



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

M.A. MASS COMMUNICATION

PART-I

SEMESTER I & II

FACULTY OF INTERDISCIPLINARY STUDIES

(2023-2024)



M.A.
MASS COMMUNICATION
PROGRAMME PREAMBLE

****COURSE TITLE:** M.A Mass Communication

****FACULTY:** Interdisciplinary Studies

****YEAR OF IMPLEMENTATION:** Academic year June 2023-24 onwards

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

****ABOUT THE PROGRAMME:**

The course introduces the significance and role of communication in human life. It provides a wide range of communication and different forms of mass media. It trains the students according to requirement of communication and media industry, other institutions of repute in field of journalism and mass communication and several other sectors related to it.

The course includes the almost all disciplines of humanities and social sciences to provide the interdisciplinary scope of their employment. The One-year study consists of two semesters, covering theory papers and practical. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.

The media department is equipped with a modern media lab with the latest gadgets that comprehensively cover videography, editing, sound recording and photography. The media lab also has six editing machines and a Chroma screen, which makes it one of the best media labs in the Maharashtra state. The teaching pattern followed for this programme effectively includes classroom lectures, practical workshops, guest lectures by industry experts, industry visits, internships, project works and research works. In the final semester, the media learners are required to submit dissertation

****VISION:**

To create an intellectually based learning environment with local, national and international relevance to train future media professionals.

****MISSION:**

Training in Social Responsibility Communication/Journalism

To enable students to acquire better knowledge through a good mix of theoretical/research content, skill oriented content. Imparting technical skills with new technologies.

****PROGRAMME OBJECTIVES:**

- a) To train professionals in media and communication who will assume leadership positions in presenting news and communication materials in a transparent, unbiased, purposeful, and ethical manner for the benefit of the community.
- b) To develop a journalist of the highest calibre, with a commitment to social responsibility, morality, and social equality, in order to actualize the fourth pillar of democracy.
- c) To give students a skill-based education and arm them with cutting-edge industrial and research updates that will promote their independence

****FEATURES:**

1) **Discipline-Specific Core Subjects :** Discipline-Specific Core Subjects in M.A. Mass Communication provide foundational knowledge in media theories, journalism, and communication practices. They equip students with essential skills in media production, public relations, and digital content creation, ensuring career readiness. Core subjects also cover media ethics and laws, fostering responsible and ethical communication. They promote critical thinking, helping students analyze media's impact on society and culture. Lastly, these subjects ensure students stay updated with evolving media technologies and global communication trends.

2) **Discipline-Specific Elective Subjects:** Discipline-Specific Elective Subjects in M.A. Mass Communication allow students to specialize in areas like advertising, digital media, or film studies, tailoring their education to specific career goals. These electives offer deeper knowledge and skills in niche fields, enhancing versatility and employability. They encourage interdisciplinary learning, broadening students' perspectives beyond core subjects. Electives also provide opportunities to explore emerging media trends and innovative communication techniques. Overall, they foster personalized learning and career advancement in specialized media sectors.

3) **Research Methodology Subject:** The Research Methodology subject in **M.A. Mass Communication** equips students with essential tools to conduct systematic media research, enabling them to gather, analyze, and interpret data effectively. It fosters critical thinking by teaching both qualitative and quantitative methods, essential for evaluating media trends and audience behaviors. This subject enhances students' ability to produce evidence-based insights, crucial for journalism, advertising, and public relations. It also helps in understanding societal impacts of media content through rigorous analysis. Ultimately, research methodology is key to producing informed, credible media professionals and scholars.

4) **On-the-Job Training:** On-the-Job Training (OJT) in M.A. Mass Communication provides students with hands-on industry experience, bridging the gap between academic knowledge and practical application. It enhances professional skills in real-world media environments such as newsrooms, PR agencies, or production studios. OJT helps students build networks, gain industry insights, and adapt to workplace dynamics. It also offers an opportunity to apply theoretical concepts in areas like reporting, content creation, and media management. Ultimately, OJT boosts employability by preparing students for the demands of media-related careers.

****DURATION :**

The Course shall be a full time course. – The duration of the course shall be Two Years of Four semesters

****PATTERN:**

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

****MEDIUM OF INSTRUCTION:**

The medium of Instruction shall be English/ Marathi . The students shall have an option to write answer sheets, practical's, reports etc in Marathi and English.

****ELIGIBILITY FOR ADMISSION:**

The candidate must be qualified with minimum of 40 % marks in aggregate in any Bachelor's degree of minimum of three years duration in any discipline recognized by the UGC. Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline).

The admission will be given on basis of merit list of the common entrance test.

****INTAKE OF THE COURSE:** 30 Seats.****ATTENDANCE:**

The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis.

All the practical's assignments, seminars, field visits, study tour, viva, internships, in house activities are compulsory.



M.A.
MASS COMMUNICATION
PROGRAMME SPECIFIC OUTCOMES
(PSO)

****PSO1**

Comprehensive Understanding of Communication Theories:

Students will gain a deep knowledge of various communication theories and models, including interpersonal, group, and mass communication, and understand their application in real-world contexts.

****PSO2**

Proficiency in Media and Journalism:

Graduates will be proficient in various forms of media, including print, broadcast, and digital media, understanding journalistic ethics, media laws, and reporting techniques.

****PSO3**

Development of Media Production Skills:

Students will acquire practical skills in media production, including scriptwriting, video and audio production, and digital content creation using modern tools and technologies.

****PSO4**

Critical Media Analysis:

The program will equip students to critically analyze media content and its impact on society, including understanding media biases, representation issues, and the role of media in shaping public opinion.

****PSO5**

Research and Analytical Skills:

Graduates will develop strong research skills, learning to conduct media-related research, using both qualitative and quantitative methods to investigate communication phenomena and societal impacts.

****PSO6**

Ethical and Responsible Communication:

Students will understand the ethical challenges in the field of mass communication and develop a sense of responsibility to communicate truthfully, fairly, and with consideration for societal impacts.

****PSO7**

Expertise in Public Relations and Corporate Communication:

Graduates will be skilled in managing corporate communication, public relations campaigns, crisis communication, and brand communication strategies.

****PSO8**

Global and Cultural Awareness:

Students will develop an understanding of the global media landscape and the importance of cultural sensitivity in media production and communication in a diverse, globalized world.

****PSO9**

Understanding New Media Technologies:

The program will cover emerging technologies and platforms such as social media, digital marketing, and multimedia communication, preparing students for the evolving digital landscape.

