

SHIVAJI UNIVERSITY, KOLHAPUR.



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Accredited By NAAC

Revised Syllabus For

Bachelor of Journalism & Communication Science (B. J. C.)

(Semester - II)

Faculty of Social Sciences

(Subject to the modifications to be made from time to time)

Syllabus to be implemented from June 2008-09 Onwards.

**[Department of Journalism & Communication Science,
Shivaji University, Under Academic Flexibility]**

**A] Ordinance and Regulations: As applicable to Bachelor of
Journalism & Communication Science (B.J.C.)**

**B] Shivaji University, Kolhapur.
Revised Syllabus For
Bachelor of Journalism & Communication Science (B.J.C.)
Semester with Credits and CIE System of Examination
[Faculty of Social Sciences]**

1. Title: Journalism & Communication Science

Under the Faculty of Social Sciences.

2. Year of Implementation :

The revised Syllabus will be implemented from June, 2008-09 onwards.

3. Preamble:

"The significance of communication for human life cannot be overestimated because this sounds like a truism and is profoundly true. As health is a blessing for human life, Communication is a soul of the human mind, which reflects in a fashion as an amalgamation of skills and knowledge. So our prime goal is to achieve skills and increase knowledge from the day-today discourse".

4. General Objectives of the Course:

- (i) To Impart high quality of education to the students,**
- (ii) To prepare the students for variety of challenging careers through innovation in teaching and research,**
- (iii) To develop comprehensive understanding of interdisciplinary issues of society, and**
- (iv) To provide them practical experience to develop their skills of the profession along with the advances in the knowledge of the subjects.**

5) Duration:

- The course shall be a full time course.**
- The duration of course shall be of One year of two Semesters.**

6) Pattern:

The pattern of examination shall be Semester with 80+20 (100 marks) system. Semester with Credits and Continuous Internal Evaluation (CIE) shall be in existence simultaneously but that shall be implemented as & when required and proved to be convenient to the Department.

7. FEE Structure: As applicable to the regular course.

i) Entrance Examination Fee: Not Applicable.

ii) Course Fee: As per the University rules/norms.

Particulars	Rs.
Tuition Fee	Rs.
Laboratory Fee	Rs.
Computer Fee	Rs.
Annual/Semester fee- Per student	Total Rs.

Other fee will be applicable as per University rules/norms.

8. Implementation of FEE Structure:

The revision of fees shall be implemented as per the University decision in this regard.

9. Medium of Instruction:

The medium of instruction shall be English. However, the students shall have an option to write answer-sheets, practicals, seminars, reports etc in Marathi & Hindi besides English.

10. Eligibility for Admission:

Any graduate with Bachelors degree from any discipline shall be eligible to apply for B.J.C. course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet & the necessary certificates immediately on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

11. The intake of B.J.C. course shall be 40. The minimum 75% attendance is compulsory, and shall be calculated regularly on monthly basis. All the practicals, assignments, seminars, field visits and study tour are compulsory.

12. SEMESTER System:

The department follows the Semester system at BJC level in accordance with the UNIVERSITY decision from June 2008-09.

13. The Scheme of Examination:

1. The BJC course shall have 10 papers (Every Semester shall have four theory papers with internal CIE (two) components and one compulsory practical paper, the practicals conducted by the dept. independently) including two practical papers with internal components, carrying 100 marks each. Thus entire BJC examination shall be of total 1000 marks.
2. The system of examination would be Semester with credits system and Continuous Internal Evaluation (CIE). The examination shall be conducted at the end of each Semester.
3. There shall be Continuous Internal Evaluation (CIE) system with in the Semester system. In this system, for every paper, 20 marks are allotted for CIE-Internal Assessment (10) & Internal Test (10) - and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.
4. Allocation and Division of CIE marks: for every paper, CIE components shall carry 20 marks.
 - i) During every Semester every student shall have to complete home assignments, practical assignments, class room Practicals and presentations etc. assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available. This will carry all together (10 marks).
 - ii) For every paper during each Semester, there shall be a written Internal Test for 10 marks. Both the components of CIE shall form the separate heads of passing of 10 marks each.
 - iii) The internal written Test for CIE shall be conducted only once before the commencement of Semester examination by following the original Nature of Question paper and scheme of marking pattern. The Test Shall be of 40 marks converted into 10 marks component of CIE.
5. CIE-Re-examination : The CIE – Re-examination shall be conducted by the Head of the department in the consecutive Semester or in the consecutive year by joining the regular activities of that particular Practical / Test of the fresh students as the failed students seek to complete it by paying the required fees of the University.
6. Semester –Re-Examination:
In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the university rules.

14. Standard of Passing :

1. To pass each paper, 40 marks out of 100 are required.
2. Semester Examination: In every paper a candidate should obtained a minimum of 40% of Total marks i.e. 32 marks out of 80 marks.
3. CIE: for every CIE component a candidate must obtain a minimum of 40% of the total marks, i.e. 04 out of 10 and 08 combine out of total 20 marks. Both the CIE components will form the separate heads of passing.
4. A candidate must obtain minimum marks as mentioned above in all the Heads of Passing of the Semester examination as well as the CIE examination.

