



PUNYASHLOK AHILYADEVII 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 |

DISTRIBUTION OF MARKS AND CREDITS

SEMESTER-III

| Sr. No. | Course | Title | Nature | Credits | Marks UA | Marks CA | Total Marks |
|--------------|---------|--|-----------|-----------|-------------|-------------|----------------|
| 1 | DSC-IX | Development Communication | Theory | 4 | 60 | 40 | 100 |
| 2 | DSC-X | Radio and Television Programme Production | Theory | 4 | 60 | 40 | 100 |
| 3 | DSC-XI | Digital Journalism | Theory | 4 | 60 | 40 | 100 |
| 4 | DSC-XII | Data Journalism | Practical | 2 | 30 | 20 | 50 |
| 5 | DSE-III | Science and Health Journalism or | Practical | 4 | 60 | 40 | 100 |
| | | Inter Cultural Communication | | | | | |
| 6 | RP-I | Research Project | Practical | 4 | 60 | 40 | 100 |
| TOTAL | | | | 22 | 330 | 220 | 550 |

SEMESTER-IV

| Sr. No. | Course | Title | Nature | Credits | Marks UA | Marks CA | Total Marks |
|--------------|----------|-------------------------------|-----------|-----------|-------------|-------------|----------------|
| 1 | DSC-XIII | Media Management | Theory | 4 | 60 | 40 | 100 |
| 2 | DSC-XIV | Media Law and Ethics | Theory | 4 | 60 | 40 | 100 |
| 3 | DSC-XV | Film Studies | Theory | 4 | 60 | 40 | 100 |
| 4 | DSE-IV | Political Communication or | Practical | 4 | 60 | 40 | 100 |
| | | Entertainment Journalism | | | | | |
| 5 | RP-II | Dissertation | Practical | 6 | 100 | 50 | 150 |
| TOTAL | | | | 22 | 330 | 220 | 550 |

PAPER CODE

SEMESTER-III

| Sr. No. | Course | Title | Paper Code |
|---------|---------|---|------------------------|
| 1 | DSC-IX | Development Communication | 230112301 |
| 2 | DSC-X | Radio and Television Programme Production | 230112302 |
| 3 | DSC-XI | Digital Journalism | 230112303 |
| 4 | DSC-XII | Data Journalism | 230112304 |
| 5 | DSE-III | Science and Health Journalism or Inter Cultural Communication | 230112306 230112307 |
| 6 | RP-I | Research Project | 230112305 |

SEMESTER-IV

| Sr. No. | Course | Title | Paper Code |
|---------|----------|---|------------------------|
| 1 | DSC-XIII | Media Management | 230112401 |
| 2 | DSC-XIV | Media Law and Ethics | 230112402 |
| 3 | DSC-XV | Film Studies | 230112403 |
| 4 | DSE-IV | Political Communication or Entertainment Journalism | 230112405 230112406 |
| 5 | RP-II | Dissertation | 230112404 |

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.

***NOTE:**

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

NATURE OF QUESTION PAPER

04 CREDITS

Paper Time: 2.30 hours

Marks: 60

Instructions: 1)

2)

Question 1. Choose the correct alternative.

12 Marks

- 1) A) B) C) D)
- 2) A) B) C) D)
- 3) A) B) C) D)
- 4) A) B) C) D)
- 5) A) B) C) D)
- 6) A) B) C) D)
- 7) A) B) C) D)
- 8) A) B) C) D)
- 9) A) B) C) D)
- 10) A) B) C) D)
- 11) A) B) C) D)
- 12) A) B) C) D)

Question 2. Write Short answers. (Any four)

12 Marks

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

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

12 Marks

- 1)
- 2)
- 3)
- 4)

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


12 Marks

- 1)
- 2)

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

12 Marks

SEMESTER-III

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III Vertical : DSC-IX Course Code: 230112301 Course Name: Development Communication |
| *Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Development Communication" explores the role of communication in promoting social change and development. It focuses on how media, interpersonal communication, and participatory approaches can be used to empower marginalized communities and address societal issues. Key themes include information dissemination, advocacy, behavioral change, and capacity building. Students will examine case studies, theories, and strategies related to health, education, agriculture, and gender development. The course aims to equip students with skills to design and implement effective communication strategies for sustainable development.