****PSO10**

Leadership and Management Skills:

Graduates will be prepared to take on leadership roles within media organizations, public relations firms, or other communication-related fields, with the ability to manage projects, teams, and communication strategies effectively.

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

NEP-2020 Syllabus-Structure and Credit Distribution for First Year of Two Years PG Degree Program (2023–24)

Year (2Yr PG)	Level	Sem (2Yr)	Major		RM	OJT/ FP	R P	Com Cr.	Degree
			Mandatory	Electives					
I	6.0	Sem. I	DSC I – Theory (4) Principles of Mass Communication DSC II– Theory (4) Reporting and Editing DSC III– Theory (4) Print Media DSC IV – Practical (2) Media, Gender and Human Rights	DSE I– Practical (4) Writing For Print Media Or DSE I –Practical (4) Event Management	RM (4) Communication Research			22	PG Diploma (After 3 Yr. Degree
		Sem. II	DSC V – Theory (4) Electronic Media (Radio & Television) DSC VI–Theory (4) Advertising and Branding DSC VII–Theory (4) Public Relation and Corporate Communication DSC VIII– Practical (2) Writing For Electronic Media	DSE II- Practical (4) Writing For Advertising And PR Or DSE II-- Practical (4) Computer Application For Media		OJT-(4) On Job Training		22	
Cum Cr. for PG Diploma			28	08	04	04	--	44	

DISTRIBUTION OF MARKS AND CREDITS

SEMESTER-I

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	DSC-I	Principles of Mass Communication	Theory	4	60	40	100
2	DSC-II	Reporting and Editing	Theory	4	60	40	100
3	DSC-III	Print Media	Theory	4	60	40	100
4	DSC-IV	Media, Gender and Human Rights	Practical	2	30	20	50
5	DSE-I	Writing For Print Media	Practical	4	60	40	100
		or Event Management					
6	RM	Communication Research	Theory	4	60	40	100
TOTAL				22	330	220	550

SEMESTER-II

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	DSC-V	Electronic Media (Radio & Television)	Theory	4	60	40	100
2	DSC-VI	Advertising and Branding	Theory	4	60	40	100
3	DSC-VII	Public Relation and Corporate Communication	Theory	4	60	40	100
4	DSC-VIII	Writing For Electronic Media	Practical	2	30	20	50
5	DSE-II	Writing For Advertising And PR	Practical	4	60	40	100
		or Computer Application For Media					
6	OJT	On Job Training	Practical	4	60	40	100
TOTAL				22	330	220	550

PAPER CODE

SEMESTER-I

Sr. No.	Course	Title	Paper Code
1	DSC-I	Principles of Mass Communication	230112101
2	DSC-II	Reporting and Editing	230112102
3	DSC-III	Print Media	230112103
4	DSC-IV	Media, Gender and Human Rights	230112104
5	DSE-I	Writing For Print Media or	230112106
		Event Management	230112107
6	RM	Communication Research	230112105

SEMESTER-II

Sr. No.	Course	Title	Paper Code
1	DSC-V	Electronic Media (Radio & Television)	230112201
2	DSC-VI	Advertising and Branding	230112202
3	DSC-VII	Public Relation and Corporate Communication	230112203
4	DSC-VIII	Writing For Electronic Media	230112204
5	DSE-II	Writing For Advertising And PR or	230112206
		Computer Application For Media	230112207
6	OJT	On Job Training	230112205

ABBREVIATIONS

Sr. No.	Abbreviations	Full Form
1.	D.S.C.	Discipline Specific Core
2.	D.S.E.	Discipline Specific Elective
3.	RM	Research Methodology
4.	OJT/FP	On Job Training/ Field 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-I

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ ११ विद्यया ऽ मृतमश्नुते ॥ NAAC Accredited 2022 (B++ Grade) (U.G.A. 2019)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : DSC-I Course Code: 230112101 Course Name: Principles of Mass Communication
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Principles of Mass Communication" introduces students to the core theories and processes that govern mass media. It examines the role of media in shaping public opinion, culture, and societal interactions, highlighting its influence in modern democracies. The course fosters critical thinking and ethical awareness in media practices while exploring the evolution of various media platforms. It also addresses key legal frameworks and responsibilities of communication professionals. This foundation prepares students for careers in journalism, public relations, advertising, and digital media.

****COURSE OBJECTIVES :**

- 1) Understand the role of communication in personal & professional success.
- 2) Develop awareness of appropriate communication strategies.
- 3) Prepare and present messages with a specific intent.

**** COURSE OUTCOMES:**

- 1) Understand the foundational material of communication studies.
- 2) Become conversant with key terms, models, concepts and a range of theories about communication.
- 3) Understand the conceptual connections between communication models and theories about communication

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Communication: Concepts and Process , Nature and process of human communication, functions of communication, verbal and non- verbal communication, intra-personal, inter-personal, small group, public and mass communication. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences. Social Functions of Mass Communication, Scope of Mass Communication.

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Communication Theories Authoritarian; Libertarian; Socialistic; social-responsibility; Development media theory; Democratic participation media theory. Marshall McLuhan’s Theory of Media Classifications.

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Communication Models Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Berlo, Wesley and Maclean model..

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Mass Media Effects & Uses : Hypodermic Needle; Two Step Flow Theory; Limited Effects; Cultivation Theory; Cognitive Dissonance Theory; Catharsis theory ,Spiral of Silence; Media Hegemony etc

