



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

M.A. MASS COMMUNICATION

PART-II

SEMESTER III & IV

FACULTY OF INTERDISCIPLINARY STUDIES

(2024-2025)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
M.A. Mass Communication (Faculty of Interdisciplinary Studies)

NEP-2020 Syllabus-Structure and Credit Distribution for Second Year of Two Years PG Degree Program (2024–25)

Year (2Yr PG)	Level	Sem (2Yr)	Major		RM	OJT/ FP	RP	Com Cr.	Degree
			Mandatory	Electives					
II	6.5	Sem. III	DSC IX – Theory (4) Development Communication DSC X– Theory (4) Radio and Television Programme Production DSC XI– Theory (4) Digital Journalism DSC XII – Practical (2) Data Journalism	DSE III– Practical (4) Science and Health Journalism or DSE III –Practical (4) Inter Cultural Communicat ion			RP-I (4) Research Project	22	PG Degree After 3-Yr UG or PG Degree After 4-Yr UG
		Sem. IV	DSC XIII – Theory (4) Media Management DSC XIV –Theory (4) Media Law and Ethics DSC XV – Theory (4) Film Studies	DSE IX - Practical (4) Political Communicat ion or DSE IX-- Practical (4) Entertainment Journalism			RP-II (6) Dissertation	22	
Cum. Cr. For 1 Year PG Degree			26	08	--	--	10	44	
Cum. Cr. For 2 Year PG Degree			54	16	04	04	10	88	
2 Years-4 Sem. PG Degree (80-88 Credits) after Three Year UG Degree or 1 Year-2 Sem. PG Degree (40-44 Credits) After Four Year UG									
	8.0			Course Work Min. 12(3*4)		Training in Teaching/Education /Pedagogy:4		16+Ph. D Work	Ph.D-in Subject

****ABBREVIATIONS****

Sr. No.	Abbreviations	Full Form
1.	D.S.C.	Discipline Specific Core
2.	D.S.E.	Discipline Specific Elective
3.	RP	Research Project

****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) 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.

*****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

SEMESTER-III

DSC IX: DEVELOPMENT COMMUNICATION **(THEORY- 4 CREDITS, 60 Hrs. LECTURES)**

****COURSE OBJECTIVES:**

- 1) To understand concept of development communication
- 2) To help students gain an understanding of media's role in the development communication.
- 3) To identify and analyze media's role and its responsibilities with regard to social change

**** COURSE OUTCOMES:**

- 1) Students gain an understating of the key concepts in development and the different models of development
 - 2) Students critically analyze how media portrays development issues
 - 3) Students assess the opportunities of using Journalism as a change agent
 - 4) Students create alternative media content aimed at development and social change
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UNIT 1

(Credit: 1) (Lectures: 15)

Development communication: definition, meaning , concept, Contribution of Nora Qubral, Alternative Development communication approaches: Sustainable Development, Participatory Development, Inclusive Development, Gender and development Theories of development communication : Modernization, Media as magic Multiplier, Diffusion of Innovation, Dependency Theory, Indian Theories of development- Gandhian Theory etc.

UNIT 2

(Credit: 1) (Lectures: 15)

Measurement of development, Development versus growth, Human development, Development and underdevelopment in global perspectives, gap between developed and developing societies, characteristics of developing societies, Economic concept of development, Role of global agencies in solving economic problems of the developing world- UNICEF, WHO, FAO, UNDP, UNCTAD, IMF, World Bank, Millennium Development Goals (MDGs), Sustainable Development Goals(SDGs).

UNIT 3

(Credit: 1) (Lectures: 15)

Traditional Media for Development, Digital Media for development, Social media and development. Environmental Journalism, Health Journalism, Advocacy Journalism, Agriculture Journalism, Case Studies : My Village Chattera, NIE, Agrowon etc., Role of Radio and Community Radio – case studies Rural Radio Forum, Gyanwani, Radio Rice etc, Television for Development Communication- Case Studies': SITE, Krishi Darshan, Kheda, Jhabua. Cinema and Documentary for development communication.

UNIT 4

(Credit: 1) (Lectures: 15)

Contemporary Issues and Development Communication -Development and role of media, role of NGOs and people's movement, Awareness campaign for grass root democracy – Panchayat Raj Institutions, planning Commission -Five Year Plans & Indian Development, NITI Ayog, objective, & its structure. Case studies on media coverage of family welfare, nutrition, mother and child survival, and AIDS awareness, Pulse Polio Campaign, Communication for water conservation, agriculture, education, literacy. Gender issues, LGBTQ movements, child trafficking, child labour, human rights issues, atrocities, apartheid.

**** REFERENCE BOOKS:**

1. Development Communication: Theory and Practice – Uma Narula, HAR-ANAND PUBLICATION (2019)
 2. Communication for Development in the Third world- R. Srinivas Melkote, Sage Publication (2001)
 3. Everybody Loves a Good Drought: Stories from India’s Poorest Districts-P. Sainath, Penguin,(2002)
 5. Communication and development-S. R. Mehta, Rawat Publication (1992)
 6. Development Journalism: What Next? An Agenda For The Press-D. V. R. Murthy, Kanishka Publishiners Distributors (2006)
 7. by India's Communication Revolution: From Bullock Carts to Cyber Marts-Arvind M Singhal, SAGE, (200)
 9. Understanding Development communication- Uma Joshi, Dominant Publishers, (2001)
 10. Communication Modernisation and Social Development: Theory, Policy and Strategies- Kuttan Kiran Prasad Mahadevan,BR Publishing,(2002)
 12. International Development Communication- Bella Mody, Sage Publication,(2003)
 14. Development Communication -V.S. Gupta, Concept Publishing, (2000)
 - 15.Social Media For Participatory Development-Dr.R.B.Chincholkar, Gyan Publishing House,(2023)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare one video documentary on development issues as assigned by faculty.	10 Marks
3.	Prepare on news TV news story on developmental issues as assigned by faculty.	10 Marks
4.	Write two articles on developmental issues and publish it on own blog.	10 Marks

DSC X: RADIO AND TELEVISION PROGRAMME PRODUCTION

(THEORY- 4 CREDITS, 60 Hrs. LECTURES)

****COURSE OBJECTIVES:**

- 1) To understand radio programme production process.
- 2) To know techniques of radio programme production.
- 3) To understand television programme production process.
- 4) To know techniques of television programme production.