15. Credit System:

Introduction: -

Students can earn credit towards their post-graduation by way of credit allotted to the papers or to the course. Credit system permits to follow horizontal mobility towards the graduation courses irrespective of the boundaries of the faculties or within the boundaries of the faculties. Besides it provides a cafeteria approach towards the higher education. But the course curriculum with a permission of horizontal mobility should be structured accordingly. It requires uniformity in the system. An institution has to develop the credit transfer mechanism for worldwide recognition and acceptability. In normal case, an institute has to register for European Credit Transfer System with the proper design of the structure. A scheme has been worked out to put the credit system within the framework of the present education system in the University.

What is Credit?

Credits are a value allocated to course units to describe the student's workload (i.e. Lectures, Practical work, Seminars, Private work in the library or at home and examinations or other assessment activities) required to complete them. They reflect the quantity of work each course requires, in relation to the total quantity of work required to complete during a full year of academic study in the Department. Credit thus expresses a relative value.

Students will receive credit through a variety of testing programmes if they have studied a subject independently or have successfully completed department level regular course work. The objective of credit system is to guarantee the academic recognition of studies through out the world, enabling the students to have access to regular vertical and or horizontal course in any Institutions or the Universities in the world.

Types of Credits:

There shall be two types of credits viz. a) Credit by Examination and b) Credit by Non-Examination.

- a) **Credit by Examination:** - Students can earn credit towards his/her Graduation and Post-graduation upon the successful completion of the tests in the credit by examination programme.
- b) **Credit by Non-examination:** - Students can also earn credit by non-examination by proving his/her proficiency in State, National and International sports' achievements, Social Service (NSS), Military Services (NCC), Colloquium & debate, Cultural programme as shown below during the study period.

Sports Achievements /Participation (Any one event during the academic session)	Credits	NSS Recognition /Achievement (Any one event during the academic session)	Credits	NCC Achievements (Any one event during the academic session)	Credits
Olympics	15	International	10	R. D. Pared	6
International	10	National	8	Summer Camp (More than 10 days)	6
National	8	Regional/Zonal	6	National level training (More	5

				than 10 days)	
Regional/Zonal	6	State	4	State level training (More than 10 days)	4
State	4	University	3	University level training (More than 10 days)	3
Inter-University	4	Best University Volunteer	3	C certificate	2
University	3	2 Years NSS + 2 NSS Camps	2	Any special Camps of more than 2 weeks	2
Inter-collegiate/PE Exam.	2	2 Years NSS + 1 NSS Camp	2	Any special Camps of more than one week	2

Mechanism of Credit System: -

Credit is a kind of weightage given to the contact hours to teach the prescribed syllabus, which is in a modular form. Normally one credit is allotted to 15 contact hours. It is 30 contact hours in European system. The instructional days as worked out by the UGC are 180 days (30 Weeks). The paper wise instructional days with a norm of 4 contact hours per week per paper will be of 120 days. That is 60 days or 60 contact hours per paper shall be completed during each semester session. By converting these contact hours into credit at the rate of 15 contact hours for each subject, there will be 4 credits allotted to each paper.

Conversion of Marks into Grades:

The marks obtained by a candidate in each paper or practical/CIE (out of 100 or any fractions like 80: 20 shall be converted into grades on the basis of the following table.

Grades points	Range of marks obtained out of 100 or in any fractions	
0	from 00	to 39
1	40	44
2	45	49
3	50	54
4	55	59
5	60	64
6	65	69
7	70	74
8	75	79
9	80	84
10	85	89

11	90	94
12	95	100

The maximum credit point shall be 48 credits (i.e. 12 grade points * 4 minimum credits) for each paper.

Grade & Grade Points:

The student's performance of course will be evaluated by assigning a letter grade on a few point scales as given below. The grade points are the numerical equivalent of letter grade assigned to a student in the 12 point's scale,

The grade and grade points and credits shall be calculated as under: -

GRADES	FGPA CREDIT POINTS
O	10 to 12
A+	8 to 9.99
A	6 to 7.99
B+	4 to 5.99
B	2 to 3.99
C+	1 to 1.99
C	0 to 0.99

The grade and grade points and credits shall be calculated as under:-

1. Semester Grade Point Average (SGPA)- means a semester index grade of a student calculated in the

$$(g1*c1) + (g2*c2) + \dots$$

$$SGPA = \frac{\dots}{\dots}$$

Total number of credit offered by the student during the semester

2. Final Grade Point Average (FGPA) is the final index of a student in the courses. The final grade point average of student in the courses will be worked out on the basis of the formula indicated below:

$$\frac{\sum_{i=1}^n g_i c_i}{\sum_{i=1}^n c_i} = \frac{\sum_{i=1}^n g_i c_i}{c_1 * g_1}$$

Where,

c1= Credit of the i the course (Paper)

g1= Grade point secured in each paper

n = No. of Courses (No. of papers offered - 16)

ci = Total number of the credits for whole examination (64)

Standard of Passing / Minimum Credits:

The minimum credits for B.J.C. Semester course (of Two Semesters) will be 20+20=40 credits. For continuation to the corresponding Semesters SGPA= 1-00 credit has to be obtained by a student. And to pass each paper 4 minimum credits are required, it means 40 marks or 1 grade point is required to pass the paper. The FGPA of the whole course shall be Minimum 3 Credits. The required Credits for passing FGPA can be compensated from the Credit by Non-examination. A

student securing less than 3 FGPA Credits and passing in an individual paper with minimum 4 Credits can appear any paper of his/her choice from the course curriculum so far offered by him/her.

