

Solapur University, Solapur.

Semester Pattern Syllabus

M.A.

(Mass Communication)

(w. e. f. June 2009)

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

- b. The total numbers of seats in the University Department of Journalism and Mass communications shall be 25 and the Colleges Where this Course is run, the total numbers of seats shall be 25 in each college, and reservation for backward classes and women shall be applicable as per the University State Government directives from time to time.
- c. All the things equal, two additional seats shall be made available for the candidates of other University.
- d. As per UGC directive and the University's decision additional 15% seats shall be created for foreign/NRI candidates, if any.
- e. The over and above quota admission shall be given as per the provisions and rules of this University.
- f. The Entrance Test fee shall be Rs. 100/-
- g. The media production fee shall be Rs. 100/- per semester.

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

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

- a. A candidate obtain for passing degree of M.A. (Mass Communication & Journalism) minimum 50% marks in each theory paper prescribed for the examination and 50% marks in practical examination of each paper. A candidate failing in Theory, Examination but passing in practical Examination conducted by the University shall be exempted from appearing for practical examination as an ex-candidate. However, a candidate failing in practical examination but passing in the theory examination shall be re examined in both i. e. Theory and Practical.
- b. A candidate failed in the first semester, is allowed to appear for second semester, but to get admission in the fourth semester he / she must pass the second semester.
 - 1. Each candidate shall be assigned to a teaching faculty member for guidance and supervision of the dissertation, in the area of his / her interest in consultation with the guide, at the beginning of the 4th semester of the M.A. (Mass Communication & Journalism) course, Such dissertation shall be submitted by the candidate with signature of the approved guide before the date of commencement of the Theory examination. Necessary certificate

starting theorem that the dissertation entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory should be signed by the guide. The candidate should also sign an undertaking that the dissertation is the outcome of his own research work and is based on his/her studies/research of the candidate is found copies partially or completely, his/her whole performance for the whole examination of the 4th semester shall be treated as cancelled and he/she have to reappear for the whole examination of 4th semester.

The dissertation submitted by the candidate shall be examined by a panel of examiners consisting one internal guide and one External appointed by the University. The dissertation shall carry total marks 75% and shall be treated as a separate lead of passing out of which 50% minimum marks are required for passing after having secured required number of marks kin the dissertation, the candidate shall be eligible to appear for Viva-voce examination Which will form as a part of annual examination. Maximum marks of 25 are prescribed for Viva-voce out of which a candidate is expected to secure at least 50% Viva-voce marks for passing. Written part of dissertation and Viva-voce are to be treated as two independent heads of passing. The Viva-voce examination shall be conducted by a panel of examiners appointed by the University for Valuation of dissertation.

A candidate secures 50% or more but less than 60% of aggregate marks prescribed for the said examination shall be awarded Second division and of 60% or more of the aggregate marks are secured first Division shall be awarded. Division or Class to be awarded shall be decided on the aggregate total of marks secured in theory exams. Practical dissertation and Viva-voce etc, as prescribed the University.

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

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

COURSE STRUCTURE

FIRST SEMESTER

Sr.No.	Subject	Theory	Practical	Total
1.	Principles of Mass Communication	70	30	100
2.	Development of Media	70	30	100
3.	Reporting and editing	70	30	100
4.	Advertising and Public Relations	70	30	100
5.	Writing and comm. Skills & Currant Affairs	70	30	100
6.	Practical Exam		100	
7.	Internship (Print Media) and participation in production of lab journal.		25	100
	Total	350	275	625

SECOND SEMESTER

Sr.No.	Subject	Theory	Practical	Total
1.	Media Management	70	30	100
2.	Media Law and Ethics	70	30	100
3.	Electronic Media (Radio & Television)	70	30	100
4.	New Media Applications	70	30	100
5.	Regional Journalism	70	30	100
6.	Practical Exam		100	
7.	Internship (Public Relation /Advertising) and participation in production of lab journal.		25	100
	Total	350	275	625

