विषय ठेवला असता, त्यावर अस्थायी अभ्यासमंडळाने खालीलप्रमाणे ठराव पारित केला आहे.

ठराव: विद्यापीठ अनुदान आयोगाने B.Voc. Course in Journalism & Mass Communication पाठ्यक्रमास २०१९-२० या शैक्षणिक वर्षापासून मान्यता देण्यात आली आहे. या अभ्यासक्रमाप्रमासाठी विद्यापीठ अनुदान आयोगाने National Skill Qualification Framework (NSQF) अंतर्गत हा अभ्यासक्रम मान्य केला आहे. त्यांच्या सूचना विचारात घेऊन उपसमितीने तयार केलेला तीन वर्षांच्या आराखडयास व एक वर्षांच्या पहिल्या दोन सत्राच्य अभ्यासक्रमास मान्यता देण्याची शिफारस करण्यात येत आहे. तद्नंतर संबंधित विद्याशाखेच्या वतीने स्वीकारून मा.प्रभारी अधिष्ठाता यांनी अधिष्ठाता मंडळाकडे शिफारस केली आहे. तर मा.प्र-कुलगुरु महोदयांनी अधिष्ठाता मंडळाच्या वतीने स्वीकारून विद्या परिषदेकडे शिफारस केली आहे.

सबब, B.Voc. Course in Journalism & Mass Communication चा पाठ्यक्रम विचारार्थ).

ठराव: आंतर-विद्याशाखीय अभ्यास विद्याशाखेतर्गत शैक्षणिक वर्ष २०१९-२० पासून B.Voc. Course in Journalism & Mass Communication या अभ्यासक्रमाचा Skill Based प्रमाणे उपसमितीने तयार केलेला पाठ्यक्रमास दि. १६/०८/२०१९ रोजी अस्थायी अभ्यासमंडळाने तद्नंतर विद्याशाखेच्या वतीने प्रभारी अधिष्ठाता यांनी व मा. प्र-कुलगुरु महोदयांनी अधिष्ठाता मंडळाच्या वतीने स्वीकारून विद्या परिषदेकडे केलेली शिफारस स्वीकारून मान्यता देण्यात आली.



विद्या परिषदेची ३९ वी बैठक मंगळवार, दि.२०/०८/२०१९ कार्यवृत्तांत

पान क्र.४० /४६



**PUNYASHLOK AHILYADEVJI HOLKAR  
SOLAPUR UNIVERSITY, SOLAPUR**

School of Social Sciences

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**Department of Mass Communication**

**Syllabus For**

**B. Voc. (Journalism and Mass Communication)**

**F. Y. B. Voc.- J.M.C.**

**Under National Skill Qualification  
Framework (NSQF)**

**To be implemented from  
2019-20**

**PunyashlokAhilyadeviHolkar**  
**Solapur University , Solapur**

**B.Voc course in Journalism & Mass Communication**

**Syllabus 2019 - 20**

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(To be implemented from Academic Year - 2019-2020)

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**Eligibility:**

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Note: 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.

**Examination Pattern:**

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted .  
Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

## B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

| Subj. Code        | Subject Name                            | No. of Credits | Marks |
|-------------------|---|----------------|-------|
| General Component |   |                |       |
| JMC 101           | Introduction to Communication and Media | 4              | 100   |
| JMC 102           | Introduction to Journalism              | 4              | 100   |
| JMC 103           | News Reporting & Feature Writing        | 4              | 100   |
| Skill Component   |   |                |       |
| JMC 104           | Editing ( Print Media)                  | 4              | 100   |
|                   | Internship ( Print Media)               | 2              | 50    |
| JMC 105           | Anchoring                               | 4              | 100   |
|                   | Field Visits/Practical/Internship       | 2              | 50    |
| JMC 106           | Computer Applications for Media         | 4              | 100   |
|                   | Field Visits/Practical/Internship       | 2              | 50    |