**** REFERENCE BOOKS:**

- 1) Clarifying Communication Theories– A Hands–on Approach: Gerald Stone, Michael Singletary, Virginia P. Richmond,Wiley-Blackwell, (1999)
 - 2) Effective Communication & Public Speaking-S. K. Mandal, Jaico, (2013)
 - 3) Essentials of Effective Comunication-Vasantha R. Patri&NeelakantPatri, Greenspan, (2002)
 - 4) India’s Communication Revolution– From Bullock Carts to Cyber Marts- Arvind Singhal and Everett M.Rogers, Sage, (2008)
 - 5) Introduction to Mass Communications-Warren K. Agee et al, Longman, (1991)
 - 6) Mass Communication in India-J. V. Vilanilam, Sage, (2005)
 - 7) Mass Communication Theory-Stanley J. Baran& Dennis K. Davis, Wadsworth, (2008)
 - 8) Mastering Public Speaking– Exercise Your Body Parts & Build Your Speaking Skills-Dorothy Lynn &Jessica Selasky, Jaico, (2008)
 - 9) McQuail’s Mass Communication Theory-Denis McQuail, Vistaar, (2005)
 - 10) Media Communication– An Introduction to Theory and Process: James Watson, Palgrave Macmillan, (2004)
 - 11) संवादशास्त्र,डॉ.निशा पवार,प्रीतम पब्लिकेशन, धारवाड, (२०१९)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	A detailed report on any two theories of Mass Communication and its applications in the various fields	10 Marks
3.	A detailed report on any two Models of Mass Communication and its applications in the various fields	10 Marks
4.	Conduct a survey of 50 respondents on the effects of media as assigned by faculty	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ ११ विद्यया षट्कारणम् ॥ NAAC Accredited 2022 (B++ Grade) (U.G.A. 2019)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : DSC-II Course Code: 230112102 Course Name: Reporting and Editing
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Reporting and Editing" focuses on developing essential skills in news gathering, writing, and editing for various media platforms. It emphasizes the principles of accurate, fair, and ethical journalism while teaching students how to structure and refine news stories. The course covers editorial decision-making, headline writing, and the role of editors in shaping content. Students learn techniques for fact-checking, source verification, and maintaining objectivity. This foundation prepares students for careers in journalism, ensuring they can produce credible and impactful news content.

****COURSE OBJECTIVES:**

- 1) To understand techniques of reporting.
- 2) To know various types of reporting.

**** COURSE OUTCOMES:**

- 1) Students will be able to the basics of reporting and editing practices Understand
- 2) Students will be able to undertake filed reporting on their own and produce news stories
Apply
- 3) Students will have the skills needed for professionally reporting and editing of news

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

Organizational Chart of Editorial Department, Working and responsibilities of each Department: Role of Managing Editor, Editor, Assistant Editor, News Editor, chief-sub editor, sub-editor etc. in newspapers. News desk, news flow, copy management and organization. Feature agency, Media houses

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

News: definition, concepts, components, values, sources, structure of news. Introduction to lead, Kinds of leads, Headlines- techniques, styles, purposes, kinds of headlines, Language in newspapers, Sources of news, qualifications and responsibilities of reporter .Kinds of reporting: Investigative, Interpretative, crime, weather, city life, bodies. Press conference, Interviews. Changing trends in reporting – specialized reporting- Human interest, science & technology, sports, environment, economics, development, commerce, consumerism, water & energy, literacy, gender, agriculture, E-business news reports. RTI (Right to information) and its use in reporting.

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

Editorial writing: Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; Indepth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor, Content and importance of editorial page, Op-Ed pages in various newspapers.

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


Features: types of features – news features, historical features, photo features, profiles, syndicate features. Reviews: definitions, scope, Types of reviews- books, films, music, theatre, TV programmes, performing arts, Contemporary trends in reviews. Column writing: writing creative middles, language as a tool of writing Interviewing: kinds, purposes, techniques, writing interviews. Techniques of editing, Proof reading.

****REFERENCE BOOKS:**

- 1) Making News, Handbook of the media in Contemporary India- Sahay U., Oxford University Press, USA. (2006).
 - 2) Fundamentals of reporting and editing - Saxena A., Kanishka Publishers, (2007)
 - 3) Headline Writing, Saxena Sunil, Sage Publications, Inc., (2006)
 - 4) News Reporting and Editing- Srivastava K.M., Sterling, (2003)
 - 5) Feature Writing for Journalists- Wheeler S.,Routledge, (2009)
 - 6) Writing and Reporting News- Rich Carole, Thomson Wadsworth, (2003)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write four news of campus events	10 Marks
3.	Write two features on the topics assigned by faculty	10 Marks
4.	Conduct one interview for newspaper as assigned by faculty	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ विद्यया ऽ मृतमश्नुते ॥ NAAC Accredited 2022 (B++ Grade) (U.G.A. 2021)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : DSC-III Course Code: 230112103 Course Name: Print Media
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Print Media" explores the foundations, evolution, and impact of print journalism in shaping public discourse. It covers key concepts like news writing, reporting, and the editorial process, focusing on newspapers, magazines, and other print formats. Students learn the structure and techniques involved in creating compelling and credible print content, with emphasis on journalistic ethics and accuracy. The course also examines the challenges and opportunities in the print media industry amidst digital transformation. It equips students with the skills to thrive in traditional and modern print environments.

****COURSE OBJECTIVES:**

- 1) To know present situation of print media.
- 2) To know history of print media in India and particularly in Maharashtra.

****COURSE OUTCOMES:**

- 1) Students will have a good understanding of the history of print media.
- 2) Students will be able to know difference between journalism before independence and after independence.

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

Evolution and development of print media: James Augustus Hickey and Bengal Gazette. contribution of Raja Ram Mohan Roy, etc The Indian press and freedom movement: National leaders and their newspapers, Lokmanya Tilak, Surendranath Banerjee, Mahatma Gandhi, Pandit Jawaharlal Nehru, Abul Kalam Azad, Ganesh Shankar Vidyarthi, Ghose brothers, Benjamin Horniman (Bombay Chronicle), Kasturi Ranga , Lala Lajpat Rai, S. Sadanand, Robert Knight. Contribution of newspapers for freedom struggle.

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

Role of the language press with emphasis on Marathi newspapers and editors: Bal Shastri Jambhekar, Bhau Mahajan, Lokhitwadi, Krishnaji Triambak Ranade, Gopal Ganesh Agarkar, N. C. Kelkar, S. M. Paranjape, N.C. Kolhatkar, Dr. Babasaheb Ambedkar, Krishnarao Bhalekar, Dinkarrao Javalkar, Shripatrao Shinde, Jagrutikar Palekar , Mukundrao Patil Acharya Atre, Nanasahab Parulekar, etc.; Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc. Role of press in social movement of Maharashtra: SatyaShodhak Press, Dalit Press etc. Contribution of newspapers in Social movement.

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

The press in India after independence: Changing role & nature of the press, Problems of small, medium and district newspapers, Government's media policy, Emergency and the press, reports of the press commissions, prominent institutions & organizations connected with the media, current trends in English & Marathi Journalism.

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


Printing processes: Desktop publishing. Newspaper production– principles of design.; Unity, balance, rhythm, proportion, movement etc ; Tools of design: white space, fonts, pictures; new software's for page designing, Principles of photo editing.