Evaluation: -

1. The Adhoc BOS in Journalism & Communication Science shall lay down the evaluation system for course.
2. There shall not be rounding off of SGPA/FGPA.
3. A student who fails in a course shall be required either to repeat that course or to clear another course in lieu thereof irrespective of his/her past performance in the semester if he/she has been awarded a final grade weighted grade of F in that course.
4. A student who secures a grade higher than C in a course may be permitted to improve grade by repeating the course provided that a student willing shall be allowed to do so only if he/she surrenders his/her earlier grade in the course. It will be his/her repeated performance in the course, which will be taken into account to compute the SGPA.
5. Non-examination credit shall be counted in the overall performance or for required minimum credits.
6. The students shall be further graded on a scale ranging from 0 to 12. The grades and grade points as shown below will express the level of good students.

Overall Final Credits	Degree of Good Students	
10 to 12	Higher Distinction Level	Extraordinary
8 to 9.99	Distinction Level	Excellent
6 to 7.99	First Class	Very Good
4 to 5.99	Higher Second Class	Good
2 to 3.99	Second Class	Satisfactory
1 to 1.99	Pass	Fair
0 to 0.99	Fail	Unsatisfactory

1) B.J.C. (Semester I)	4 papers for examination & one practical paper with 4 minimum credits each i.e. a total of minimum 20 credits for each Semester.				
1. Papers	Paper JC(C)-1	Paper JC(C)-2	Paper JC(O)1 to JC(O)-3 (any one)	Paper JC(O)-4 to JC(O)-5 & JC(E)-1 (any one)	Practical Paper JC(P)-1
2. Minimum Credits	4	4	4	4	4
3. Grade Points Obtained	3	5	6	4	7
4. cl * gl	3 * 4	5 * 4	6 * 4	4 * 4	7*4
	=12	=20	=24	=16	= 28
	12 + 20 + 24 + 16 + 28 = 100				

5. $\frac{c1 * g1}{ci}$	$\frac{100}{20}$	
6. SGPA =	5	

2. B.J.C. (Semester II)					
1. Papers	Paper JC(C)-3	Paper JC(C)-4	Paper JC(O)-6 to JC(O)-8 (any one)	Paper JC(O)-9 to JC(O)-10 & JC(E)-2 (any one)	Practical Paper JC(P)-2
2. Minimum Credits	4	4	4	4	4
2 Grade points obtained	2	3	9	8	6
4. $c1 * g1$	4 * 4	3 * 4	9 * 4	8 * 4	6*4
	=16	=12	=36	=32	=24
	16 + 12 + 36 + 32 + 24 = 120.				
2 $\frac{c1 * g1}{ci}$	$\frac{120}{20}$				
SGPA =	6				

Note: An aggregate of 3 credit points are required to pass the course curriculum.

15. Writing off the Practical Work Record:

The practical work, reporting assignments & seminars etc. of the BJC (Semester I & II) students shall be preserved in the department maximum for two years after the examination and after completion of two years to their course or shall be wrote off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

16. Bachelor of Journalism & Communication Science (B.J.C.), Revised Syllabus

Semester System with Credits and Continuous Internal Evaluation [CIE]

To be introduced w.e.f. 2008-2009 for B.J.C. (Semester-I & II) in the Department of Journalism & Communication Science, Shivaji University, Kolhapur-4,

Course Structure with Credit Points and Marks.

B.J.C. Semester-I			
Paper Number	Paper Title	Credits	Marks
(I)	<i>Compulsory Papers</i>		
JC(C)-1	Introduction to Journalism & Communication Theories	04	100 (80+20)
JC(C)-2	News Reporting, Editing & Opinion Writings	04	100 (80+20)
(II)	<i>Optional Papers :</i>		
JC(O)-1	Making of [History of] Newspapers & Periodicals	04	100 (80+20)
JC(O)-2	Electronic Media [Radio & T.V.]	04	100 (80+20)
JC(O)-3	Advertising	04	100 (80+20)
JC(O)-4	Magazine & Photo Journalism	04	100 (80+20)
JC(O)-5	Agricultural & Environmental Communication	04	100 (80+20)
(III)	<i>Compulsory Practical Paper (P) NFSCLV</i>		
JC(P)-1	a) News (Reporting – writing) Assignments (30) b) Field Visit & Article Writing (20) c) Seminar [1] & Clipping [1] (10+10) d) Lab Journal (15) e) Viva-Voce (15)	04	100
(IV)	<i>Elective Paper for Credits by Choice (E)</i>		
JC(E)-1	Film Communication	04	100 (80+20)

B.J.C. Semester – II			
(I)	<i>Compulsory Papers:</i>		
JC(C)-3	Introduction to Mass Communication & Media Theories	04	100 (80+20)
JC(C)-4	Information Communication Technology (ICT) & Web Journalism	04	100 (80+20)
(II)	<i>Optional Papers :</i>		
JC(O)-6	Marathi Journalism	04	100 (80+20)
JC(O)-7	Media Management & Press Laws	04	100 (80+20)
JC(O)-8	PR & Corporate Communication	04	100 (80+20)
JC(O)-9	Development & Extension Communication	04	100 (80+20)
JC(O)-10	Documentary (Film)	04	100 (80+20)
(III)	<i>Compulsory Practical Paper (P)</i> MSSSLV		
JC(P)-2	a) Media Internship (30) b) Study Tour (20) c) Seminar (1)+Survey (1) (10+10) d) Lab. Journal (15) e) Viva – Voce (15)	04	100
(IV)	<i>Elective Paper for Credits By Choice:</i>		
JC(E)-2	Financial Communication	04	100 (80+20)

STRUCTURE OF THE COURSE OF B.J.C. (Semester I & II)

To be introduced w.e.f. the Academic year 2008-2009.