First Year Semester - II

| Subj. Code        | Subject Name                                | No. of Credits | Marks |
|-------------------|---|----------------|-------|
| General Component |   |                |       |
| JMC 201           | Communication & Mass Communication Theories | 4              | 100   |
| JMC 203           | Fundamentals of Press                       | 4              | 100   |
| JMC 203           | Introduction to Radio                       | 4              | 100   |
| Skill Component   |   |                |       |
| JMC 204           | Writing for Radio                           | 4              | 100   |
|                   | Internship                                  | 2              | 50    |
| JMC 205           | Photography for Journalism                  | 4              | 100   |

|         |                        |   |     |
|---------|------------------------|---|-----|
|         | Field Visits/Practical | 2 | 50  |
| JMC 206 | Documentary Making     | 4 | 100 |
|         | Field Visits/Practical | 2 | 50  |

### Second Year Semester – III

| Subj Code          | Subject Name               | No of credits | Marks |
|--------------------|----------------------------|---------------|-------|
| General Components |                            |               |       |
| JM 301             | Development communication  | 4             | 100   |
| JM 302             | Introduction to Television | 4             | 100   |
| JM 303             | Film Appreciation          | 4             | 100   |
| Skill Components   |                            |               |       |
| JM 304             | Video Production           | 4             | 100   |
|                    | Internship                 | 2             | 50    |
| JM 305             | Experimental Journal       | 4             | 100   |
|                    | Practical                  | 2             | 50    |
| JM 306             | Short Film Production      | 4             | 100   |
|                    | Practical                  | 2             | 50    |

### Second Year Semester – IV

| Subj code         | Subject Name                    | No of credits | Marks |
|-------------------|---------------------------------|---------------|-------|
| General component |                                 |               |       |
| JM 401            | Media Management                | 4             | 100   |
| JM 403            | Social Issues and Media         | 4             | 100   |
| JM 403            | Introduction to PR              | 4             | 100   |
| Skill Component   |                                 |               |       |
| JM 404            | Corporate Communication         | 4             | 100   |
|                   | Internship                      | 2             | 50    |
| JM 405            | Traslation of News and Articles | 4             | 100   |
|                   | Practical / field work          | 2             | 50    |
| Jm 406            | Event Management                | 4             | 100   |
|                   | Practical/ field Work           | 2             | 50    |

Third Year Semester – V

| Subj code         | Subject Name                  | No of credits | Marks |
|-------------------|-------------------------------|---------------|-------|
| General component |                               |               |       |
| JM 501            | Development communication     | 4             | 100   |
| JM 502            | Online Journalism             | 4             | 100   |
| JM 503            | Introductin to Advertising    | 4             | 100   |
| Skill Component   |                               |               |       |
| JM 504            | Copywriting                   | 4             | 100   |
|                   | Internship                    | 2             | 50    |
| JM 505            | Writing for online Newspapers | 4             | 100   |
|                   | Field visit / Practical       | 2             | 50    |
| JM 506            | Writing Developmental Stories | 4             | 100   |
|                   | Field visit / Practical       | 2             | 50    |

Third Year Semester – VI

| Subj Code         | Subject Name                      | No of Credits | Marks |
|-------------------|-----------------------------------|---------------|-------|
| General component |                                   |               |       |
| JM 601            | Media Research                    | 4             | 100   |
| JM 602            | Multimedia Journalism             | 4             | 100   |
| Jm 603            | Social Issues and Media           | 4             | 100   |
| Skill Component   |                                   |               |       |
| JM 604            | Multimedia Journalism& Production | 4             | 100   |
|                   | Internship                        | 2             | 50    |
| JM 605            | Social Media Management           | 4             | 100   |
|                   | Field visit/ practical            | 2             | 50    |
| JM 606            | Project Writing                   | 4             | 100   |
|                   | Viva                              | 2             | 50    |

## **JMC 101 : Introduction to Communication and Media**

Unit 1- What is Communication? Why do we communicate? Development of Human communication, Meaning & Elements, Components of human communications; Concept of Communication, 7 c's Communication , Meaning, Definition, Nature, Scope, Process of communication, Noise and feedback in communication , Functions of Communication

Unit II - Kinds of Communication: Oral & Written, Verbal and Non – Verbal., Levels of Communication:- Intrapersonal – Interpersonal , - Group – Mass Communication., Differences between levels of Communication.