THIRD SEMESTER

Sr.No.	Subject	Theory	Practical	Total
1.	Communication Research	70	30	100
2.	Film and Magazine Journalism	70	30	100
3.	Development Communication	70	30	100
4.	Print Media	70	30	100
5.	Radio Journalism & Production	70	30	100
6.	Practical Exam		100	
7.	Internship (Radio/Television) and participation in production of lab journal.		25	100
	Total	350	275	625

FOURTH SEMESTER

Sr.No.	Subject	Theory	Practical	Total
1.	Television Journalism & Production	70	30	100
2.	Advertising	70	30	100
3.	Public Relations & Corporate Communication	70	30	100
4.	Online Journalism	70	30	100
5.	Dissertation		100	100
6.	Practical Exam		100	
7.	Preparation of blog, webpage and participation in production of lab journal.		25	100
	Total	280	345	625

SEMESTER I

Paper-I: Principles of Mass Communication

Nature and process of human communication, functions of communication, verbal and non-verbal communication, types of communication.

Communication theory and models-: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood & schramm, Dance, Gerbener, Newcomb, Convergent and gate-keeping communication and socialization.

Concept of Mass communication, Nature and process of mass communication, mass medias, characteristics and types of audiences.

Media Theories-: authoritarian, libertarian, soviet media, social responsibility, development communication, democratic.

Mass Media: public opinion and democracy, Media culture and its production. Media organizations, media contents, market – driven media content , cultural integration and cultural pollution.

Ownership patterns of mass media- issues of media monopoly, cross media ownership, Macbride commission & reports of other commissions.

New Trends in communication & mass communication.

Paper-II: Development of Media

PRINT :

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

Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India.

Newspapers and magazines in the nineteenth century – Indian independence movement and the press – issues of freedom, both political freedom and press freedom.

Birth of Journalism – early Anglo – Indian newspapers, development of Bengali & Hindi newspapers, orthodox vs reformist, social reform movement and Journalism – contribution of Raja Ram Mohan Roy etc. Birth of the Indian news agencies, development after independence.

The Indian press and freedom movement – Mahatma Gandhi and his Journalism; social, political and economic issues before independence and the Indian press; historical development of important newspapers and magazines in English; Hindi and Marathi Important personalities of Indian journalism.

History of Marathi Journalism- Bal Shastri Jambhekar, Lokhitawadi Ranade, Lokmanya Tilak, Agarkar, N.C. Kelkar, S.M, Paranjape, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar etc.– Satya Shodhak Press, Dalit Press & its Social importance.

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

An overview of press in Solapur District.

Paper-III: Reporting and Editing

REPORTING:

News: definition, concept, elements, news values, sources of news, lead writing, kinds of lead, reporting crime, weather, citylife, speech, accident disaster, court, election, riots, war/conflict/tensions, education, cultural activities

- Interviewing – kinds, purposes, techniques, writing interviews.
- Reporting of press conference, Meet the press.
- RTI (Right to information) and its use in reporting.
- Reporting – purposes, sources, styles, techniques, columns development, criticism, reviews, feature writing, news analysis, use of background.
- Investigative reporting, interpretative reporting, news analysis, sustainable development news reporting, news regarding natural calamities like floods, fire, accidents. Reporting the Zilla Parishad & civic body.
- Changing trends in reporting - Human interest, science & technology, agriculture, E-business news reports.
- Political reporting, Legislative reporting (parliament, legislative council and assembly), Diplomatic reporting.
- Scoops and exclusives and specialized reporting- sports, environment, economics, development, commerce, consumerism, water & energy, literacy, gender, and allied areas, reporting for magazines.

EDITING:

Meaning, purposes, symbols, tools. lead, body, paragraphing.

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

Paper-IV: Advertising and Public Relations

ADVERTISING:

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

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD etc.)