**** COURSE OUTCOMES:**

- 1) Students will produce radio programmes.
- 2) Students will produce television programmes.

UNIT 1

(Credit: 1) (Lectures: 15)

Introduction to Radio Broadcasting, Public, Private, Community Radio Station, Radio Transmission – SW, AM and FM, Types of Radio Broadcasting - HAM Radio; Satellite Radio; Digital Audio Broadcasting; and Online Radio. Recording Programs - Creative Use of Sound and Voice, Working of a Radio Studio and Production. Radio programme production process: pre-production, production and post-production. Sound Editing – Principles of Sound Editing, Audio Editing Softwares, Use of Archived Sounds, Music and Sound Effects (SFX), Marketing Radio Programs, Audience Feedback and Analysis, Archiving, Podcasting, Monetization of Radio Programs, Sharing Via Social Media (Sound Cloud)

UNIT 2

(Credit: 1) (Lectures: 15)

Radio Journalism, Ideation and Research, Writing for Radio – Characteristics and Principles, Scripting for Different Radio Formats. Radio Programme Formats - Radio News Bulletins, Radio Magazine, Talk Show, Interview, Discussion, Commentary, Radio Feature/ Docu-Drama, Radio Drama, Outdoor Broadcasting, Radio Jingles, and Phone In, Radio Clock –Radio as News Medium – Features, Reporting for Radio ,News gathering Techniques and Tools, Using , Sound Bites (VoxPopuli), Scripting for Radio News, News Presentation; Broadcasting Voice - Prosody and Pronunciation.

UNIT 3

(Credit: 1) (Lectures: 15)

Introduction to television broadcasting. Public, private and community television. Television programme production process: pre-production, production and post-production. Visual communication, communicating with still pictures and video shooting with TV camera, camera mounting. Colour balance, basic shots and camera movement. Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries. Studio lighting-three-point lighting, high key and low key lighting; properties, studio sets and make-up. Video editing techniques and digital effects. post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production, cue's and commands. role of functionaries.

UNIT 4

(Credit: 1) (Lectures: 15)

Writing for television: Writing to still, writing for video, reference visuals to words.TV. News writing; marking copy in production language. Writing for television programmes – research, visualization and production script. Formats of TV programmes– studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production, corporate video production. Television reporting: ENG, interview techniques; piece to camera and voice over; investigative reporting – economic reporting – sports reporting – human interest stories. News package-Writing lead-in/intro to news packages headlines writing, teasers and promos. Television anchoring: voice broadcast skills, use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and crossfire.

****REFERENCE BOOKS:**

- 1) Handbook of Television Production- Zettl, H., Wadsworth, (2006)
 - 2) Broadcasting in India- P.C. Chatterjee, Sage,(1987)
 - 3) Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge. z
Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
 - 4) Writing for Electronic Media, Brian Champagne, Rebus Community,(2017)
 - 5) Broadcasting and the People-Mehra Masani, NBT, (1985)
 - 6) Radio Production-Robert Mcleish, Focal Press, Oxford, (2005)
 - 7) Writing for Broadcast Journalists-Rick Thomson, Routledge, New York, (2010)
 - 8) An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres-
Robert B. Musburger, Routledge;(2007)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare one music-based programme for radio. (Time: 30 mins) (Submit Script and Soft Copy of Programme)	10 Marks
3.	Prepare one talk show for television. (Time: 30 mins) (Submit Script and Soft Copy of Programme)	10 Marks
4.	Prepare two advertisements one for radio and one for TV. (Time: 45 sec for each) (Submit Script and Soft Copy of Programme)	10 Marks

DSC XI- DIGITAL JOURNALISM

(THEORY- 4 CREDITS, 60 Hrs. LECTURES)

****COURSE OBJECTIVES:**

1. To provide knowledge to students about production and management of You Tube Channel and News Portal.
2. To provide knowledge to students about digital production tools and communication channels, Revenue Generation, trends of converging digital content.

****COURSE OUTCOMES:**

1. Students would gain understanding the concepts of web and social media.
 2. Students would be able to gain understanding of Techniques of writing for web, Skills of content writing, Skills of Revenue Generation, Skills of news bulletin, Dashboards operating
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UNIT 1

(Credit: 1) (Lectures: 15)

Digital Journalism: Definition and Concept and Features of Online, Growth of internet, The World Wide Web and the Information Society, Web 1.0, Web 2.0 and Web 2.3. New Trends and technologies in Digital Platforms and Digital communication. Media Convergence, New media and MOJO (Mobile Journalism). Artificial Intelligence and Digital Media. Writing for web: Basic Principles, latest trends in content design. Digital Advertising.