Unit III. Oral Communication .Planning and conducting interviews, selection interviews, Verbal Communication Universals of Verbal Communication Meaning & Barriers in Verbal Communication, Language, Sub-Language & Culture Elements of speech communication, Non-Verbal Communication, Non-Verbal behavior as communication Body communication-Body movement, Facial Communication Space Communication-Physical environment Silence, Paralanguage & Temporal communication, Forms of Communication: Intra Personal Communication Interpersonal Communication Group Communication (Public, Crowd, Small Group) Mass Communication

Unit IV :Media for Mass Communication: Characteristics of Traditional and folk media, Print Media, Electronic Media ( Radio, TV, Cinema , and New Media.

### **Books and References:**

- 1) VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- 2) Keval J. Kumar: Mass Communication in India;
- 3) Baidyanath Bhattacharya: AdhunikGanamadhyam;
- 4) Sinha K.K. : Business Communication ,Galgotia Publishing Company
- 5) AshaKaul: Communication ,Prentice Hall India
- 6) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.

7) McLuhan Marshall understanding Media Rutledge &Kegan Paul, , 1964.

8) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.

.9) Dr. PawarSudhakar, SanvadShastra, MansammanPrakashan, Pune

### **JMC 102 :Introduction to Journalism**

Unit I: Beginning of the Press in world, Technological development, Invention of printing and movable type in Europe, Beginning of Press in India, Early Anglo-Indian newspapers, Hicky"s Gazette, Buckingham"s Journal, Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit II: National leaders and newspapers, Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, LokmanyaTilak, Surendranath Banerjee, DadabhaiNauroji, Mahatma Gandhi, Ghose brothers (Amrut Bazar Patrika), BenjaminHorniman (Bombay Chronicle),KasturiRanga (The Hindu), LalaLajpatRai, Moulana Azad, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit III: Role of the language press with emphasis on Marathi newspapers and editors: BalShastriJambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. BabasahebAmbedkar, Khadilkar, AcharyaAtre, NanasahabParulekar, KrishnaraoBhalekar,DinkarraoJawalkar, BhagvantraoPalekar,Shripatraoshinde,MukundraoPatil, etc.;

Unit 4: Emergence of the fourth estate: Development of news agencies, Changing role and nature of the press, government"s newsprint policy , Emergency and the press, Role and reports of press commissions, Current trends in English and language journalism in India , Newspapers after globalization, Present status of newspapers.

Books and References::

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.

2. Murthy, N.K. Indian Journalism,

3. Miller, Carl G. and others. Modern Journalism.

4.लेले रा.के., मराठी वृत्तपत्रांचा इतिहास, काँटिनेंटल प्रकाशन, पुणे

5. Parvate, T.V. Marathi Journalism.

6. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.

7. Rau, Chalapthi. The Press.National Book Trust.

8. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.



## **JMC 103 :News Reporting & Feature Writing**

Unit 1 - News: meaning, definition, nature. The news process: from the event to the reader (how news is carried from event to reader), Hard news vs. Soft news, basic components of a news story - Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Unit 2 - Robert Gunning Principles of clear writing,,: lead and body; different kinds of lead; changing styles of news writing., Organizing a news story, 5W's and 1H, , Understanding the structure and construction of news, Structure of a news story-inverted pyramid and narrative styles;Criteria for news worthiness, principles of news selection Use of archives, sources of news, use of internet.

Unit 3 - Beat and Source: definitions, Principles of News , Writing: Intro, Lead; Principles of Agency News Specialization in Journalism: Specialization in Journalism: Interpretative and Investigative Journalism, Political Journalism, Crime and Legal Journalism, Public Affairs Reporting, Human Interest Stories and Human Rights Reporting . Corporate, Economic, Financial and Business Agriculture Journalism, Science Journalism, Sports Journalism, Film Journalism, Environment and Civic Journalism, Fashion and Entertainment Journalism, Page-3 Reporting.

Unit IV-Interview: Meaning, Preparation, Techniques, Types. Methods of Writing Interview Stories, Features: Meaning, Definitions, Kinds. Writing different kinds of features .Human interest stories, backgrounders, Op-ed articles, Editorials, Articles, Middles, Columns. .

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### **Books and References-**

- (1) John Hohenberg: Professional Journalists;
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;
- (8) Sourin Banerjee: Journalism Update; PragatishilProkashak.

## **JMC 104 : Editing ( Print Media)**

Unit- 1:News Desk, Editorial structure of newspaper, Editorial hierarchy and responsibilities of various functionaries, Functioning of news Desk, Newsroom, News Flow and Editing: Role and Responsibility of Gatekeepers, Sources of News Managing the news flow.