****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 I: | (No. of Lectures: 15) (Weightage: 15 Marks) |
|----------------|---|

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.

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

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).

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


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 Publishers 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 |

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|  <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ मार्च १९६०</p> <p>NAAC Accredited 2022 (B++ Grade CGPA 3.99)</p> | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III Vertical : DSC-X Course Code: 230112302 Course Name: Radio and Television Programme Production |
| *Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Radio and Television Programme Production" provides an in-depth understanding of the technical and creative aspects of producing content for broadcast media. It covers key areas such as scriptwriting, audio-visual storytelling, camera techniques, sound design, and editing. Students will learn about the production process from pre-production to post-production, including the roles of various crew members. The course emphasizes hands-on experience in creating high-quality radio and TV programs.

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

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

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

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


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 |

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III Vertical : DSC-XI Course Code: 230112303 Course Name: Digital Journalism |
| *Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Digital Journalism" focuses on the evolving landscape of news production and distribution in the digital age. It covers essential skills like online reporting, multimedia storytelling, data journalism, and social media engagement. Students will explore the ethical challenges and responsibilities in the digital sphere, including issues of accuracy, speed, and audience interaction. The course emphasizes the use of modern digital tools and platforms to create, curate, and disseminate news.

****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

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

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

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

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


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)

****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 |

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III Vertical : DSC-XII Course Code: 230112304 Course Name: Data Journalism |
| *Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs. | *Examination Scheme: UA:30 Marks CA: 20 Marks |

***PREAMBLE OF COURSE:**

The course "Data Journalism" delves into the practice of using data to uncover, analyze, and report stories in the media. It teaches students how to gather, interpret, and visualize large datasets to create compelling, evidence-based narratives. Key topics include data sourcing, cleaning, analysis, and ethical considerations in data use. Students will also learn how to use tools like spreadsheets, databases, and visualization software to enhance storytelling. By the end, participants will be skilled in integrating data into journalistic work to produce impactful and credible reports.

****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 I:

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

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 II:

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

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 Alamalhodaei, 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)
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**** 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 |

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|  <p>पुण्यलोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ विद्यया ऽ मृतमश्नुते ॥ NAAC Accredited 2022 (B++ Grade U-GPA 3.00)</p> | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III Vertical : DSE-III Course Code: 230112306 Course Name: Science and Health Journalism |
| *Teaching Scheme: Practical- 4 Credits Lectures-120 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Science and Health Journalism" trains students to effectively communicate complex scientific and health-related topics to the public. It covers the principles of accurate reporting, fact-checking, and translating technical information into accessible stories. Students will explore the role of journalism in informing public health decisions, addressing misinformation, and covering scientific advancements. Ethical considerations, such as reporting on medical research and public health crises, are also emphasized. By the end, students will be equipped to produce insightful, accurate, and engaging content in the fields of science and health.

****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.

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

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.

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

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 III: (No. of Lectures: 30) (Weightage: 15 Marks)

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 IV: (No. of Lectures: 30) (Weightage: 15 Marks)

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)

****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 |

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III | |
| | Vertical : DSE-III Course Code: 230112307 Course Name: Inter Cultural Communication | |
| *Teaching Scheme: Practical- 4 Credits Lectures-120 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks | |

***PREAMBLE OF COURSE:**

The course "Intercultural Communication" examines the dynamics of communication across different cultures, focusing on how cultural differences shape perceptions, behaviors, and interactions. Students will explore key theories of intercultural communication, including the impact of language, non-verbal cues, and cultural norms. The course addresses the challenges of communication in diverse global settings, emphasizing empathy, cultural sensitivity, and conflict resolution. Through case studies and practical exercises, students will develop the skills to navigate and facilitate communication in multicultural environments. By the end, they will be prepared to engage effectively in cross-cultural contexts.