UNIT 2

(Credit: 1) (Lectures: 15)

Basic structure of News Portal, Web Development, Introduction of Word Press and Blogger, introduction to interface, Domain, Hosting, Dashboard, Plugin. SEO (Search Engine Optimization), Highlighted Keywords, Importance of Hash tags, Script Writing and Graphic Design, Poster Making, Advertise Making, Category. Use of Mobile and Computer, Visual Design and Media Processing, Use of Image, Video, Editing Process, Popup Advertisement, Digital photography, Quality content creation (Services/Products Page, About us Page, Contact us Page, Privacy Policy, Disclaimer Page etc.) captcha or anti-spam features.

Creation of YouTube Channel : News Bulletin Script writing, P2C, News stories for YouTube channel. Video Shooting and Editing, Voice Recording and Editing. Interview technique, watch hours, viewers and subscriber, thumbnail making, Advertise Making, playlist functions, Live Video Streaming on Social Media. Digital Videography, Monetization process. Google AdSense, Organic and Inorganic Traffic, Google analytics integration for traffic analysis, Google business listing. Google Reviews.

UNIT 3

(Credit: 1) (Lectures: 15)

Social media – meaning, definition, characteristics and functions, Evolution and growth of social media, Types of Social Media, Facebook, Twitter, WhatsApp, YouTube , Instagram , Linked In Etc, Characteristics of Social Media, Making news from social media and live events, Sources of news, writing styles on various platforms , News aggregators , News Consumption cultures-feedback and sharing , Crowd sourcing, micro blogging, trolling, addiction , Important social networking sites, blogging and micro- blogging, Social media literacy, Synergy Between Social and Mainstream Media, Citizen Journalism.

UNIT 4

(Credit: 1) (Lectures: 15)

Social Media Management – Strategies, Tools and Technologies, Social Media Audience Measurement, Social media marketing, Case studies of successful social media marketing campaigns , Social Media and Contemporary concerns , Trolling and counter-communities , Social media ethics and its limitations , Future of social media, Verifying news, spotting fake news.

****REFERENCE BOOKS:**

- 1) डिजिटल बातम्या आणि एस.ई.ओ.-विश्वनाथ गरुड, गमभन प्रकाशन, (2021)
 - 2) डिजिटल पत्रकारिता-विश्वनाथ गरुड, गमभन प्रकाशन,(2019)
 - 3) डिजिटल जर्नालिझम-डॉ. शिवाजी जाधव, ब्लूरोझ पब्लिशर्स,(2022)
 - 4) Fundamentals of Digital Journalism- Dr. Yogesh Joshi, Dr. Kiran Thakur, Dr. Makarand Pandit, Vishwakarma Publications,(2022)
 - 5) New Media and Online Journalism, Abhay Chawla, Pearson Publication,(2021)
 - 6) Mobile Journalism, Dr. Rahul Dass, Prabhat Prakashan Pvt Ltd.,(2022)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write report on one YouTube Channel and one Social Media as assigned by faculty.	10 Marks
3.	Prepare own YouTube Channel and publish two videos on topic as assigned by faculty.	10 Marks
4.	Prepare own News Portal and publish five local news on it.	10 Marks

DSC XII: DATA JOURNALISM

(PRACTICAL – 2 CREDITS, 60 Hrs. LECTURES)

****COURSE OBJECTIVES:**

- 1) To understand the definition & historical perspective of Data Journalism.
- 2) To understand the working with Excel & correcting bad formatting.
- 3) To understand the graphical representation of information.

****COURSE OUTCOMES:**

- 1) Able to understand the concept of data journalism & skills required by the data journalist.
- 2) Able to understand the working of data on Excel.
- 3) Able to understand ethics of data journalism.

UNIT 1

(Credit: 1) (Lectures: 30)

Data Journalism: Concept and its Importance, History of Data Journalism, Types of data. Understanding and finding data sources; Defining data story; Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism. Data Team. Data Journalism in India. Case Studies of Data Journalism in National and Global Levels. Ethical and Legal in data collection. Trends and future of data journalism.

UNIT 2

(Credit: 1) (Lectures: 30)

Data processing- Data analysis and transformation, tabulation, classification, segregation and identification. Playing with numbers and presenting them into words, understanding Data Patterns; Writing data story; Data visualization and its importance; Introduction to softwares like MS Excel, Infogram etc. Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization. Use of artificial intelligence in data journalism. Computer Assisted Reporting (CAR).

****REFERENCES BOOKS:**

- 1) Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting-Oliver Hahn and Florian Stalph, Springer, (2018)
- 2) I Am a Book. I Am a Portal to the Universe-Stephanie Posavek and Miriam Quick, Particular Books, (2020)
- 3) Learning to See Data: How to Interpret the Visual Language of Charts-Ben Jones, Data Literacy Press (2020)
- 4) Data Journalism in the Global South-Bruce Mutsvairo, SabaBebawi and Eddy Borges-Rey, Springer, (2019)
- 5) Journalism in the Data Age-Dr.Jingrong Tong, Sage Publication, (2022)
- 6) The Data Storytelling Workbook-Anna Feigenbaum and Aria Alamalhodaie, Routledge, (2020)
- 7) The Functional Art: An Introduction to Information Graphics and Visualization-Alberto Cairo, New Riders, (2012)
- 8) Facts are Sacred: The Power of Data-Simon Rogers, Faber & Faber (2013)
- 9) Presenting Data Effectively: Communicating Your Findings for Maximum Impact-
- 10) Dr. Stephanie Evergreen, Sage Publication, (2017)

**** PRACTICAL INTERNAL ASSESMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write, edit and submit two local news stories using data sources and tools.	10 Marks
3.	Write, edit and submit two national level news stories using data sources and tools.	10 Marks

**** PRACTICAL EXTERNAL ASSESMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Create an infographic using free software like Canva or Piktochart to visualize data on topic assigned by examiner.	20 Marks

DSE III: SCIENCE AND HEALTH JOURNALISM **(PRACTICAL -4 CREDITS, 120 Hrs. LECTURES)**

****COURSE OBJECTIVES:**

- 1) To understand the role of media in science and health journalism.
- 2) To develop proficiency in science and health communication.
- 3) To develop techniques of science and health journalism.