Code	<i>Semester - I</i>	Code	<i>Semester - II</i>
<i>(I) Compulsory Papers:</i>		<i>(I) Compulsory Papers:</i>	
JC(C)-1	Introduction to Journalism & Communication Theories	JC(C)-3	Introduction to Mass Communication & Media Theories
JC(C)-2	News Reporting, Editing & Opinion Writings	JC(C)-4	Information Communication Technology (ICT) & Web Journalism
<i>(II) Optional Papers :</i>		<i>(II) Optional Papers :</i>	
JC(O)-1	Making of [History] of Newspapers & Periodicals	JC(O)-6	Marathi Journalism
JC(O)-2	Electronic Media [Radio & T.V.]	JC(O)-7	Media Management & Press Laws
JC(O)-3	Advertising	JC(O)-8	PR & Corporate Communication
JC(O)-4	Magazine & Photo Journalism	JC(O)-9	Development & Extension Communication
JC(O)-5	Agricultural & Environmental Communication	JC(O)-10	Documentary (Film)
<i>(III)</i>	<i>Compulsory Practical Paper (P) [NFSCLV]</i>	<i>(III)</i>	<i>Compulsory Practical Paper (P) [MSSSLV]</i>
JC(P)-1	a) News (Reporting – Writings) Assignment b) Field Visits & Article Writing c) Seminar [1] & Clipping [1] d) Lab journal e) Viva-voce	JC(P)-2	a) Media internship b) Study tour c) Seminar (I) & Survey(I) d) Lab. Journal e) Viva – voce
<i>(IV)</i>	<i>Elective paper for Credit by Choice (E)</i>	<i>(IV)</i>	<i>Elective paper for Credit By Choice (E)</i>
JC(E)-1	Film Communication	JC(E)-2	Financial Communication

17. The Notes to be followed at the implementation of the revised syllabus of B.J.C. (Semester I & II):

- A) JC (C) - 1, JC (C) – 2, & JC (P) – 1 as well as JC (C) – 3, JC (C) – 4, & JC (P) –2 are Compulsory papers for Semester-I and Semester –II of BJC respectively.
- B) The students can select any one optional paper from the first three optional viz. JC (O) - 1, JC (O) – 2, JC (O) – 3, as well as one optional Paper from the next two optionals viz. JC (O)-4 & JC (O)-5 along with the ‘Elective Paper’ for credit by choice viz. JC (E)-1 for Semester-I and any one optional paper from the first three optionals- viz. JC (O)-6, JC (O)-7 & JC (O)-8 as well as one optional paper from remaining two optional papers viz. JC (O)-9 & JC (O)-10 along with the Elective paper for credit by choice viz. JC (E)-2 for Semester II of BJC respectively.
- C) Each paper shall be of 100 marks (Semester examination of 80 marks and Internal CIE of (10+10) 20 marks except the JC (P)-1 at Semester-I and JC (P)-2 at Semester-II which shall be of 100 marks each.
- D) The syllabi of each paper for semester spread over 60 (sixty) Instructional hours.
- E) JC (E)-1 and JC (E)-2 are the papers of credit by choice for semester-I and Semester-II respectively.
- F) There shall be ‘scale-down’ pattern of marks if the Internal Practical marks exceeds by 15% than the over all theory marks of each paper.
- G) The Semester paper of 80 marks and Internal Practical assignments of (10 marks) as well as the Internal test of 10 marks shall form the separate heads of passing along with all the Internal components including the combine ones of the Compulsory Practical papers viz. JC (P)-1 and JC (P)-2 at Semester-I and Semester-II respectively.
- H) The Department shall conduct / organize the practical programmes, for the completion of practical items under JC (P) - 1 and JC (P)-2 of the Semester- I and Semester- II respectively, time to time and shall submit the marks to the University, after the assessment of the same by the teachers in the Department under the guidance of the Head of the Department / (H.O.D.) in time. The teachers who teach their subjects to the B.J.C. students and the Head of the Department shall be held responsible for non completion of any of the Internal Practicals 10 marks, Internal tests 10 marks as well as the practical items under the Compulsory Practicals 100 marks based purely on the practical work done by the students during the Semester including 15 marks of Viva-Voce sub head.
- I) The department reserves the right to form (frame) the groups of Optional / Elective papers to be taught during every Semester and number of students to be restricted for any of optional / elective papers as a specialization.

18. Nature of Question Paper and Scheme of Marking:

(Under Academic Flexibility)

There will be four questions in each question paper carrying 80 marks. All questions shall be compulsory.