****REFERENCE BOOKS:**

- 1) Journalism in India-RangaswamyParthasarthy, Sterling Publishing Company, New Delhi, (1991)
 - 2)The Press-Rau, M. Chelapati, Allied Publishers, (1968)
 - 3)Mass Communication and Journalism in India-Mehta, D.S. Allied Publishers, (2011)
 - 4)A History of the Tribune-Ananda, Parkash, Tribune Trust, (1986)
 - 5)History of the Press in India-Natrajan, J., Ministry of Information & Broadcasting,(2010)
 - 6) Mass Communication in India- Keval J. Kumar, Jaico Publishing House, Mumbai, (2020)
 - 7)The Story of Journalism-Elizabeth Grey, Houghton Mifflin; First Edition, (1969)
 - 8)The Newspaper: An-International History-Anthony Smith hames & Hudson Ltd, (1979)
 - 9) Modern History of Indian Press-Sumit Ghosh, Cosmo Publications (2002)
 - 10) मराठी वृत्तपत्रांचा इतिहास-रा.के.लेले, कॉन्टिनेन्टल प्रकाशन,(१९८४)
 - 11)मुल्ये व मराठी भाषिक वृत्तपत्रीय व्यंगचित्रे-प्रविण मस्तुद, पायगुण प्रकाशन,(२०२२)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Content analysis of a newspaper as assigned by faculty	10 Marks
3.	Write report on one journalist as assigned by faculty	10 Marks
4.	Contribution in Vidya – Warta	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ ११ शतमान संस्थापित ॥ NAAC Accredited 2022 (B++ Grade U-GPA 2.99)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : DSC-IV Course Code: 230112104 Course Name: Media, Gender & Human Rights
*Teaching Scheme: Practical - 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The course "Media, Gender & Human Rights" investigates the interplay between media representations, gender issues, and human rights advocacy. It examines how media can both challenge and perpetuate stereotypes, biases, and inequalities related to gender. Students will analyze case studies and media narratives to understand the impact of representation on public perception and policy. The course emphasizes the role of media as a tool for promoting gender equity and human rights awareness. Ultimately, it equips students with the critical skills needed to advocate for social justice through informed media practices.

****COURSE OBJECTIVES:**

- 1) To know human rights.
- 2) To know about gender perspectives.

****COURSE OUTCOMES:**

- 1) Student can write news without gender bias.
- 2) Students can write more accurate news about violation of human rights.

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Media and Society .Media and Gender, Gender studies and Feminist Theory, 6. Universal Declaration of Human Rights, Media and Human Rights

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Human Rights and Media – Human Rights and Democracy, Human Rights & Education – Human Rights and environmental air and water pollution – Human Rights and Communal Riots – Human Rights in the terrorized areas, State Commission for Human Rights – National Commission on Human Rights – Human Rights and right to freedom of speech and expression.

****REFERENCE BOOKS:**


- 1) Human Rights-A.N. Sen,Sri Sai Law Publications, (2005)
 - 2) Protection of Human Rights- Khwaja Abdul Muntaqim, Law Allahabad Publishers,(2004)
 - 3) Women In Indian Regional Television Channels, Preetam Prakashan, Dharwad, (2019)
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**** PRACTICAL INTERNAL ASSESMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Take one interview of one human rights activist.	10 Marks
3.	Write three news on women who are changing stereotyped image of women.	10 Marks

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

Sr. No.	Activity	Marks
1.	Write one article on how human rights are important for every citizen	10 Marks
2.	Conduct a survey about Gender representation in media and present PPT based on data. (50 respondents)	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I	
	Vertical : DSE-I Course Code: 230112106 Course Name: Writing For Print Media	
*Teaching Scheme: Practical - 4 Credits Lectures-120 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks	

***PREAMBLE OF COURSE:**

The course "Writing for Print Media" focuses on developing effective writing skills tailored for newspapers, magazines, and other print formats. Students will learn essential techniques for news writing, feature articles, editorials, and opinion pieces, emphasizing clarity, conciseness, and audience engagement. The course highlights the importance of research, fact-checking, and ethical considerations in journalistic writing. Through practical assignments and feedback, students will refine their storytelling abilities and develop a unique writing style. Ultimately, this course prepares students for successful careers in print journalism and related fields.

****COURSE OBJECTIVES:**

- 1) To gain practical knowledge about news writing.
- 2) To practice various aspects of reporting

****COURSE OUTCOMES:**

- 1) Student can write news accurately.
- 2) Students can write news in different news structures.

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

Trends in Print Journalism, Agenda setting role of newspapers– Ownership, Revenue, Editorial policy, Citizen Journalism, Investigative journalism, Sting operations and Celebrity/ journalism. Ethical debates in print journalism – Paid news, Advertorials

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

Specialized Reporting , Business, Parliamentary, Agriculture /Rural, International Affairs, Entertainment

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

Production of a Newspaper, Planning for print : size, anatomy, grid, design, Format, typography, copy, pictures, advertisements, Plotting text : headlines, editing pictures, captions, Page–making : Front page, Editorial page, Supplements

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

Technology and Print Technology and Page making techniques: layout, use of graphics and photographs) Printing Processes: Traditional vs modern Desk Top Publishing : Quark Express, Coral Draw, Photoshop etc The Invention of the Printing Press

****REFERENCE BOOKS:**


- 1) Reporting and Editing Practice- Sourin Banerjee, Scholars' Book Hub, (2022)
 - 2) News Reporting and Editing-K.M. Srivastava, Sterling Publishers Pvt.Ltd, (2015)
 - 3) Journalists Handbook-M. V. Kamath, S Chand, (2018)
 - 4) Journalism in India-Rangaswamy and Parthasarathy, Sterling Publishers Pvt.Ltd, (1997)
 - 5) बातमीदारी भाग 13 , 2 , - सुनील माळी, राजहंस प्रकाशन (२०१८),
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****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write two local news with heading with different news values	10 Marks
3.	Write two news covering press conference	10 Marks
4.	Write two news stories (Environmental, crime, Educational, Health, Sports)	10 Marks
5.	Write two middles	10 Marks
6.	Write two editorials	10 Marks

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

Sr. No.	Activity	Marks
1.	Reporting and writing one news with photograph as assigned by examiner	10 Marks
2.	Write ten questions for interview as assigned by examiner	10 Marks
3.	Translate one news.	10 Marks
4.	Write one features as assigned by examiner (Politics, Culture, Finance, International Relations, Women)	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : DSE-I Course Code: 230112107 Course Name: Event Management
*Teaching Scheme: Practical - 4 Credits Lectures-120 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Event Management" provides students with the knowledge and skills necessary to plan, organize, and execute various types of events, from corporate gatherings to social celebrations. It covers essential aspects such as budgeting, logistics, marketing, and risk management, emphasizing the importance of effective communication and teamwork. Students will learn to navigate the challenges of event coordination while ensuring a seamless experience for participants. The course also explores the role of events in branding and community engagement. Ultimately, it prepares students for successful careers in the dynamic field of event management.