Client related issues and the process, business development, pitching for accounts, agency-client interface: the parameters-creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

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

Public relation and Corporate Communication:

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

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

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

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

Interface of PR with various management disciplines (human resource development, finance, marketing, law etc.) ,publics in PR, PR tools (interpersonal, mass media and selective media)- PR in central and state government and the functioning of various media units of the state and Union governments.

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

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

Paper V:-Writing & Communication Skills & Current Affairs

Writing skills: -

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

Communication skills: -

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

Positive thinking, time management, stress management

Current Affairs: -

- The focus of contemporary social, political, political, economic issues, discussion on current topics-local, regional, national, international.
- Background information, statistical data, reference clipping etc. list of concerned journals (like India Today Outlook, Business World, The Week, Sports Star,)
- Some issues always imp:UNO, World War I & II, Cold war, NAM, freedom struggle, Goa freedom struggle, Samyukta Maharashtra Movement, the Importance of panchyat raj & Zilla Parishad in Maharashtra, the role of legislative assembly.
- New economic scenario after GATT, WTO, World Bank, World Monetary Fund, International Conference at Geneva, Uruguay, Doha, Seattle.
- Terrorism on International Level-Kashmir, Kandahar, Katmandu, World Trade Centre, Beslan Bail, Colombo, Mumbai. The mastermind organization behind these horrified incidents. Naxalism.
- Translation – Basic Principles of translation, The importance of translation in newspaper & electronic media i.e. radio news channels, Translation of news agency & press release copy, copy editing & translation in news room or news desk. The need of translation of radio news & agency news in language press in rural newspaper offices.
- The news from PTI, UNI, dispatches from other states, the role of chief-sub, sub- editor, use of dictionary, use of accurate words in news.

Term work & Practical

Semester-I

Total Marks

Termwork:-

- Paper 1.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) A detailed report on various Models of Mass Communication and It's applications in the various fields. **10 Marks**
C) Translation of news and features (5 news, 5features) . **10 Marks**
- Paper 2.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) A detailed report on Radio, Television, Newspapers and Internet. **10 Marks**
C) Media survey **10 Marks**
- Paper 3.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Writing news items (5), News stories (5) **10 Marks**
C) Articles (3), Writing Interviews (3) **10 Marks**
- Paper 4.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Preparing advertisements (4 types), preparing press releases(2), Folders (2), **10 Marks**
C) Writing detailed report on one advertising agency and one Public Relations Unit/Office. **10 Marks**
- Paper 5.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Submission of four reports based on current issues as assigned by the faculty. **10 Marks**
C) Speech on subject assigned by faculty. Submit audio CD. **10 Marks**

Practical Examinations:

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

SEMESTER II

Paper-I: Media Management

Principles of Media Management and their significance – media as an industry and profession.

Ownership patterns of mass media in India-sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious, institutions (societies) and franchisees (chains). Policy formulation- planning and control; problems, process and prospects of launching media ventures. Organizations theory, delegation, decentralization motivation control and co-ordination.

Hierarchy, functions and organizational structure of different departments-general management, finance, circulation (sales promotion- including pricing and price war aspect); advertising (making), personnel management, production and reference section; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.

Editorial – Response System.

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production, costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, Labour laws and PR for building and sustaining business and audience.

Planning and execution of program production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques, employee/employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)- reach- promotion- market survey techniques- human research development for media.

Foreign equity in Indian media (including print media) and press Commissions on Indian newspaper management structure.

Paper-II: Media Law & Ethics

Media Law:

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

SPECIFIED PRESS LAWS:

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

ETHICS:

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

Accountability and independence of media.

Paper – III: Electronic Media (Radio and Television)

Evolution and growth of electronic media. Development of radio , evolution and growth of AIR, evolution of television and internet in world and in India , Prasarbharati- structure objectives and role. Characteristics of radio, television and Internet as medium of mass communication. Growth of private television channels. Emerging trends in radio broadcasting- FM, digital, satellite and web.