Unit-II: Functions of Newsrooms – Reporting Sections- Editorial Dept. – Different Designations in Reporting and Editorial Depts., Qualifications and responsibilities of Managing Editor, Editor, News Editor, Assistant Editor, Chief sub editor, Chief Reporter, Sports Reporter,SubEditor.

Unit IIIEditing Process - News selection, News Value and other parameters ,Handling of news copy,Principles of Editing – Rewriting, translation:,Planning and visualization of news ,Rewriting news stories , Headlines and intro ,Kinds of headlines: banner, sky line etc.,Stylebook and Style sheet ,Use of synonyms and abbreviations.

Unit- IV:Structure of newspaper, broadsheet, tabloid and Berliner size, Newspaper Design and Layout – Introduction to Typography, Graphic Arts, Animation. Principles of Page Designing, Comparative Front and Inside Pages,Computer Page Makeup; Principle & Techniques of Page Makeup.Picture Editing and Caption Writing, study of page designs of different newspapers. Recent trends in Pagination.Newspaper Printing Process and printing terminology .

### ***Books and References***

- 1 कुलकर्णी एस.के., पत्रकारिता मार्गदर्शक, पुणे विद्यार्थी गृह प्रकाशन , 2004
- 2.सुनील माळी, बातमीदारी, राजहंस प्रकाशन, 2008
3. Lewis James. The Active Reporter.Vikas Publication
4. Warren Carl. Modern News Reporting.Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism.Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.).Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.

9. Kamath, M.V. Reporter at Large.

## **JMC 105: Anchoring**

**Unit I - Anchoring of Public Events-** Basics of Anchoring, Introducing to microphone, EP, Stage, Lightning, Voice grooming-tips and techniques, Dress code for men and women, Make-up tips and techniques, Techniques to ace the interview and create a powerful impression, Tips on anchoring from the experts in the field, Showing how to hold an audience's attention, Event

**Unit II - Radio Anchoring:** Know your voice pitch/tone/intonation/inflection. Know your listener, Presentation Techniques, Role of Announcer/Radio Jockey/News reader, Voice Over: Rhythm of speech, Breathing, Resonance, VO for radio commercials, Writing Script for Radio, Formats of Radio programmes: Announcement, talks, features-documentaries, plays, news, discussion, interviews, commercial/jingles, music etc

**Unit III - Duties and Responsibilities of Anchor-** Duties and responsibilities while news reading: Understanding the news scripts and news, agenda On-air Essentials, Studio autocue reading & Recording the voice, Anchoring for AIR channels and private FM channel, Equipments used by anchors - mike, phone, computer, console etc, Sound Recording, Editing and streaming, The technical process of Radio Broadcasting, Handling live shows

**Unit IV -TV Anchoring-** Concept of TV Journalism, Scripting for television media, Techniques of taking visual for TV News, Writing for TV news, Sound bites, Voice-overs, Live reports, Types of TV news stories/Packaging/Interviews, News room setup., The basics of fluency, Voice: pitch/tone/intonation/inflection, Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV, Voice and its function, demonstrating how to control body language, Breathing and articulation., Duties and responsibilities while news reading, Understanding the news scripts and news. agenda On-air Essentials, Studio autocue reading & Recording the voice, A look at personality, style and general show presentation, Examples of anchors work and detailed analysis of their styles, Talk show host and moderating an event. TV Reporting techniques-

1. सुनीता तारापुरे, सूत्रसंचालन

2. सुनीता तारापुरे, रेडिओ जॉकिरिंग

3. Brown, Michele & Gyles Brandreth. *How to Interview and be interviewed.* London:

*Sheldon Press, 1994.*

4. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. New York: Pocket Books, 1977. Collins, Patrick.

5. *Speak with Power and Confidence*. New York: Sterling, 2009.

## **JMC 106: Computer Applications for Media**

Unit-I . Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application

Unit II :Components of Computer System - Central Processing Unit (CPU) , VDU (Visual Display Unit) Keyboard and Mouse , Other input/output Devices , Computer Memory ,Storage device.Introduction to the internet search engines ,E-Mails, Google Docs and Forms

Unit III: MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel ,Using printers & scanners

Unit-IV : DTP Software, Features and their basic application:,. Corel draw,. PageMaker,. In Design, Photoshop

Suggested Readings:

1. Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today

## **First Year Semester II**

### **JMC 201: Communication & Mass Communication Theories**

#### Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

#### Unit-II

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

#### Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory,, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

#### Unit-IV

Normative Theories - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory . Other Theories: Development Media & Democratic Participant Theory

#### **SUGGESTED READINGS**

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQuali

### **JMC202–Fundamentals of Press and Media Organizations**

Unit-I: Principles of Journalism , Journalism Definition, Nature , Scope and Significance. Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.