****COURSE OBJECTIVES:**

- 1) To know facts about event management
- 2) To know types of events and its benefits.

****COURSE OUTCOMES:**

- 1) Student can organise events individually.
- 2) Students will get skills about team work . .

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

What are events, Types of events, Why Event Management? – Analysis of Event, Scope of Event, Decision Makers – Event Manager, Technical Staff – Establishing of Policies and Procedure – Developing Record Keeping Systems.

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

Principles for Holding an Event, event Purpose – venue – timing – guest list – invitations – food & drink – room dressing – equipment – guest of honor – speakers – media – photographers – podium – exhibition. Lecture , Marketing tools Types of advertising – merchandising – give aways – competitions – promotions – website and text messaging.

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

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events. Crisis Management plan Crisis planning – prevention – preparation – provision – action phase – handling negative publicity.

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

Corporate Events – Planning of Corporate Event, Seeking sponsors Different types of sponsorship ,Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting,Evaluation Budget – cost of event – return on investment – media coverage – attendance – feedback.

****REFERENCE BOOKS:**


- 1) Event Management-A Booming Industry and an Eventful Career- Devesh
 - 2) Kishore, Ganga Sagar Singh, Har-anand, Publications Pvt. Ltd.(2011)
 - 3) Event Management- Swarup K. Goyal, Adhyayan Publisher, (2009)
 - 4) Event Management & Public Relations-Savita Mohan, Enkay Publishing House,(2011)
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****INTERNAL PRACTICAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two unit tests	10 Marks
2.	Observe any two events organized in City and submit write-up	10 Marks
3.	Take Interview of one Event Manger	10 Marks
4.	Prepare Event Management plan for one event corporate event	10 Marks
5.	Write report on how event management is beneficial for government organization.	10 Marks
6.	Arrange or participate in one event at department and write report on it.	10 Marks

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

Sr. No.	Activity	Marks
1.	Prepare event management plan of one social event.	10 Marks
2.	Evaluation report of one event	10 Marks
3.	PPT on a proposal of event management of a private event	10 Marks
4.	Prepare a crisis management plan	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-I Vertical : RM Course Code: 230112105 Course Name: Communication Research
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Communication Research" introduces students to fundamental research methodologies and techniques used in the field of communication studies. It covers both qualitative and quantitative approaches, emphasizing the importance of data collection, analysis, and interpretation in understanding communication phenomena. Students will learn to design research projects, formulate research questions, and apply ethical standards in their studies. The course encourages critical thinking and analytical skills by examining real-world communication issues through research lenses. Ultimately, it prepares students to conduct rigorous research that contributes to academic knowledge and practical applications in communication.

****COURSE OBJECTIVES:**

- 1) To understand research methods in communication.
- 2) To know various types of media research.

****COURSE OUTCOMES:**

- 1) Student can write research papers.
- 2) Students can submit projects and can get research grant.

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

Definition , elements of research , scientific approach , research and communication Theories, role , function , scope and importance of communication research , basic and applied research. Research design: components ,experimental, quasi- experimental, bench mark, longitudinal studies ,simulation , panel studies ,co relational designs.

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

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings. Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni- variate –bivariate – multi- variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

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

Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis. Media research – evaluation, feedback – feed forward – media habits – public opinion survey – pre-election studies and exit polls. Media research as a tool of reporting

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

Research applications in print and electronic media; Types of print media research, Readership Research. Methodology of Readership Research, Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings. Advertising research: target marketing research, positioning research –pre-test research, post-test research, audience research, methods of analyzing research, Campaign Assessment Research.PR Research; Types of PR Research, PR Audit etc.

****REFERENCE BOOKS:**

- 1) Mass Media Research- Wimmer, Roger, and Dominick, Joseph, R. Thomson Wadsworth, (2006)
 - 2) Media Research Techniques- Arthur Asa Berger, Sage Publications, (1998)
 - 3) Introduction to Communication Studies- John Fiske, Routledge Publications,(1982)
 - 4) Media/Society: Industries, Images and Audiences- David Croteau and William Hoynes. Forge Press, (2002)
 - 5) Research Methodology: Methods and Techniques- Kothari, C.R., New Age International Ltd. Publishers, (2004)
 - 6) Media Research Methods; Audiences, institutions, Texts- Bertrand, Ina and Hughes, Peter, New York; Palgrave, (2005)
 - 7) Media Research In Contemporary Society-Dr.Nisha Pawar, Prasaraanga Karnatak University, Dharwad (2020)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Review of literature on a subject assigned by examiner	10 Marks
3.	Content analysis of newspaper/radio/television/digital media as assigned by faculty	10 Marks
4.	Submission of report based on local visits to media units and study tour report	10 Marks

SEMESTER-II



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

M.A. Mass Communication

First Year: Semester-II

Vertical :DSC-V

Course Code: 230112201

Course Name: Electronic Media (Radio and Television)

***Teaching Scheme:**

Theory- 4 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks

CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Electronic Media (Radio and Television)" explores the principles, practices, and technologies behind broadcasting in radio and television. Students will learn about content creation, production techniques, and programming strategies while examining the role of these media in shaping public opinion and culture. The course emphasizes storytelling and audience engagement, equipping students with skills in scripting, directing, and editing for broadcast. Ethical considerations and regulatory frameworks governing electronic media are also discussed. Ultimately, this course prepares students for careers in radio and television production, journalism, and media management.

****COURSE OBJECTIVES:**

- 1) To understand development of radio and TV.
- 2) To know the techniques of writing for radio and tv.

**** COURSE OUTCOMES:**

- 1) Student can produce radio programs.
- 2) Students can produce TV programs.

UNIT I:

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

Evolution and growth of electronic media. Development of radio , evolution and growth of AIR, evolution and development of television and internet in world and in India , Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels. Prasarbharati–structure, objectives and role. Characteristics of radio, television and Internet as medium of mass communication. Growth of private television channels. Emerging trends in radio broadcasting–FM, digital, satellite and web.