****COURSE OUTCOMES:**

- 1) Students will be able to practice science and health journalism.
- 2) Students will produce content in various formats regarding the science and health communication.

UNIT 1

(Credit: 1) (Lectures: 30)

Philosophy of science and basics of scientific thought; Scientific attitude; Various domains of science; Emerging areas of science and technology; Importance of science to the society; Role of science and technology in human development, Science Communication; Scientific Institutions as the major source for Science News; Role of organizations like NCSTC, Vigyan Prasar in Science Communication in India; Scientific Institutions in India – Council of Scientific and Industrial Research - CSIR, Indian Institute of Science - IISC, Indian Institute of Science, Education and Research - IISER, Indian Space Research Organization (ISRO), Indian Science Congress Association, Noted science societies at state level; Major Awards in the field of science; Awards for science communication.

UNIT 2

(Credit: 1) (Lectures: 30)

Science Journalism as a form of Science Communication; Importance of Science Journalism for popularizing science; Science Communication and Science Journalism in India; Science Journalism in regional languages; Special Science Supplements and Science Magazines in Maharashtra; Well-known science writers and science columnists from Maharashtra; Science journalists and their specialties; Knowing the content formats: Science News, Science Feature, Science Columns and Op-ed articles, Interviews and Profiles, Science Blog, Explainers, Science Fictions and Documentaries.

UNIT 3

(Credit: 1) (Lectures: 30)

Introduction to Health Journalism, Needs of Healthy Life, Public, Introduction to diseases, Newborn & Child Health, Woman's Healthcare, Men's Health Issues, Old Age Health care, Vaccine Overview, Antibiotic Overview, Mental Health, Public Health & Sustainable Development Goals. Healthcare facilities in India- Public Sector, Private Sector, Corporate Sector, Charity Hospitals, Hospitals run by NGO, Pharmaceutical sector, Preliminary Health Centre, Medical regulatory bodies, Role of Public-private entities in healthcare sector, Public Health service provider institutions- NGO's, WHO, UNICEF, UNDP, NHRM etc. Public health awareness campaign- Pulse Polio, HIV-AIDS, TB etc. Public health programs.

UNIT 4

(Credit: 1) (Lectures: 30)

Health care as Journalism beat, Types of health care writings, writing for Print media, Broadcast media and web media, Significance of Health Journalism, Health care reporting, Sources of health reporting, Medical Report Writing, Ethics in Health Journalism, Health care laws. Health communication approaches, New trends in health journalism, Health journalism and Information technology, Health Journalism Magazines, Broadcast programmes on Health Journalism, Web programme on health journalism, Social media and Health care.

****REFERENCE BOOKS:**

- 1) Science Journalism:An Introduction- Martin Angler,Routledge,(2017)
 - 2) A Tactical Guide to Science Journalism: Lessons From the Front Lines-by Deborah Blum, Ashley Smart, Tom Zeller Jr.,Oxford University Press,(2022)
 - 3) Handbook of SCIENCE JOURNALISM-by Abhay S.D. Rajput,Madhu Rani,(2013)
 - 4) Health Journalism in India-Jenitta Sabu,Lambert,(2019)
 - 5) Palgrave Handbook of Science and Health Journalism, Book-Kim Walsh-Childers, Merryn McKinnon,Springer,(2024)
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****INTERNAL PRACTICAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two unit tests	10 Marks
2.	Create television news story on a topic related to science	10 Marks
3.	Create television news story on a topic related to health	10 Marks
4.	Write and record radio documentary on a topic related to science	10 Marks
5.	Write and record radio documentary on a topic related to health	10 Marks
6.	Write evaluation report of any one health Scheme of Government.	10 Marks

****EXTERNAL PRACTICAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Reporting and writing one news story on a health issue assigned by the examiner.	20 Marks
2.	Write an article on a science related topic assigned by the examiner.	10 Marks
3.	PPT presentation based on working of NGO working in the sector of health.	10 Marks

DSE III: INTER CULTURAL COMMUNICATION **(PRACTICAL -4 CREDITS, 120 Hrs. LECTURES)**

****COURSE OBJECTIVES:**

- 1) This subject aims to develop intercultural communication skills, using a sociolinguistic and anthropological approach.
- 2) Course content is provided from a critical, comparative and eminently practical point of view to introduce students to intercultural communication by means of simulations, critical incidents, and student research.

****COURSE OUTCOMES:**

- 1) Students will be able to identify, analyze and participate in intercultural communication processes in a variety of contexts.
- 2) Students will improve their ability to work in intercultural teams.
- 3) Students will develop an attitude of open-mindedness and self-critical reflection.

UNIT 1

(Credit: 1) (Lectures: 15)

Definitions of culture, Definitions and models of communication, Approaches to intercultural communication, Intercultural communicative competence and intercultural citizenship, Researching intercultural communication, Hofstede's cultural dimensions , Other models: Hall, Trompenaars, Kluckhohn & Strodtbeck, Schwartz, Meyer.