Unit-II Various Media Commissions and Organizations- NWICO, International Organization of Journalists, International Federation of Journalists, Indian Federation of Working Journalists, Women Journalist Associations, WAN- INFRA etc

Unit-III National Media organizations -: Various Government Organizations for Press and their responsibilities - PCI, PIB, DAVP, Films division, RNI, Photo division, Publication division, PII, DGIIPR. Private Media organizations INS,

Unit-IV: Journalism as Profession,. Relationship between Press and Society, Press and Government, Code of Ethics of the press , Reader and his interests, understanding public taste, Press as a tool of social service. Newspaper Organization ,The role of press as an agency of communication, Relationship between press and other mass media. Press and Democracy, Print Media in India: An overview

Readings:

- (1) Denis McQuail: McQuail's Communication Theory; 4th, 5th and 6th Edition.
- (2) John Fiske: Introduction to Communication Studies; Routledge.
- (3) Abir Chattopadhyay: Communication, Media and Cultural Studies; Progressive Publishers.
- (4) Arvind Singhal: Communication for Innovation; Sage.
- (5) Abir Chattopadhyay: Jnapontatwo O Sankriti; Progressive Publishers.
- (6) Edward S. Herman and Noam Chomsky: Manufacturing Consent; Vintage.
- 7) अंबेकर अजय , शासन संपर्क
- 8) गोळवलकर रमा, जनसवाद : सिध्दंत आणि व्यवहार, श्री मंगेश प्रकाशन, नागपूर

### **JMC 203 :Introduction to Radio journalism**

Unit-1: Radio as a medium of mass communication in today's context . Characteristics of radio, Limitations of radio ,Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM , Different types of radio stations

Unit II - History of AIR; Inception and Growth of Radio News in India; Educational Radio in Developing countries (Neurath Project); Development of entertainment programmes in AIR: reach and access; From Amateur or Ham to FM and Digitalization of Radio in India; Radio in democratic periphery: participatory, community driven, special need like disaster; Audience segment.

Unit-III :Autonomy of AIR: Prasar Bharati; Radio formats: Community Radio, Campus Radio; National , Programme in AIR; Radio Jockey: Role and Responsibilities. Radio format: Meaning & Importance 2. Radio news 3. Radio talks 4. Radio features

Unit-IV Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos

. Suggested Readings:

Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television; Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio; Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.
- (7) Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.
- 8). H.R. Luthra Indian Broadcasting, Publications Division
- 9). Robert McLiesh Radio Production, Focal Press
- 10) James R. Alburger The Art of Voice Acting, Focal Press

## **JMC 204 Writing for Radio**

Unit-1

Radio writing techniques: Writing for radio idioms and spoken word, elements of radio news;

Radio feature, News reel, Radio Talk, Interview; Pre-production idea and research, radio script, storyboarding, proposal writing, budget, floor plan, pilot; Production: Use of sound, listening,

recording, using archived sound; Editing: creative aspects of editing; Ethical issues.

Unit-2

Working in Radio news room; functions of recording room; Sound for Radio: different types Sync/non-sync/natural and ambience sound; Frequency and Wavelength; Analogue to Digital

Sound; Special effects, menu and synthesis  
Radio Personnel; Radio Script: Pre-Production, Production skills; Copywriting; Field

recordingskills, livestudio broadcast with multiple sources, Cuesheet and recording, news

production; Editing, Creative use of Sound Editing (Computer based), special sound effects,

Phone-in programme

## **JMC 205 Photography for Journalism**

Unit –I

Photography- brief history of photography, early photography techniques, 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.

Unit –II

Principles of camera oB.Sc.ura, 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-III

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.

## **JMC 206 Documentary Making**

Unit 1

Understanding the Documentary film, Introduction to Realism, Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary;

Unit 2



Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting. Readings:

(1) K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.

(2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.