UNIT II:

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

Principles and techniques of audio–visual communication, thinking audio and pictures, grammar of sound, visuals and web production. Radio production – programme for various audiences, different programme formats, creating audio space, sound, perspective, voice casting, types of music, use of sound effects. Production crew and their functions– role of producer, production planning and execution. Radio studio, acoustics recording equipments, types and use of microphones, use of digital technology in production.

UNIT III:

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

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

UNIT IV:

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


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

****REFERENCE BOOKS:**

- 1) Broadcasting Journalism, Techniques of Radio and TV News- Boyd Andrew, Heinemann, London, (1988)
 - 2) Handbook of Radio and TV Broadcasting- Fletcher James, Van, Nestrand Reinhold Co., (1981)
 - 3) Community Radio Handbook- Fraser, Colin & Estrada Rastrepo Sonia, UNESCO, (2001)
 - 4) Radio and TV Journalism, Shrivastava K. M., Sterling Publishers, (1989)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write report on new trends in electronic media	10 Marks
3.	Preparation and presentation of one radio news bulletin of 05 minutes duration	10 Marks
4.	Conducting one television interview on 20 minutes of duration	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ विद्यया ऽ मृतमश्नुते ॥ NAAC Accredited 2022 (B++ Grade) (U.G.A. 2021)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II</p> <p>Vertical :DSC-VI Course Code: 230112202 Course Name: Advertising and Branding</p>
<p>*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:60 Marks CA: 40 Marks</p>

***PREAMBLE OF COURSE:**

The course "Advertising and Branding" focuses on the strategic principles and creative practices involved in developing effective advertising campaigns and strong brand identities. Students will explore consumer behavior, market research, and the role of media in advertising, emphasizing the importance of message design and targeting. The course covers various advertising formats, including print, digital, and broadcast, and examines successful case studies. Ethical considerations and the impact of advertising on society are also critical components of the curriculum. Ultimately, this course equips students with the skills needed to create compelling advertising strategies and build lasting brand equity.

****COURSE OBJECTIVES:**

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

****COURSE OUTCOMES:**

- 1) Students will get copywriting skills.
- 2) Students will get practical knowledge about branding.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Introduction to Advertising Concept, Features, Elements, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers, Classification of advertising: Geographic, Media, Target audience and Functions, Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria, Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Consumer behaviour and advertising: Decision making process – Various models – Factors influencing buyer behaviour – Internal psychological – External – Family reference groups etc., Advertising campaign planning
– market analysis – promotional mix – Advertising budgeting – measuring Advertising effectiveness.

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Copy writing – Creativity – Various appeals – Brand positioning – USP Copy formats – Style – Production –, Advertising Layout, , Types of layouts, Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc., Code of ethics – Self–Regulatory body– Role of ASCI (Advertising Standard Council of India)

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises, Special purpose advertising: Rural advertising, Political advertising–, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.

****REFERENCE BOOKS:**

- 1) Advertising- Jethwaney, Jaishri, Phoenix Publishing House Pvt. Ltd, (1999)
 - 2) Advertising Management- Jethwaney, Jaishri, Oxford University Press, (2010)
 - 3) Ogilvy on Advertising- Ogilvy, David, Vintage Books, (1983)
 - 4) Advertising Management- Rathore, B.S., Himalaya Publishing House, 1984
 - 5) Brand Positioning: Strategies for Competitive Advantage- Sengupta Subrato, Tata McGraw Hill Co.(1990)
 - 6) Marketing Management- Kotler P., Lane. K, Koshy A., Jha M. Pearson Education India (2009)
 - 7) Advertising Procedure- Russell T, Lane W.R, Pearson (2002)
 - 8) Advertising: Theory and Practice- Sandage & Fryberger Longman Group, United Kingdom, (1989)
 - 9) Advertising and Communication Management India- Sen Gupta S. Journalism Quarterly; (1978)
 - 10) Handbook of Advertising- Tellis J.G., Ambler T. SAGE Publications, (2008)
 - 11) Advertising principles and practice- Wells W.D., Moriarty S., Burnett J., Pearson (2005)
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**** INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Writing detailed report on one ad agency	10 Marks
3.	Preparing four different types of print media advertisements	10 Marks
4.	Write and record two radio advertisements	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II Vertical :DSC-VII Course Code: 230112203 Course Name: Public Relation and Corporate Communication
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Public Relations and Corporate Communication" examines the principles and practices essential for managing communication between organizations and their stakeholders. Students will learn strategies for crafting effective public relations campaigns, crisis communication, and media relations to enhance organizational reputation. The course emphasizes the importance of ethical communication and transparency in building trust with the public. Additionally, it covers tools and techniques for corporate communication, including internal communication, branding, and community engagement. Ultimately, this course prepares students for successful careers in public relations, corporate communication, and stakeholder management.

****COURSE OBJECTIVES:**

- 1) To understand public relations techniques.
- 2) To understand advertisement.

****COURSE OUTCOMES:**

- 1) Students can use PR techniques.
- 2) Students will get practical knowledge about crisis management .

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

Evolution and history of public relations– definitions , concept , characteristics , relevance , origin and development , Difference between PR , propaganda , publicity , advertisement , lobbying , public opinion ,PR functions , process , aims , strategic public relations , PR codes, of ethics , regulations , PR manager/PRO functions , responsibilities, qualifications , training. History and development of public relations in India , PR professional organizations IPRA , PRSI, PRCI etc,

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

PR and corporate communication, Concept, corporate houses, Corporate Image and Corporate Identity, contemporary trends in public relations. , publics–internal and external, public relations tools, PR and communication flow–formal, informal, vertical, horizontal .

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

Crisis Management, Corporate Social Responsibility , PR campaigns steps, fact finding, research, planning, implementing, evaluation and feedback – major PR campaigns, PR counselling and consultancy. preparing and planning house journals , newsletters, hand–outs , brochures, media releases, media conferences , annual meetings , open houses , exhibitions, speeches , seminars and symposia , demonstrations , conducted tours , grapevine , interviews , publicity materials and corporate films.

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


PR in central and state government and the functioning of various media units of the state and Union governments, Public relations in public and private sectors – PR for military , tourism , education, sports, entertainment , finance, PR for charitable institutions, NGOs; Use of Internet as a major PR Tool; PR Research; Emerging Trends in PR.