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

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

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 III: (No. of Lectures: 30) (Weightage: 15 Marks)

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.

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

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-III | |
| | Vertical :RP-I Course Code: 230112305 Course Name: Research Project | |
| *Teaching Scheme: Practical- 4 Credits Lectures-120 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks | |

***PREAMBLE OF COURSE:**

The course "Research Project" is designed to provide students with hands-on experience in conducting independent research in their chosen field of study. It covers the entire research process, from formulating a research question, designing methodology, and collecting data, to analyzing results and presenting findings. Students will engage in critical thinking, problem-solving, and academic writing while applying theoretical knowledge to real-world issues. The course emphasizes originality, ethical research practices, and the development of strong analytical skills. By the end, students will complete a comprehensive research project demonstrating their expertise and research capabilities.

****COURSE OBJECTIVES :**

1) To develop the ability to design and execute independent research: This objective focuses on enabling students to formulate research questions, select appropriate methodologies, and conduct systematic investigations to address specific academic or practical problems.

2) To enhance critical thinking and analytical skills: Through the research project, students will learn to critically evaluate data, synthesize information, and draw evidence-based conclusions, thus improving their ability to assess and interpret complex issues within their field of study.

**** COURSE OUTCOMES:**

1) Demonstration of research competency: Upon completing the research project, students will be able to independently conduct thorough and methodologically sound research, showcasing their ability to manage the entire research process from inception to conclusion.

2) Production of a well-structured research report: Students will gain the skills to present their findings in a clear, organized, and academically rigorous research report or dissertation, demonstrating their proficiency in writing, data analysis, and critical argumentation.

| 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



Punyashlok Ahilyadevi Holkar Solapur University, Solapur
M.A. Mass Communication
First Year: Semester-IV

Vertical : DSC-XIII
Course Code: 230112401
Course Name: Media Management

***Teaching Scheme:**

Theory- 4 Credits
 Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks
 CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Media Management" focuses on the strategic and operational aspects of managing media organizations in a rapidly evolving landscape. It covers topics such as media economics, organizational structures, content production, marketing, and audience engagement. Students will explore leadership roles, decision-making processes, and the impact of digital transformation on media businesses. The course emphasizes the development of skills necessary to manage resources, lead teams, and innovate within media enterprises. By the end, students will be equipped to handle the challenges and opportunities of managing media in a dynamic, competitive environment.

****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.

UNIT I:

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

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 II:

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

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 III:

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

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


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 |

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|  <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ विद्यया विमुक्तये ॥ NAAC Accredited 2022 (B++ Grade CGPA 2.99)</p> | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-IV Vertical : DSC-XIV Course Code: 230112402 Course Name: Media Law and Ethics |
| *Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Media Law and Ethics" provides an in-depth examination of the legal frameworks and ethical principles governing the media industry. It covers key topics such as freedom of speech, copyright, libel, privacy rights, and regulatory practices that impact media operations. Students will analyze case studies and real-world scenarios to understand the balance between media freedom and social responsibility. The course emphasizes the importance of ethical decision-making in journalism and media practices, exploring issues of bias, representation, and accountability. By the end, students will be prepared to navigate legal challenges and uphold ethical standards in their media careers.

****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 I: | (No. of Lectures: 15) (Weightage: 15 Marks) |
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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.

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

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


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 |

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|  <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ विद्यया ऽ मृतमश्नुते ॥ S.A.U. Accredited 2022 (UPEER - Grade 'C' U.G.A. 2021)</p> | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-IV Vertical : DSC-XV Course Code: 230112403 Course Name: Film Studies |
| *Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Film Studies" offers a comprehensive exploration of cinema as an artistic, cultural, and social medium. It examines the history, theory, and aesthetics of film, analyzing various genres, movements, and the evolution of filmmaking techniques. Students will engage with critical film analysis, studying narrative structures, visual storytelling, and the role of film in shaping societal perspectives. The course also emphasizes the cultural significance of films, exploring how they reflect and influence identities, ideologies, and trends. By the end, students will develop a nuanced understanding of film as a powerful medium of expression and communication.

