



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

Syllabus 2023-24

1. **Course Title:** M.A Mass Communication

2. **Faculty:** Interdisciplinary Studies

3. **Year of Implementation:** The revised syllabus will be implemented from the academic year June 2023-24 onwards

4. **Fee Structure:** As per the University Rules.

5. **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

6. **Vision:**

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

7. **Mission:**

a. Training in Social Responsibility Communication/Journalism

b. To enable students to acquire better knowledge through a good mix of theoretical/research content, skill oriented content.

c. Imparting technical skills with new technologies.

8. **Program 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

9. Programme Learning Outcomes: On the successful completion of the program, the student will be able to:

- a. The Students will learn fundamental and advanced information in a variety of fields related to journalism and mass communication, allowing students to improve their analytical, critical thinking, and research skills to overcome challenges.
- b. Have good level of self–confidence to work independently in any media job.
- c. Have a socially responsible framework in working for the media PO4 Be ethical and responsible PO5 Work towards the development of the community, society and nation through research and teach
- d. The Students will acquire high–quality practical training in a variety of disciplines of mass communication, allowing students to create start– ups and work as entrepreneurs in the new media sector.

10. Duration :

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

11. 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 to be convenient to the Department.

12. 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.

13 .Eligibility for Admission:

- a) 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.
- b) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)
- c) The admission will be given on basis of merit list of the common entrance test
- d) Intake of the Course: 30 Seats.

14. 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.

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	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 II –Practical (4) Event Management	RM-(4) Communication Research			22	PG Diploma (After 3 Yr. Degree
		Sem. I	DSC V – Theory (4) Electronic Media (Radio & Television) DSC VI–Theory (4) Advertising and Branding DSC VI–Theory (4) Public Relation and Corporate Communication DSC VIII– Practical (4) Writing For Electronic Media	DSE III- Practical (4) Writing For Advertising And PR Or DSE IV-- Practical (4) Computer Application For Media		OJT-(4) At News Paper/ Radio/ Television/Digital Media/ Advertising Agency/Public Relation Office (15 Days)		22	
Cum Cr. for PG Diploma			28	08	04	04	--	44	

****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.

*****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

DSC I: PRINCIPLES OF MASS COMMUNICATION (THEORY- 4 CREDITS)

****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
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UNIT 1

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 2

Communication Theories Authoritarian; Libertarian; Socialistic; social-responsibility; Development media theory; Democratic participation media theory. Marshall McLuhan's Theory of Media Classifications.

UNIT 3

Communication Models Lasswell, Shannon and Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Berlo, Wesley and Maclean model..

UNIT 4

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 Communication-Vasanth 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

DSC II: REPORTING AND EDITING **(THEORY- 4 CREDITS)**

****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
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UNIT 1

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 2

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 3

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 4

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

DSC III- PRINT MEDIA **(THEORY – 4 CREDITS)**

****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.
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UNIT 1

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 2

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, Nanasaheb 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 3

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 4

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 James & 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

DSC IV: MEDIA, GENDER & HUMAN RIGHTS

(PRACTICAL – 2 CREDITS)

****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 1

Media and Society .Media and Gender, Gender studies and Feminist Theory, 6. Universal Declaration of Human Rights, Media and Human Rights

UNIT 2

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.

****REFERENCES:**

- 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

DSE I: WRITING FOR PRINT MEDIA

(PRACTICAL -4 CREDITS)

****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.
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UNIT 1

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 2

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

UNIT 3

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 4

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

DSE II: EVENT MANAGEMENT **(PRACTICAL -4 CREDITS)**

****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 . .
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UNIT 1

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 2

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 3

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 4

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

RM: COMMUNICATION RESEARCH

(THEORY -4 CREDITS)

****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.
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UNIT 1

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 2

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 3

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 4

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

DSC V : ELECTRONIC MEDIA (RADIO AND TELEVISION) **(THEORY-4 CREDITS)**

****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.
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UNIT 1

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 2

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 3

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 4

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.

****REFERENCES:**

- 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

DSC VI: ADVERTISING AND BRANDING **(THEORY-4 CREDITS)**

****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 1

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 2

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 3

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 4

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.

****REFERENCES:**

- 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

DSC VII: PUBLIC RELATION AND
CORPORATE COMMUNICATION
(THEORY-4 CREDITS)

****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 1

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 2

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 3

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 4

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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****PRACTICAL 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

DSE VIII: WRITING FOR ELECTRONIC MEDIA

(PRACTICAL -4 CREDITS)

****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 1

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

UNIT 2

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 3

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

UNIT 4

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 ASSESSMENT: (60 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare and present a Radio feature	10 Marks
3.	Conduct a group discussion for Radio .	10 Marks
4.	Radio Report: Prepare a program based on outdoor recording	10 Marks
5.	Prepare a a capsule program for TV (Dur. 15 Min)	10 Marks
6.	Participate in making of news bulletin of Department's YouTube Channel	10 Marks

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

Sr. No.	Activity	Marks
1.	Write and record one radio news bulletin	10 Marks
2.	Write and record one radio speech on topic assigned by examiner	10 Marks
3.	Write and Present PTC on topic assigned by examiner	10 Marks
4.	Conduct one television interview	10 Marks

DSE III: WRITING FOR ADVERTISING AND PR

(PRACTICAL -4 CREDITS)

****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 1

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 2

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 3

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 4

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

OJT: ON JOB TRAINING
(PRACTICAL -4 CREDITS)

Sr. No.	Activity	Marks
1.	OJT at News Paper/ Radio/ Television/Digital Media/ Advertising Agency/Public Relation Office (15 Days) (As Per University Guidelines)	100 Marks