SHIVAJI UNIVERSITY, KOLHAPUR

BJC: Semester I / II Examination-----

Paper No. ----- Paper Title-----

Day and Date:

Duration: 03 Hours

Total Marks: 80+

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

Q.No. 1. (A) Multiple choice Questions (5) -----	10 Marks
(B) Answer in One or Two Sentences (5) -----	10 Marks
Q.No. 2 Short Notes (Any Four out of Six) -----	20 Marks
Q.No. 3 Descriptive Type Questions with internal choice -----	20 Marks
Q.No. 4 Descriptive Type Questions with internal choice -----	20 Marks

19. Equivalence in Accordance with Titles and Contents of papers-

(For Revised Syllabus):

Not applicable for Semester and credit with CIE system.

20. Teachers Qualifications:

- i. As prescribed by the norms.
- ii. Workload of Teachers in the department as per Apex body/ UGC/ State Govt. / University norms.
- iii. List of Books/Journals are given for each paper.
- iv. Teaching Aids like T.V., VCR, VCP, OHP Slide projector, NPS, Cameras, Computer Software's, Internal facilities etc. are available in the department.
- v. Departmental Library facility is available with the dept. Besides a list of Text books Reference Books, Journals, Periodicals required for new courses is being given to the University Librarian for procurement.

21. A copy of New Syllabus for BJC (Semester I & II) is enclosed Herewith.

Syllabus

B.J.C. (II)

Semester II:

I) Compulsory Papers:

JC(C) – 3: Introduction to Mass Communication & Media Theories.

UNIT -1:

The Meaning of Communication; Nature, Scope and functions of Human Communication and Mass Communication; Theoretical Explanation of the Terms: Interpersonal Communication and Mass Communication; Nine characteristics shared by T.V., The Press, Radio and Film (Mass Media). Early theories of Mass Communication; – (Mass Communication and Mass Psychology) Stimulus- Reaction Model of Mass Communication; S-O-R Model of Mass Communication and Harold Lasswell formula.

(15 Periods)

UNIT – 2:

Media and Society- Communication without Media, Writing and Social development, Social meaning of Printing, The Communication Revolution; Assessing the Nature and Influence of Mass Communication-The Central Questions, General theoretical paradigms- Structural Functionalism, The Evolutionary Perspective, The Social Conflict Model, Symbolic Interactionism and Psychological Frameworks; Society and the Mass Press; Sociological influences on the development of motion pictures and the social contexts of broadcast media. (15 Periods)

UNIT – 3:

Communication models for the study of Mass Communication- The Schramm Model of Mass Communication; Towards a sociological view of Mass Communication; Riley and Riley; Maletzke's model of the Mass Communication process; Katz and Lazarsfeld's two-step flow model of mass media and personal influence; News diffusion: the 'J-curve Model; Agenda Setting; Ball-Rokeach and Defleur's Dependency Model of Mass Communication effects; The Spiral of Silence. (15 Periods)

UNIT – 4:

Information gaps as effects; The Uses and Gratification Approach; Comparative Media Systems: A free Market Model and its Alternatives - Defleur's Model of the American mass

media system; White's Gatekeeper model; MCNELLY'S model of News flow; the concepts of Development Communication, Extension Communication and Satellite Communication. Mass Communication facilities in the Third World Countries. (15 Periods)

References:

- 1) Kunczik, Michael – Communication and Social Change; the Media and Communication Department of Friedrich – Ebert – Stiftung.
- 2) Defleur Melvin L. and Ball Rokeach Sandra J. – Theories of Mass Communication; Longman, New York and London, 1966, and 1982.
- 3) Fiske John – Introduction to Communication studies, 1982 Methuen & Co. Ltd. London & New York.
- 4) Mortensen David – Basic Readings in Communication Theory; Harper and Row, 10 East, 53rd street New York, N.Y. 10022.
- 5) McQuail Denis and Windahl Sven – Communication Models –for The Study of Mass Communications; Longman – London & New York.
- 6) McQuail Denis – Mass Communication Theory; An Introduction, Sage publication London.
- 7) Emery, Agee and Ault: Introduction to Mass Communication – Harper and Row, New York, 1985.
- 8) International Encyclopedia of Communication, Vol.1-2; Oxford University, Press New York, 1989.

JC(C) - 4: Information Communication Technology (ICT) and Web

Journalism.

Unit – 1:

Use of Computer in newspaper and Mass Media, Computer Industry in India, Multimedia definitions, Digital Multimedia applications; IT and Information Communication Technology, IT culture in India, Use of Information Technology in print and Electronic Media. (15 Periods)

Unit – 2:

Web specific Communication Models and impact, Importance & Scope of ICT, Internet Development (format- transition from print to Net), Emergence & history of web journalism process, public opinion in cyber space, blogging etc. Social impact of Internet, Digital Divide, Online Communities (Advantages and Disadvantages of Internet) Regulation and Control of Internet, Organizational policies & Govt. laws. (15 Periods)

Unit – 3:

Use of Internet in newspaper, Development of Internet journalism, Internet Journalism in India. Online Journalism – Reporting, Editing, Online editions of newspapers. Management of Online newspapers. New trends in online journalism, Web photo Journalism & other techniques. (15 Periods)

Unit – 4:

The Universe of Internet Search Engines and their importance ,Use of technology in audio-video production – editing, graphics, audio & video mixing, special effects;. Web radio,

web TV, Live telecast & Satellite Communication. Interdisciplinary aspects of Internet Journalism & new trends in ICT.