UNIT 2

(Credit: 1) (Lectures: 15)

The structure of human language, Language, thought and behavior, Cultural variations in communication styles, Euphemism and taboo, The issue of swearwords Universal expressions , Definitions, categories and approaches, Signs and symbols, Cultural variations in nonverbal behavior

UNIT 3

(Credit: 1) (Lectures: 15)

Cultural diversity, Globalization, Social justice. Culture and-cognition and attribution, conformity and obedience, socialization, Individual and social identity, Identity negotiation, intergroup threat and intergroup bias, Stereotype, prejudice, racism, discrimination.
Intercultural communication in the context of - the workplace, education, project management, health care, tourism, legal contexts, religion.

UNIT 4

(Credit: 1) (Lectures: 15)

Approaches to intercultural adaptation, Migration and acculturation, Sources and types of intercultural conflict, Conflict stages and conflict management. Universalism versus particularism, Approaches to determining which behaviours are ethical, Intercultural business ethics case studies, Global social justice and peace-building.

****REFERENCE BOOKS:**

- 1) Intercultural Communication: The Indian Context- Ramesh N. Rao, Avinash Thombre, SAGE Publications, (2014)
 - 2) Introducing Intercultural Communication: Global Cultures and Contexts-Shuang Liu, Zala Volcic, Cindy Gallois, SAGE Publications, (2023)
 - 3) Theories in Intercultural Communication, William B. Gudykunst, SAGE Publications Inc; (1988)
 - 4) Communicating Interculturally: Theories, Themes, and Practices for Societal Wellbeing- Hopson Et Al, Elizabeth Whittington, Ayo Dapherede Otusanya, Gina Castle Bell, Mark Hopson, Kendall/Hunt Publishing Co ,U.S., (2022)
 - 5) Intercultural Communication: A Practical Guide-Tracy Novinger, University of Texas Press; 1st edition, (2001)
 - 6) Beyond Culture-Edward T. Hall, Knopf Doubleday Publishing Group, (1976)
 - 7) The Silent Language-Edward T. Hall, Knopf Doubleday Publishing Group, (1959)
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****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Preparing and presenting one speech on topic based on intercultural communication assigned by faculty.	10 Marks
	Preparing and presenting report on cultural characteristics of any one village or place from city of Solapur district.	10 Marks
3.	Preparing and presenting one report of working culture of any media house or corporate house.	10 Marks
4.	Participation in making of Vidyawarta and news bulletin on department's YouTube channel. Participation in departmental activities. Presenting report.	20 Marks

****PRACTICAL EXTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Poster making and presentation on a topic assigned by the examiner.	20 Marks
2.	Create group discussion programme for TV on a topic assigned by the examiner	20 Marks

RP-I: RESEARCH PROJECT
(4 CREDITS, 120 Hrs.)

Sr. No.	Activity	Marks
1.	Write and present research paper related to Development Communication on a topic assigned by faculty	30 Marks
2.	Write and present research paper related to radio and television programme production on a topic assigned by faculty	30 Marks
3.	Write and present research paper related to digital journalism on a topic assigned by faculty	40 Marks
	Total	100 Marks

SEMESTER-IV

DSC XIII: MEDIA MANAGEMENT **(THEORY-4 CREDITS, 60 Hrs. LECTURES)**

****COURSE OBJECTIVES:**

1. To understand management styles of different media.
2. To know the techniques of management.

**** COURSE OUTCOMES:**

1. Understand Programming methods and strategies used in media industries.
 2. Students can understand detailed insight into the structures, management, processes and economics of media.
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UNIT 1

(Credit: 1) (Lectures: 15)

Ownership patterns of mass-media in India sole proprietorship, 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. Organization theory, delegation, decentralization, motivation, control and co-ordination. Cross Media Ownership; Convergence of Media.

UNIT 2

(Credit: 1) (Lectures: 15)

General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, apex bodies: DAVP, INS and ABC. Functioning of newspapers and technological developments – competition, content and style of newspapers and magazines- an overview. Changing roles of editorial staff and other media persons. Problems and Prospects of Newspaper Industry in India, Small newspaper and their problems.

UNIT 3

(Credit: 1) (Lectures: 15)

Radio and TV as a medium of mass, FM broadcasting and the audiences, Programming Content and style- a critical review. Recent Trends in Broadcasting Management. Principles of T.V. Channel Business, Divisions, Operations, Promotion. Public Relations for T.V. Channel Organization. TRP, BARC, TAM, Legal and financial aspects of media management; capital costs, production costs, commercial polity, advertising and sales strategy, evolving a strategy and plan of action operations, production schedule and process, evaluation, budget control, costing, tax, Labor laws and PR for building and sustaining business and audience; FDI.

UNIT 4

(Credit: 1) (Lectures: 15)

Characteristics, ownership, management and organizational structure of online newspaper and web portal. Web portals and web advertising. New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future 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 resource development I media.

****REFERENCES BOOKS:**

- 1) Indian Media Business- Vinita Kohli Khandekar, Sage,(2021)
 - 2) Strategic management in media- Lucy Kung, SAGE,(2008)
 - 3) Media Management in the age of Giants- Dennis F. Herrick, Surjeet Publications,(2012)
 - 4) Media Management- B.K. Chaturvedi, Global Vision Publishing House (2014)
 - 5) Management of Electronic Media- Alan B. Albarran, Cengage learning (2012)
 - 6) Advertising and Media Management- Meena Devi, Alfa Publications (2009)
 - 7) Organization and Management- R D Agarwal, Tata McGraw-Hill Publishing Company Limited, New Delhi (2008)
 - 8) Handbook OD Media Management and Economics- Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Routledge (2006)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write review of book based on media management.	10 Marks
3.	Submission of report based on study tour or local visits to media houses.	20 Marks