****REFERENCE BOOKS:**

- 1) The Process and Effects of Mass Communication - Schramm, Wilbur, University of Illinois, (1971)
 - 2) Public Relations: Principles, Problems and Cases- Moore, Frazier H. Irwin (Richard D.) Inc.,U.S.,(1977)
 - 3) Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H., Pearson (2003)
 - 4) Practical Public Relations: Common-sense Guidelines for Business and Professional People- Sam Black (Author), Melvin L. Sharpe, Prentice Hall,(1983)
 - 5) Corporate Communication- Jaishri Jethwaney, Oxford Publishers, (2010)
 - 6) Corporate Communication: A 21st Century Primer- Joseph Fernandez, Sage, (2004)
 - 7) Corporate Image of India- S.K. Roy, Sh. Ram Centre, (1974)
 - 8) Corporate Public Relations- R.K. Balan, Sterling Publisher, (1992)
 - 9) जनसंपर्कचे अंतरंग, रवींद्र चिंचोलकर-विद्या बुक्स पब्लिशर्स(२०२१) ,
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****INTERNAL ASSESSMENT (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Writing detailed report on one public relation organization	10 Marks
3.	Write two press releases	10 Marks
4.	Prepare public relation plan of one month for one corporate office.	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II Vertical :DSC-VIII Course Code: 230112204 Course Name: Writing For Electronic Media
*Teaching Scheme: Practical - 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The course "Writing for Electronic Media" focuses on the techniques and best practices for creating engaging content tailored for electronic platforms, including radio and Television formats. Students will learn how to write clear, concise, and audience-focused messages while exploring the nuances of various electronic media styles, such as blogs, podcasts, and video scripts. The course emphasizes the importance audience engagement. Ethical considerations and the impact of electronic communication on society are also discussed. Ultimately, this course equips students with the skills to produce compelling content that resonates in the electronic landscape.

****COURSE OBJECTIVES:**

- 1) To understand script writing for radio.
- 2) To understand script writing for TV.

****COURSE OUTCOMES:**

- 1) Students can write and produce radio programs.
- 2) Students can plan and produce Tv programs .

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Writing for Radio – Thinking audio , Planning and structuring the copy for various audio inputs , Production of different formats of news – 2–minute headline bulletin to one hour news show , Handling of news run down, last minute changes and on air changes in the news
 Script writing for radio programmes; Interviews, Discussions, Documentary, Advertisements, PSA, News, Drama, Radio Commercials. Script Writing Techniques for Radio Programmes. News Bulletins and News Presentations.

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Writing to TV : The writing process– Thinking audio and video , Planning and structuring the copy for various audio visual inputs , Editing bytes, procuring & editing visuals – archives, graphics & other sources , Writing Anchor Leads , Writing for Astons, subtitles, scrawls and other TV screen value addition instruments. Broadcast styles and techniques of writing
 Reporting TV Reporters Tools and techniques, Locating TV stories, Developing TV stories, structuring a TV news report, V/O's, packages & story formats. PTC: Opening, Bridge and closing. The equipment, Field work, TV news interviews, shooting, recording and editing. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenge.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Participate in making of news bulletin of Department's YouTube Channel	10 Marks
3.	Radio Report: Prepare a program based on outdoor recording	10 Marks

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

Sr. No.	Activity	Marks
1.	Write and record one radio news bulletin	10 Marks
2.	Write and Present PTC on topic assigned by examiner	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ १९६३ S.A.C. Accredited 2022 (B.A. - Comm. - U.G.P.A. 2001)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II Vertical :DSE-II Course Code: 230112206 Course Name: Writing For Advertising and PR
*Teaching Scheme: Practical - 4 Credits Lectures-120 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:**

The course "Writing for Advertising and PR" focuses on the specialized writing skills necessary for creating persuasive and impactful content in advertising and public relations. Students will learn to craft compelling copy for various mediums, including print, digital, and broadcast, while understanding the importance of brand messaging and audience targeting. The course emphasizes creativity, storytelling, and strategic communication techniques to effectively convey messages and engage consumers. Ethical considerations and the role of media in shaping public perception are also explored. Ultimately, this course prepares students for successful careers in advertising, public relations, and corporate communication.

****COURSE OBJECTIVES:**

- 1) To get knowledge of advertising.
- 2) To understand use of PR for image building.

****COURSE OUTCOMES:**

- 1) Students can get copywriting skills.
- 2) Students can use PR techniques.

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Basics of copywriting, Responsibility of copywriter, Creative thinking, Idea generation techniques, marketing brief, creative brief. Writing Persuasive Copy, Writing Copy for Various Media– Print: Headlines, sub headlines, captions, body copy, and slogans, Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS’s, Outdoor posters, Radio, Digital: e–mail, web page

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Writing Copy for Various Audiences – Children, youth, women’s, rural people, Executives, Senior Citizens. Writing copy for – direct mailers, Classified, Press release,, B2B,advertorial, infomercial. Various Types of Advertising Appeals and Execution Styles– Rational appeals, Emotional appeals: Humor, Fear, Sex appeal, various advertising execution techniques.

UNIT III:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content–collection of Material – Writing the text and Principles of good writing–use of statistics Language and vocabulary. Writing of press release, press note. Writing for Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures–Leaflets and folders – Fact sheets – Direct Mailers etc

UNIT IV:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Fundamentals and Techniques – Purpose and role of editing – Editing of House Journals. Graphics – Use of charts, pictorial charts – Graphs and photographs – Symbols – Line drawing and Illustrations – Photomontage – placement of graphics etc – Importance of colour in corporate literature. Layout and Artworks of PR, Production of Corporate publications, kinds of paper. Writing PR Blog, Writing for web, content writing for online journals. Script writing for speech on Radio, script writing for television – commercial, talk show etc.