Practicals Exercises in online Journalism/ web Journalism. (15 Periods)

References:

- 1) Dutton William H – Information & Communication Technology Vision & Realities, Oxford: Oxford University press, 1996.
- 2) Mayer Paul A – Computer Media and Communication – A Reader, Oxford University press. 1999.
- 3) Smith Richard E, “Internet Cryptography.” New York, Addison Wesley, 1999.
- 4) Subramanian C.R. “India and Computer: A study of planned development” New Delhi, Oxford University press, 1992.
- 5) Schueber William L, - Data Communication” New York, McGraw Hill Book company, 1998.
- 6) Dearnly James & Feather Johnes – “The Wired world.”
- 7) Martin William “The Global Information Society” London: Asib Gower 1995.
- 8) Zorkoczy Peter – Information Technology – An introduction, Affiliated East West Press, New Delhi.
- 9) Whittaker Jason “The Internet, the Basics” New York, Routledge 2002.

(II) Optional Papers:

JC (O) – 6: Marathi Journalism.

Unit – 1:

The Origin and Evolution of Press in India, Early Newspapers (Press) in Maharashtra, Advent of big Marathi dailies, brief History of Marathi Press including periodicals. Marathi newspapers before and after 1947. The contribution of Marathi newspapers to the freedom movement.

(15 Periods)

Unit -2:

Emergence and Influence of language newspapers in India include Marathi newspapers before Darpan; Prominent Marathi newspapers of Maharashtra including Kolhapur, Sangli, Satara and Solapur districts.

(15 Periods)

Unit – 3:

Special studies of the life and work of some prominent journalists and social reformers viz. Jambhekar, Lokhitwadi, Agarkar, Ambedkar and others. Chain newspapers and their impact on small and medium Marathi press .A Special study of Lokhitwadi Gopal Hari Deshmukh’s “Shatpatre”, Dr. Ambedkar’s “Bahishkrit Bharat & Mooknayak” and Narayan Lokahnde & Krishnarao Bhalekar’s “Deenbandhu”.

(15 Periods)

Unit – 4:

The present Scenerio of Marathi newspapers, periodicals and their writings including special and weekly supplements. Introduction to the theory and practice of Translation. Techniques and Tools of translation, Translation exercises from Books, newspapers and other media.

(15 Periods)

References:

- 1) Joshi V.K. & Lele R.K. - History of newspapers / periodicals.
- 2) Lele R.K. – History of Marathi newspapers.
- 3) Ranade R.G. – History of Marathi Periodicals.
- 4) Dr.Parulekar N.B. - “Niropa Gheta”.
- 5) Ganvir Ratnakar – “Bahishkrit Bhartatil Agralekh”.
- 6) Govt.of Maharashtra Publication – “Bahishkrit Bharat and Mooknayak”.
- 7) Dr. Sen S.P – The Indian Press.
- 8) Murthy Nadi Krishna G. – Indian Journalism.
- 9) Goerge T.J.S. - Provincial Press in India.
- 10) Natrajan J. – Report of ‘The First Press Commission’.

JC (O) 7: Media Management & Press Laws.

Unit – 1:

Growth of Indian newspapers and Media as an industry, Different departments of media management, Editing, Printing, Advertising, Circulation, ICT, & Human Relations. Objectives and Policies of newspapers & media managements, Role of marketing in Mass media. Electronic media management. SAP (software), six sigma (errorless systems), Newline 45 and 60 (printing machines) and other important technological components. (15 Periods)

Unit – 2:

Principles of good management, newspaper and media ownerships. Professional Organizations: ABC, DAVP, RNI, PCI, STC, IFWJ, NUJ, ILNA, IIMC, PIB, PII, BUJ, Editors Guild, INS etc. Ownership Organizations and Control; of Audio, Visual media (Radio & T.V.) and Film, Economics of film Industry.

The news agencies PTI, UNI, Trade Unions in mass media.

(15 Periods)

Press Laws:

Unit – 3:

Freedom of Press in India, Constitutional provisions regarding freedom of speech and expression. The role of the Press Council of India, The Press and Registration of Books Act 1867. The working journalists Act 1955. The defamation under Indian penal code in Print and electronic media. Newspapers and the law of copyrights.

(15 Periods)

Unit – 4:

Press commissions (First & Second) and Prasar Bharati Act 1997, Broadcasting Bill 2007, Right to Information, Air and Doordarshan code for broadcasting and Cyber Laws. Rights, Privileges and Liabilities of an Editor, Journalist, Proprietor, Printer, and Publisher.

(15 Periods)

References:

- 1) Durga Das Babu – Law of the Press – Published by- Prentise – hall of India Pvt. Ltd.
- 2) Govt., of India: Indian Constitution Penal code.
- 3) Govt. of India: Indian Penal Code.
- 4) Press Institute of India: The Press and the Law.
- 5) Govt., of India: Press Commission Reports.
- 6) Mc, Mac, LCJ and Taylor R.M.: Essential Laws for Journalists.
- 7) Joshi Vijayanti – Newspapers and Laws.