DSC XIV: MEDIA LAW AND ETHICS
(THEORY-4 CREDITS, 60 Hrs. LECTURES)

****COURSE OBJECTIVES:**

- 1) To introduce students to legal and ethical issues related to mass media
- 2) To help students gain an understanding of media laws in India and their implications on the profession of Journalism

****COURSE OUTCOMES:**

- 1) Creating an understanding among students about the importance of responsible Journalism which works within the framework of laws and ethics
 - 2) Students learn to apply media laws to case studies and evaluate the relative merits and demerits of laws and ethical questions pertaining to media
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UNIT 1

(Credit: 1) (Lectures: 15)

Preamble, salient features, freedom of speech and expression and their limits, Directive Principles of State Policy, Fundamental Rights and duties. provisions of declaring emergency and their effects of media- provisions for amending the constitution; provisions for legislature reporting parliamentary privileges and media; election commission and its machinery, Center – State relations.

UNIT 2

(Credit: 1) (Lectures: 15)

Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship on press and its different forms, Right to Privacy. Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI. Broadcast Media: Cable TV Network Regulation Act.

UNIT 3

(Credit: 1) (Lectures: 15)

Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Relevant provisions of Indian Penal code with reference of sedition, crime against women and children; laws dealing with obscenity, Right to Information Act 2005, Magic Remedies Act. Film -Cinematography Act 1952 and film censorship. Cyber Laws – I.T. Act 2000, Proposed Digital Media Act IPR- WTO agreement and Intellectual property right legislation, including Copyright Act, Trade Marks Act, Social media and OTT self-regulation.

UNIT 4

(Credit: 1) (Lectures: 15)

Recommendations of the first and second press commissions, Reports of various committees dealing with media in India – Chanda committee, Varghese committee, Joshi committee, Vardhan committee, Sengupta committee. Wages and working conditions of journalists, Regulation, Self-Regulation and Deregulation, Regulatory Bodies – PCI, TRAI, CBFC, NBSA, BCCC, ASCI, ICANN, NBA, Press Council's norms of Journalistic conduct, AIR news policy for broadcast media, Broadcasting code, Doordarshan programme and advertising code.

****REFERENCE BOOKS:**

- 1) Press and the law- A.N. Grover, Vikas Publishing House Pvt Ltd, Mumbai, (1991)
 - 2) Freedom of the Press in India- A.G. Noorani, Nachiketa Publications, Mumbai, (1971)
 - 3) Law of the Press in India- Durga Das Basu, Lexis-Nexis India, (2010)
 - 4) The press in India- R.C. Sarkar, S. Chand, New Delhi, (1984)
 - 5) Mass Media Laws and Regulations in India- K.S. Venkateswaran, Asian Mass, (1993)
 - 6) Communication Research and Information Centre, Singapore
 - 7) Media & Ethics- S.K. Aggarwal, Shipra Publications, New Delhi, (1993)
 - 8) Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, (2014)
 - 9) Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, (2009)
 - 10) Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, (2004)
 - 11) Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, (2013)
 - 12) Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, (2011)
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**** INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write an article on media law and ethics on a topic assigned by faculty.	10 Marks
3.	Content analysis of content in newspapers dealing with different laws, crimes and legal procedures as topic assigned by faculty. (15 Days)	20 Marks

DSC XV: FILM STUDIES
(THEORY-4 CREDITS, 60 Hrs. LECTURES)

****COURSE OBJECTIVES:**

- 1) To enhance the students understanding of cinema in all its dimensions.
- 2) To help learners understand the history and growth of cinema and contribution of various directors.
- 3) To make them realize the impact of film in society and understand film appreciation.

****COURSE OUTCOMES:**

- 1) Students will gain a deeper understanding of the world of film.
 - 2) Students will learn to write critical film review and criticism.
 - 3) Students will appreciate and analyze the classical films from all over the world.
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UNIT 1

(Credit: 1) (Lectures: 15)

Overview of Film as an Art Form: History, evolution, and significance. Elements of Film: Cinematography, mise-en-scène, editing, sound, and narrative structure. Film Genres: Exploration of various genres such as comedy, drama, horror, sci-fi, and documentary, parallel cinema. Film Theory: Introduction to key concepts and theorists such as auteur theory, feminist film theory, and semiotics.

UNIT 2

(Credit: 1) (Lectures: 15)

Process of Film Making. Narrative Analysis: Understanding story structure, plot development, and character arcs. Visual Analysis: Analyzing cinematography, lighting, color, and composition to interpret meaning. Editing Techniques: Studying continuity editing, montage, and pacing. Sound Analysis: Examining sound design, music, dialogue, and their impact on storytelling.

UNIT 3

(Credit: 1) (Lectures: 15)

Silent Era to Classical Hollywood: Major movements, directors, and films from the early days of cinema. Golden Age of Hindi Cinema: Exploration of Bollywood's peak period, major studios, stars, and genres. Marathi Film Industry: Growth and development. International Cinema: Survey of influential movements and directors from around the world, including French New Wave, Italian Neorealism, and Japanese cinema. Contemporary Cinema: Analysis of trends, developments, and challenges in contemporary filmmaking.

UNIT 4

(Credit: 1) (Lectures: 15)

Film appreciation, film reviews, analysis, criticism etc. Representation in Film: Examination of race, gender, sexuality, and other forms of identity in cinema. Film and Society: Exploration of the social, cultural, and political impact of film, including propaganda, censorship, and activism. Globalization and Cinema: Study of the influence of globalization on film production, distribution, and reception. Digital Filmmaking: Introduction to digital technology's impact on filmmaking practices, distribution, and audience engagement.