****REFERENCE BOOKS:**


- 1) Advertising- Jethwaney, Jaishri, Phoenix Publishing House Pvt. Ltd, (1999)
 - 2) Advertising Management- Jethwaney, Jaishri, Oxford University Press, (2010)
 - 3) Ogilvy on Advertising- Ogilvy, David, Vintage Books, (1983)
 - 4) Advertising Management- Rathore, B.S., Himalaya Publishing House, 1984
 - 5) Advertising Procedure- Russell T, Lane W.R, Pearson (2002)
 - 6) Advertising: Theory and Practice- Sandage & Fryberger Longman Group, United Kingdom, (1989)
 - 7) Advertising and Communication Management India- Sen Gupta S. Journalism Quarterly; (1978)
 - 8) Handbook of Advertising- Tellis J.G., Ambler T. SAGE Publications, (2008)
 - 9) Advertising principles and practice- Wells W.D., Moriarty S., Burnett J., Pearson (2005)
 - 10) Public Relations: Principles, Problems and Cases- Moore, Frazier H. Irwin (Richard D.) Inc., U.S., (1977)
 - 11) Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H., Pearson (2003)
 - 12) Practical Public Relations: Common-sense Guidelines for Business and Professional People- Sam Black (Author), Melvin L. Sharpe, Prentice Hall, (1983)
 - 13) जनसंपर्कचे अंतरंग, रवींद्र चिंचोलकर-विद्या बुक्स पब्लिशर्स (२०२१) ,
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****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write review of two advertisements	10 Marks
3.	Prepare two ads for Social Media	10 Marks
4.	Prepare plan for a campaign of one week.	10 Marks
5.	Conduct an interview of one public relation officer	10 Marks
6.	Prepare a house Journal	10 Marks

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

Sr. No.	Activity	Marks
1.	Write analysis of an advertisement as assigned by examiner	10 Marks
2.	PPT presentation on content analysis of newspaper advertisements (15 days)	10 Marks
3.	Prepare one press release on topic assigned by examiner	10 Marks
4.	PPT presentation on public relation activities of one organization	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II	
	Vertical :DSE-II Course Code: 230112207 Course Name: Computer Applications For Media	
*Teaching Scheme: Practical - 4 Credits Lectures-120 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks	

***PREAMBLE OF COURSE:**

The course "Computer Applications for Media" introduces students to essential digital tools and software used in the media industry, focusing on content creation, editing, and design. Students will learn practical skills in multimedia production, including graphic design, video editing, and web development, tailored for various media platforms. The course emphasizes the integration of technology in storytelling and communication strategies, enhancing creativity and efficiency. Ethical considerations regarding digital media production and the responsible use of technology are also discussed. Ultimately, this course equips students with the technical competencies needed to thrive in the rapidly evolving media landscape.

****COURSE OBJECTIVES:**

1. To understand the computer applications for media.
2. To know the software's used for media.

****COURSE OUTCOMES:**

1. Students will get skills of using computer.
2. Students can edit text, pictures etc.

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

Information and Communication Technology: Meaning importance and Concept,
 Introduction to computer: History & Classification of computer, Computer Basics L T P
 Definition, Generation and Basic components of computers Input/ Output devices and other peripherals
 Introduction to Hardware and Software Introduction to Operating Systems: Linux, Mac OS, Windows, Functions and Feature of Operating System Process Management, Memory Management, File Management, Device Management security, Command interpretation, Multiprogramming, Multitasking, Multiprocessing, Time-Sharing

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

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

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

Introduction to MS word and Excel Microsoft Word-Components of MS Word, features of shortcut keys of MS Word and Descriptions Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel, Using printers & scanners, Microsoft PowerPoint- Components of MS PowerPoint, features of PowerPoint, Views Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer, English Script typing, Hindi Script typing

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

Adobe Photoshop Software. Pixels, Resolution, Colour Modes and Models Use of Tools, Palettes and Panels Use of Layers and Filters Exporting to Various File Formats and saving in different File Formats. DTP Software, Features and their basic application: Corel draw,. PageMaker,. In Design.

****REFERENCE BOOKS :**


- 1) Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia, Coburn, Foster D. Corel Draw
 - 2) Fundamentals of computer Information technology Today, A. Jaiswal, , Publisher, Wiley Dreamtech India Pvt Ltd
 - 3) Step by Step Computer Applications- John Roche, Gill & Macmillan
 - 4) Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
 - 5) Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
 - 6) Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
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****PRACTICAL INTERNAL ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Compose two pages matter on DTP.	10 Marks
3.	Edit two photo using Photoshop	10 Marks
4.	Creating Multimedia Content — News stories and Feature stories	10 Marks
5.	Create two articles for social media content	10 Marks
6.	Designing an e-paper page using software	10 Marks

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

Sr. No.	Activity	Marks
1.	Create Power Point Presentation using multimedia tools on a topic as assigned by examiner	10 Marks
2.	Creating a blog with a content as assigned by examiner	10 Marks
3.	Record content of your choice using audio and video-recording software as assigned by examiner	10 Marks
4.	Prepare a Poster design as assigned by examiner	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ११ सितंबर १९८३ NAAC Accredited 2022 (B++ Grade UCAA, 2019)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur M.A. Mass Communication First Year: Semester-II Vertical :OJT Course Code: 230112205 Course Name: On Job Training
*Teaching Scheme: Practical - 4 Credits Lectures-120 Hrs.	*Examination Scheme: 100 Marks

***PREAMBLE OF COURSE:**

The course "On-Job Training" provides students with practical, hands-on experience in real-world media settings, bridging the gap between theoretical knowledge and professional application. Participants will engage in internships or projects within media organizations, allowing them to apply skills in journalism, production, public relations, and other areas. This training emphasizes workplace dynamics, teamwork, and effective communication in a professional environment. Students will gain valuable industry insights, build professional networks, and enhance their employability. Ultimately, this course prepares students for successful careers by fostering confidence and competence in their chosen media fields.

****COURSE OBJECTIVES:**

















1. Practical Skill Application: To enable students to apply theoretical knowledge and skills acquired in the classroom to real-world media environments, enhancing their proficiency in areas such as journalism, media production, public relations, and event management.
2. Professional Development and Networking: To provide students with opportunities to develop professional relationships and gain insights into industry practices, fostering their understanding of workplace dynamics and enhancing their employability in the competitive media landscape.

****COURSE OUTCOMES:**

1. Demonstrated Competence in Media Practices: Students will showcase the ability to perform effectively in a professional media environment, applying industry-specific skills in areas such as reporting, editing, content creation, and communication strategy, as evidenced by their performance evaluations and completed projects during the training.
2. Enhanced Professional Readiness and Networking: Students will establish valuable professional connections and demonstrate an understanding of workplace dynamics, resulting in improved confidence and readiness to transition into full-time roles in the media industry, as reflected in post-training employment opportunities and industry feedback.

Sr.No.	Activity
1	OJT at News Paper/ Radio/ Television/Digital Media/ Advertising Agency/Public Relation Office as allotted by the department. (120 Hrs.)
2	Submission of report along with OJT completion certificate.
(As Per University Guidelines)	

WEBSITES FOR SUBJECT RELATED STUDIES

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