JC (O)-8: Public Relations & Corporate Communication.

UNIT – 1:

Define Public Relations. Importance of PR in image building process. Different types of images. Difference between image and identity. Role of house journal in PR. Public Relations tools, Media relations, Internal & External Public Relations. Public Relations & Propaganda. (15 Periods)

UNIT – 2:

Writing for Public Relations, Writing the message, writing for audio-visual media. Writing strategies, media strategies, writing for the web, web audience, website topics, using the web for specific PR aims. Various types of influences of Public Relations writing on internet.

(15 Periods)

UNIT – 3:

Corporate Communication – Process and Dimensions, Corporate image, Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Image communication, Advocacy PR & Campaigns, Advocacy advertising & advertising writing strategies. Managing Global Communication. (15 Periods)

UNIT – 4:

Public Relations & social responsibility. Public Relations & Crisis management, Crisis and the media, Post crisis: follow up and evaluation. Research methods for PR. Research influences on PR, Evaluating PR research. PR in various sectors- Government, Tourism, Defense, Education & Public sector etc. (15 Periods)

References:

- 1) Public Relations- Principles, Cases & Problems- H. Frazier Moore & Bertrand R. Canfield.
- 2) The practice of Public Relations – Wilfred Howard.
- 3) Practical Public Relations – Sam Black.
- 4) Corporate Public Relations – Burton P.
- 5) Effective Public Relations – Cutlip, Center & Allen.

JC (O) – 9: Development and Extension Communication.

UNIT – 1:

Concept of Development, Development & Growth, Communication for development, Development Communication/ Journalism, Development support Communication; theories and models of development and third world countries, Dominant paradigm, modernization, empowerment, participation, sustainable development. Exclusive and inclusive approach of development. (15 periods)

UNIT – 2:

Alternative Models of development, Need of Communication in development, Concept of Information, Education and Communication (IEC) and its application in the fields of agriculture, Health, Sanitation and Education. Development Communication and Govt.,

NGO's and IEC; Western (International) and Indian Perspectives of development, Danial Lerner, Everett Rogers, Wilbur Schramm, Laxman Rao, Amartya Sen, Maqbul Haq and their contributions to development communication.

(15 periods).

UNIT – 3:

The Role and Impact of Print and Electronic media in development communication, Use of documentary films in developmental activities; Role of folk media like street plays, Shahiri, Jalasa, Kala Pathak & Jatha in developmental activities. The work of Kerala Shastra Sahitya Parishad (KSSP).

Role of opinion leaders in development communication – visits, Group discussions, Melava, Gram Sabha etc. and PRAT (Participatory Rapid Appraisal Technique). (15 Periods)

UNIT – 4: Principles of Extension Communication:

Nature, Scope and Characteristics of Extension Communication, Structure of Extension works in India and abroad, Use of methods, Tools and techniques in Extension Communication – Exhibitions, Visual Aids, Training and visit system, Group discussion, Lectures, field Trips, The farm visits, Group Demonstration and Demonstration Days. Planning and Evaluation in Extension Communication. (15 Periods)

References:

- 1) Melkote Shrinivas R. – Communication for Development in the Third World, Theory and Practice; Sage Publications 1991 New Delhi/ London/ California.
- 2) Narula Uma, 'Development Communication, Theory and Practice, Har – Anand Publications, 1994, New Delhi – 110017.
- 3) Singhal Arvind and Evertt M. Rogers, 'India's Information Revolution, Sage Publications, 1989, New Delhi/ London/ California.
- 4) Joshi P.C. 'Communication and Nation Building, Perspective and policy, Publication Division, Govt. of India, 1985; New Delhi.
- 5) Mathur Kanwar B, "Communication for Development and Social Change. Allied Publisher Ltd., 1994 New Delhi/ Bombay/ Calcutta/ Lucknow/ Hyderabad.
- 6) Lerner Daniel, "The passing of Traditional Society, Modernizing the Middle East. 1958, Glencoe, IL; Free Press.
- 7) Rogers Everett M; Diffusion of Innovations, New York, Free Press 1962 & 1983 (Third Edition)
- 8) Schramm Wilbur, "Mass Media and National Development, 1964 Stanford U.P. Stanford".
- 9) Hornik Robert C. "Development Communication, Introduction, Agriculture and Nutrition, in the Third World, 1988, Longman, London/ New York.
- 10) Rostow W. and Watt W. "The Stages of Economic Growth," Cambridge England, Cambridge University, Press, 1960
- 11) Jacobsen Chanoch, (Dr.) "Principal and Methods of Extension Work, Centre For International Agricultural Development Co-operation and 'Israel Association For International Co-operation, 1983, La Semena Publishing Company. P.O.Box 2427.
- 12) Kadam Krishnarao, - "Vistar Karyakartasathi Margdarshak" (Marathi). Maharashtra Sahakari Mudranalaya, Pune – 411 004.
- 13) Ray G.L. – Extension Communication and Management, Naya Prokash, Calcutta, India.

JC (O) – 10: Documentary (Film)

UNIT – 1:

Definition, meaning and history of documentary, primitive cinema, the origin of Documentary, John Grierson and the documentary film movement. Types of Documentary, Characteristics of documentary, Robert flaberty and Nanook of the North.