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

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

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

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

PaperIV-: New Media Technology

Communication Technology (CT): concept and scope.

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

Internet: LAN, MAN, WAN, E-mail, web.

Ownership and administration of internet, ISPs, WAP, Types of connections Dial-up, ISDN, lease- line.

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

WEB PAGE, Websites, Homepages.

Introduction to HTTP, HTML, ELP, DNS, JAVA; Browsing and browsers, bookmarks, searching; through directory search engine, search resources, video conferencing and telephony, e-commerce; m-commerce, buying, selling, banking, advertising on Internet.

Web page development, inserting, linking, editing, publishing, locating, promoting and maintaining a website.

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

Paper V:-Regional Journalism

(with input of Development Journalism & Agriculture Coverage)

- Genesis & Importance of regional Journalism, regional issues relates with development of social, economic, educational growth. The role of mass media in regional development including Radio, TV, Mobile, film shows, street plays, folk-lore programme fairs and festivals.
- The impact of influence of new economic order in the world on development (with special focus on rural development). The role of government, Semi-Government agencies and NGOs in this field.
- New awareness in agriculture field-role of market committees – science & agricultural development – research for benefits of farmers & importance of agriculture education.
- Some imp issues – family welfare, education, health, new concept of environment, policies of gove. (Central & State). Women and media.
- Case studies on regional development journalism.
- Co-operative movement, self-help groups, self employment, entrepreneurship development, impact on rural economics.
- Modern agri technology, green revolution, bio technological inventions (BT seeds etc.), Processing industry, export, horticulture, floriculture, dair, poultry, organic farming, green house, post harvest technology, marketing, irrigation methods, water distrubuting societies
- Drought prone area in Maharashtra and It's development.

Term work & Practical

Semester-II

Total Marks

Termwork:-

- Paper 1.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) A detailed report on management of one newspaper office, one radio station and one television studio. **10 Marks**
C) A survey based on circulation of newspapers/ listenership of radio / viewership of TV channels. **10 Marks**
- Paper 2.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Presentation of research paper in seminar. **10 Marks**
C) Submission of report based on role of media, accountability and independence of media **10 Marks**
- Paper 3.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Two news reports for radio. Submit CD. **10 Marks**
C) One news story for TV. Submit CD. **10 Marks**
- Paper 4.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) Downloading information and submission of file on the subject assigned by the faculty. **10 Marks**
C) Creation of e-mail Id and social networking profile. **10 Marks**
- Paper 5.** A) Two monthly tests based on the syllabus of 05 marks each. **10 Marks**
B) A detailed report on social, educational, economical and agricultural Development in Solapur district as assigned by the faculty. **10 Marks**
C) Preparation of development news for radio/TV. Submit CD. **10 Marks**

Practical Examinations:

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



Solapur University, Solapur

Nature of Question Paper For Semester Pattern

• Faculty of Social Science

(UG/PG Courses)

(w.e.f. June 2010)

Time - 2 Hours

Total Marks– 50 Marks

Instruction – (1) All questions are Compulsory.

(2) Figures to the Rights indicate full marks.

- | | | |
|--------------|---|-----------------|
| Q. 1) | Multiple choice questions (Ten)
(With four alternatives) | 10 Marks |
| Q. 2) | Write short Answer of the following
(Any four out of six) | 08 Marks |
| Q. 3) | Write short notes
(Any four out of six) | 12 Marks |
| Q. 4) | Answer any one long type question of the following
A
<u>OR</u>
B | 10 Marks |
| Q. 5) | Long answer type question | 10 Marks |

1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

2. Nature of question paper:

A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks. Each objective question will carry one mark **each**.
- C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
- D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.
for questions 2 to 5.
 - 1. Practical Examination for B. Sc. I. will be conducted at the end of second semester.
 - 2. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.