****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 I: | (No. of Lectures: 15) (Weightage: 15 Marks) |
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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.

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

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


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 |

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-IV Vertical : DSE-IV Course Code: 230112405 Course Name: Political Communication |
| *Teaching Scheme: Practical- 4 Credits Lectures-120 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Political Communication" explores the interplay between communication processes and political activities in democratic societies. It examines how political messages are crafted, disseminated, and interpreted through various media channels, including traditional and digital platforms. Students will analyze the role of political campaigns, public opinion, media framing, and the impact of social media on political discourse. The course also addresses the ethical considerations and challenges in political communication, including misinformation and propaganda. By the end, students will gain insights into the strategies used in political communication and their effects on public engagement and policy-making.

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

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

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| UNIT III: | (No. of Lectures: 30) (Weightage: 15 Marks) |
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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 IV: (No. of Lectures: 30) (Weightage: 15 Marks)

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)

****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 |

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|  <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ श्री गणेशाय नमः ॥ NAAC Accredited 2022 (Best Grade: C++/A-2/99)</p> | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-IV Vertical : DSE-IV Course Code: 230112406 Course Name: Entertainment Journalism |
| *Teaching Scheme: Practical- 4 Credits Lectures-120 Hrs. | *Examination Scheme: UA:60 Marks CA: 40 Marks |

***PREAMBLE OF COURSE:**

The course "Entertainment Journalism" focuses on the unique aspects of reporting and writing within the entertainment industry, covering film, television, music, and celebrity culture. It examines the roles of entertainment journalists in shaping narratives, conducting interviews, and producing engaging content for various media platforms. Students will learn about trends in entertainment reporting, the importance of accuracy and ethics, and the challenges of covering a rapidly changing industry. The course emphasizes practical skills such as storytelling, research, and multimedia production to create captivating entertainment news.

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

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

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 III: (No. of Lectures: 30) (Weightage: 15 Marks)

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 IV:**(No. of Lectures: 30) (Weightage: 15 Marks)**

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 |

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|  | Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-IV | |
| | Vertical : RP-II Course Code: 230112404F Course Name: Dissertation | |
| *Teaching Scheme: Practical- 6 Credits Lectures-180 Hrs. | *Examination Scheme: UA:100 Marks CA: 50 Marks | |

***PREAMBLE OF COURSE:**

The course "Dissertation" guides students through the process of conducting comprehensive research on a specific topic within their field of study. It emphasizes the development of a clear research question, the design of appropriate methodologies, and the application of critical analysis to produce original findings. Students will engage in extensive literature reviews, data collection, and data analysis while adhering to academic standards and ethical considerations. The course culminates in the writing and presentation of a formal dissertation, demonstrating students' research capabilities and mastery of their chosen subject. By the end, students will have developed valuable skills in research, writing, and academic communication.

****COURSE OBJECTIVES:**

- 1) To cultivate independent research skills: This objective aims to equip students with the ability to identify research problems, formulate research questions, and design methodologies that effectively address their chosen topics, fostering critical thinking and analytical skills.

- 2) To enhance academic writing and presentation proficiency: Through the dissertation process, students will develop their ability to articulate complex ideas clearly and coherently in written form, as well as present their findings effectively to an academic audience, adhering to scholarly conventions.

****COURSE OUTCOMES:**

- 1) Completion of a substantial piece of original research: Upon finishing the dissertation, students will produce a comprehensive and rigorously researched document that contributes new knowledge or insights to their field of study, demonstrating their capability to conduct independent research.

















- 2) Demonstrated mastery of subject matter and research methodologies: Students will show proficiency in their chosen area of study, along with a deep understanding of relevant research methodologies, theories, and literature, indicating their readiness for professional or academic pursuits following graduation.

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

STRUCTURE OF DISSERTATION

- 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**

WEBSITES FOR SUBJECT RELATED STUDIES

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