(15 Periods)

UNIT – 2:

Documentary as distinguished from other formats, Documentary and docudrama, Subjects of Documentary, Documentary and Autobiography, Social documentary and Propaganda films. Fiction film & documentary, Mockumentary, Poetic documentary and Dziga Vertov.

(15 Periods)

UNIT – 3:

Writing for Documentary, Recording audio & video for Documentary, Interview for documentary, Radio documentary, The Beginnings of Television Documentary, Indian documentary- pre independence era. Documentary in the digital age. Indian scenario – Anand Patvardhan, C. Sharatchandra, Atul Pethe (Kachara Kondi & SEZ)

(15 Periods)

UNIT – 4:

Documentary production, editing a documentary, Narration for documentary, collecting facts for documentary, Reshaping Reality, Directing the Documentary, Past and Post scenario of documentary in World.

(15 Periods)

References:

- 1) Documentary in practice – Jane Chapman. Polity press.
- 2) Writing, Directing & Producing Documentary films & videos – Anal Rosenthal, 3rd edition.
- 3) The Documentary filmmakers Handbook a Gurilla Guide – Genevieve Jolliffe.
- 4) Documentary in the Digital age – Maxine Baker.

(III) Compulsory Practical Paper (P) [MSSSLV]

JC (P) - 2:

a) Media internship:

Students will complete their Media internship by working with any including mass media or media channel including News agency, Newspaper, Radio, Television, etc. for a month. The student will submit the record of his work along with the editors certificate about his work with his/her working team of the media unit ultimately he/ she will be given marks out of thirty (30) for the same.

b) Study tour:

The study tour of BJC (Semester-II) student shall be taken to New Delhi to visit Parliament, various media units in the city as well as in its neighboring states like Punjab, Haryana, Rajasthan, UP, Himachal can visit any university dept. or media unit from any state on the way to New Delhi while going to or returning back from New Delhi. But the study tour

programme shall not exceed more than two weeks sharply. The student will have to complete their practical during the study tour promptly and submit them to their accompanying teacher. They will get marks out of twenty (20) for the practical item.

C) Seminar (I) & Survey (I):

BJC (Semester-II) Students will choose any one topic from their syllabus for seminar and after preparing it, will present effectively before all other students. No external expert will be invited for this. Like first semester seminar, seminar item shall carry maximum (10 marks) like the survey item which shall be covered by selecting any current issue or problem of society and taking a systematic survey (including preparing a questionnaires) for submitting a brief report on the basis of whole study.

D) Lab. Journal:

The student shall produce one, two or more issues of the lab journal Madhyam Vidhya by contributing various types of newspaper material i.e. news, feature, letter to the editor, editorial note, editorial or a special article on an important issue. The lab journal item shall carry marks out of fifteen (15)

E) Viva-Voce:

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of fifteen (15) for viva-voce. An internal committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise on or two local journalists. The Head of the dept shall be the chairman of this committee and only he shall be responsible for all practical marks out of (100).

(IV) Elective Paper for Credit by Choice (E)

JC (E) - 2: Financial Communication.

Unit – 1:

Basic knowledge of economic and financial system in India, Gathering distribution and allocation of revenue vis-à-vis central Govt. and state Govt., planning commission and finance commission, central and state Budget making exercise, concept of Zero budget, importance of Public Accounts committees. (15 Periods)

Unit – 2:

Sources of news on –finance and industry, central and state government, business, public undertakings. International business environment- Global perspective, – on role of state in national economies, response to globalization process & multinational corporations, creation of SEZ (Special Economic Zone), International money market and National Economy, Shares and commodity markets, Essential commodities acts, company laws and other laws relevant to finance, business & industries, Agriculture economics of the country, major industries in the country and their role in the economy.

(15 Periods)

Unit – 3:

Introduction to banking and finance, financial communication. Role of Bankers, international settlements, FDI (Foreign Direct Investment) and its trends in capitalistic, socialistic & mixed economies. (15 Periods)

Unit – 4:

Practicals- in writing news, features, articles and analysis on industrial, business and financial issues of current interest- in writing reports and features on budgets, budget speeches, company AGMS, relevant legislations, policy statements- in writing comments and leader articles. Practical in reading, evaluating and analyzing data, tables, graphs, audit statements, RBI reports etc, practicals of conducting surveys on financial industrial and economic issues. (15 Periods)

References:

- 1) A.N. Agrawal & Varma H.O.: India Economic yearbook, National Book Trust New Delhi; 1996.
- 2) Houpp, Kenneth & Rearsalt, Thomas: Reporting Technical Information, Macmillan, Newyork 1984 5th edition.
- 3) Financial & Business newspapers : Economic Times, Financial Express, Business Standard, Observer of Business & Politics, Business Line, Economic and Political weekly.
Periodicals: Business India, Business Today, The Economist, Dalal street, Journal, Advertising and Marketing (A & M),
Contemporary Budget Papers. Govt., of India, Govt., of Maharashtra and, Kolhapur Municipal Corporation etc.
- 4) Finance and Development Report – IMF.
- 5) World Bank publication on finance.
- 6) BIS Resolutions and Reports.

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