****REFERENCE BOOKS:**

- 1) Film Art: An Introduction-David Bordwell and Kristin Thompson, McGraw-Hill Education, (2012)
 - 2) Film Theory and Criticism: Introductory Readings-Leo Braudy and Marshall Cohen, Oxford University Press (1992)
 - 3) Film History: An Introduction-Kristin Thompson and David Bordwell, McGraw-Hill Education, (2009)
 - 4) Film Studies: The Basics-Amy Villarejo, Routledge,(2013)
 - 5) Encyclopedia of Indian Cinema-Ashish Rajadhyaksha and Paul Willemen, Routledge,(1999)
 - 6) An Introduction to film Genres- Friedman, et al. New York: W.W. Norton andCompany, (2013)
 - 7) India's New Wave Cinema: All about Parallel Cinema- Ramussen, Dana, USA: BiblioBazar, (2010)
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****PRACTICAL INTERNAL ASSESSMENT (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write report on one film director assigned by faculty.	10 Marks
3.	Write review of one regional film.	10 Marks
4.	Conduct interview of personality from entertainment industry of Solapur for print media.	10 Marks

DSE IV: POLITICAL COMMUNICATION
(PRACTICAL -4 CREDITS, 120 Hrs LECTURES)

****COURSE OBJECTIVES:**

- 1) To Acknowledge Political Communication processes in democratic societies.
- 2) To Understand how the media behave as Political Leaders.
- 3) To Reflect on the influence of the media coverage on the audiences.

****COURSE OUTCOMES:**

- 1) Student analyse Political events critically, with the interplay of Communication and Politics.
 - 2) Students analyse the working of media in democratic set up.
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UNIT 1

(Credit: 1) (Lectures: 30)

Concept of Politics, Politics as a means of governance; Nature of politics expected in a democratic set-up; Characteristics of Indian Politics; Various political ideologies and their nature of politics; Political Leadership and politics as a lifestyle; Important factors for Politics: Religion, Caste, Economic Dominance, Social Status, Dynasty, Loyalty, Professional and educational background, Regional identity etc.; Factors related with Local, Regional, National and International politics; Politics and other fields.

UNIT 2

(Credit: 1) (Lectures: 30)

Concept of Political Communication, Importance of communication for politics; Politics related to communicating and not communicating something; Targeted and specific communication for politics; Political symbolism, Understanding the importance of Culture, Language, Signs, Symbols and Time for political communication; Communication the political image.

UNIT 3

(Credit: 1) (Lectures: 30)

Political economy of media; Media as the opinion maker; Agenda Setting; Agenda building; Framing; News and public opinion; Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication; Media and politics in India: Pre-independence situations in India, Political Development and Mass Media in Post independence India, Government and private media, Impact of media on politics in India, Media and Indian Democracy.

UNIT 4

(Credit: 1) (Lectures: 30)

Political advertisements: political appeal, Political Propaganda, Political PR and image management. Language of political messages; Selecting proper form of content; Political news, views and opinion pieces; Events and media coverage; Building a political campaign; Campaigning for a leader and campaigning for a political party; Social and digital media for political campaigning; Understanding and analyzing the representation of political events in mass media; Understanding the nature of professional organizations working for political communication and the related culture.

****REFERENCE BOOKS:**

- 1) Social Media and Politics in India, Raj Padhiyar, Educreation Publishing House, (2019)
 - 2) Comparing Political Communication: Theories, Cases, and Challenges, Barbara Pfetsch, Frank Esser, Cambridge University Press,(2004)
 - 3) Propaganda- Amale, R., Manovikas Prakashan, (2020)
 - 4) The Pagebook- Borate, Y., Atharva Prakashan, (2020)
 - 5) Political Communication in Postmodern Democracy- Brants, K., & Voltmer, K. (Eds.). Palgrave Macmillan, (2011)
 - 6) Winning the Mandate: The Indian Experience- Chakrabarti, B., & Hazra, S., Sage, (2016)
 - 7) I Am A Troll- Chaturvedi, S.,Juggernaut Books,(2016)
 - 8) Encyclopaedia of Social Media and Politics (Vol. 1)- Harvey, K. (Ed.). Sage Publications (2014)
 - 9) The Dynamics of Political Communication- Media and Politics in a Digital Age- Perloff, R. M.Routledge,(2014)
 - 10) Political Communication: The Indian Experience- Prasad, K., B. R. Publishing Corporation.(2003)
 - 11) The Election That Changed India- Sardesai, R., Penguin Books,(2014)
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****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Study media relationship and campaigning plan and working one Indian political party submit a report based on it.	15 Marks
	Study social media strategy of one Indian political leader submit a report based on it.	15 Marks
4.	Participation in making of Vidyawarta and news bulletin on department's YouTube channel. Participation in departmental activities. Presenting report.	20 Marks

****PRACTICAL EXTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Write media campaign one-month plan for political party.	15 Marks
2.	Write vote appeal for political leader.	15 Marks
3.	Write essay on importance of political communication.	10 Marks

DSE IV: ENTERTAINMENT JOURNALISM **(PRACTICAL -4 CREDITS, 120 Hrs. LECTURES)**

****COURSE OBJECTIVES:**

- 1) To understand the role and ethical considerations of entertainment journalism.
- 2) To develop proficiency in research, reporting, and writing for entertainment media.
- 3) To utilize digital media and multimedia tools effectively for storytelling and audience engagement.
- 4) To explore specializations and career paths within entertainment journalism, including freelancing and entrepreneurship opportunities.

****COURSE OUTCOMES:**

- 1) Students will apply ethical principles in entertainment journalism practices.
- 2) Students will produce high-quality entertainment content across various media formats.
- 3) Students will utilize digital and multimedia platforms effectively for audience engagement.
- 4) Students will learn Explore and pursue career paths and specializations within entertainment journalism.

UNIT 1

(Credit: 1) (Lectures: 30)

Introduction to Entertainment Journalism: Defining entertainment journalism and its significance in media. History of Entertainment Journalism: Evolution from traditional print media to digital platforms. Ethics and Standards: Exploration of ethical considerations, including conflicts of interest, sensationalism, and accuracy. Writing Techniques: Basics of journalistic writing, including news reporting, feature writing, and criticism.

UNIT 2

(Credit: 1) (Lectures: 30)

Film Criticism: Analyzing and reviewing films, understanding film theory and aesthetics. Television Criticism: Critiquing television shows, understanding trends in TV programming. Music Journalism: Reporting on music industry news, reviewing albums and concerts, interviewing musicians. Celebrity Reporting: Investigating celebrity culture, covering red carpet events, and understanding the dynamics of celebrity interviews.

UNIT 3

(Credit: 1) (Lectures: 30)

Digital Platforms: Overview of online platforms such as websites, blogs, social media, and podcasts. Multimedia Journalism: Incorporating multimedia elements like videos, images, and audio into entertainment reporting. Audience Engagement: Strategies for building an online audience, understanding metrics and analytics. Ethics and Challenges in Digital Journalism: Addressing issues like fake news, clickbait, and online harassment.

UNIT 4

(Credit: 1) (Lectures: 30)

Investigative Journalism in Entertainment: Techniques for investigating scandals, controversies, and industry practices. Diversity and Inclusion in Entertainment Coverage: Examining representation and equity issues in media coverage. Entertainment Business Reporting: Understanding the economics of the entertainment industry, covering box office performance, ratings, and sales. Future Trends in Entertainment Journalism: Exploring emerging trends in media consumption, technology, and storytelling.

****REFERENCE BOOKS:**

- 1) Entertainment journalism making it your Career-Ben Fal, Routledge,(2018)
- 2) Words. Sounds. Images: A History of Media and Entertainment in India-By Amit Khanna, HarperCollins India,(2019)
- 3) Behind a Billion Screens-Nalin Mehta, HarperCollins,(2015)
- 4) Beyond Bollywood-M K Raghavendra, Harper Collins, (2017)
- 5) Bollywood: A Guidebook to Popular Hindi Cinema-Tejaswini Ganti, Routledge(2013)
- 6) Lights, Camera, Masala: Making Movies in Mumbai-Naman Ramachandran, India Book House(2006)
- 7) Indian Media in a Globalised World-Shakuntala Rao,Oxford,(2019)
- 8) The Indian Media Business-Vanita Kohli-Khandekar, Sage Publications,(2017)
- 9) The Making of Star India: The Amazing Story of Rupert Murdoch's India Adventure-Vanita Kohli-Khandekar, Penguin Portfolio,(2019)
- 10) Filming the Gods: Religion and Indian Cinema-Rachel Dwyer, Routledge;(2006)
- 11) The Essential Guide to Bollywood-Subhash K. Jha, Lustre,(2005)
- 12) Bollywood: Behind the Scenes, Beyond the Stars-Jagmohan S. Mundhra, Times (2005)

****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write a reflective essay on the role and significance of entertainment journalism.	10 Marks
3.	Conduct an interview with a local artist or performer for newspaper.	10 Marks
4.	Create a video feature on a trending entertainment topic.	10 Marks
5.	Write a critical analysis of a recent TV show.	10 Marks
6.	Write an article on any famous personality from Indian film or television industry.	10 Marks

****PRACTICAL EXTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Conduct and transcribe an interview of an artist for TV as assigned by examiner.	10 Marks
2.	Create a radio feature on a trending entertainment topic.	10 Marks
3.	Write review of a recent film.	10 Marks
4.	Prepare and present a final project on a chosen specialization area in entertainment journalism, showcasing a portfolio of work and career aspirations.(PPT)	10 Marks

RP-II: DISSERTATION
(6 CREDITS, 180 Hrs.)

Sr. No.	Activity	Marks
1.	DISSERTATION REPORT	100 Marks
2.	VIVA-VOCE	30 Marks
3.	SYNOPSIS	20 Marks
	Total	150 Marks

****STRUCTURE OF DISSERTATION SHOULD BE AS FOLLOWS:**

- 1) **Title page**
- 2) **Certificates**
- 3) **Acknowledgements**
- 4) **Table of contents**
- 5) **List of figures and tables**
- 6) **Chapter I:**
Introduction - The introduction describes the research problem or research question and lays out the reasoning behind it.
 - a) Significance of the Problem
 - b) Why is it important to conduct the study?
 - c) Problem Statement
- 7) **Chapter II:**
Literature review / Theoretical framework
This chapter reviews what has already been written in the field on the topic of the research. The literature cited should support the theoretical argument being made and demonstrate that the author has a grasp of the major ideas and findings that pertain to topic.
- 8) **Chapter III :**
Research Methodology – Give details about research methodology being used for research work.
 - a) Objectives
 - b) Hypothesis
 - c) Concepts
 - d) Research Methods
 - e) Data Collection
 - f) Study period
 - g) Limitations of study
- 9) **Chapter IV:**
Data Analysis and findings
- 10) **Chapter V:**
Discussion - Results are interpreted in light of the research questions.
- 11) **Chapter VI**
Conclusion and recommendations
- 12) **Bibliography**
- 13) **Appendices**
