

Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com



1.3 Curriculum Enrichment

1.3.1 Integration of Crosscutting Issues in the Curriculum

At **Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded**, the institution integrates vital crosscutting issues relevant to **Professional Ethics, Gender, Human Values, Environment, and Sustainability** within its curriculum. These issues are strategically woven into various courses and academic programs to provide a holistic education that promotes responsible citizenship and ethical behavior among students. Below is how these themes are incorporated:

1. Professional Ethics:

- Courses like **Indian Constitution and Media Law (B.A. MCJ V Semester, Paper XXVI)** and **Law for Media (Master of Journalism & Media Science, Third Semester)** delve into the legal frameworks and ethical standards that govern media practices. Students are taught to uphold professional ethics, maintain integrity, and understand their legal obligations as future media professionals.
- **Press Freedom & Press Law in India (B.A. MCJ VI Semester, Paper XXXI)** focuses on maintaining ethical standards in journalism, understanding press freedom, and respecting the boundaries set by law.


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2. Gender:

- The course on **Gender & Media** (Master of Journalism & Media Science, Fourth Semester, Specialization B) specifically addresses gender representation in media. It promotes awareness of gender biases and the importance of gender-sensitive reporting, fostering an understanding of media's influence on societal gender perceptions and roles.

3. Human Values:

- **Public Relations** (B.A. MCJ III Semester, Paper XVI; Master of Journalism & Media Science, First Semester) educates students on ethical communication, emphasizing values like honesty, transparency, and integrity in building relationships between organizations and the public.
- **Development Communication** (B.A. MCJ V Semester, Paper XXVII; Master of Journalism & Media Science, Second Semester) instills the value of using media as a tool for promoting human development, equality, and justice in society.

4. Environment and Sustainability:

- **Environmental Communication** (Master of Journalism & Media Science, Fourth Semester, Specialization A) equips students with the knowledge to report on environmental

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issues and advocate for sustainability. This course prepares future journalists to be responsible for raising awareness about environmental conservation and the impacts of climate change.

- **Rural Development Communication** (B.A. MCJ VI Semester, Paper XXXII) and **Agriculture Journalism** (Master of Journalism & Media Science, Fourth Semester) emphasize sustainable practices in rural areas and agriculture, highlighting the media's role in promoting sustainability in rural development.

Conclusion:

Shri Guru Govindsinghji College ensures that its students are not only proficient in media and journalism skills but also conscious of the broader social, ethical, and environmental issues affecting society. This integration of crosscutting issues into the curriculum helps in producing well-rounded graduates who are prepared to act ethically and responsibly in their professional and personal lives, contributing positively to society.

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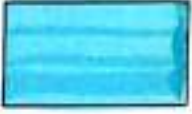


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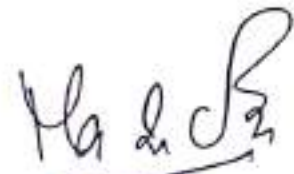
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1.3.1 Integration of Crosscutting Issues in the Curriculum

1. Professional Ethics:	
2. Gender:	
3. Human Values:	
4. Environment and Sustainability:	



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B.A. (MCJ) I YEAR (FIRST SEMESTER)

Paper- I Introduction to Mass Communication (4801)

- 1) Journalism and Mass Communication- Nature- Scope- Mass Communication- Definition- Process; Mass Media and Modern Society- Functions- Mass Media and Democracy.
- 2) Early efforts in printing- Newspapers: Types of Newspapers- Contents- Characteristics, Magazines: Characteristics and types, Print Media in India: an overview, Books as a Medium of Communication- types of Books- Book Publishing in India
- 3) Early Communication systems in India- First Indian Newspaper; Print Media In Nineteenth Century; Indian Press and Indian Freedom Movement- Brief History of Major English and Indian Language Newspapers and Magazines

Paper- II Reporting (4802)

- 1) Reporting: Principles of Reporting, Functions and Responsibilities, Writing News- Lead Types of Leads, Body- Techniques of Re-writing- Techniques of Rewriting News Agency Copy
- 2) Reporting: Reporting Techniques- Qualities of a Reporter - News Elements, Sources types- Pitfalls and Problems in Reporting: Attribution, Off-the-record, Embargo, Pool Reporting, Follow-up, Advocacy, Interpretation, Investigation
- 3) Reporting- Crime, Courts, Society, Culture, Politics, Commerce and Business, Education Reporting, Practical

Paper- III Media Writing (4803)

- 1) Historical background of writing elements of Language- Writing as Coding of Contents- Language for mediated Communication
- 2) Principles and Methods of effective writing, Rules of Grammar, Sentence Construction; Paragraphing, Narration, Adjectives and Adverbs, Tenses, Sequence, Logic
- 3) Creativity in Writing- Features, Articles, Profiles and Interview Stories, Business Writing, Technical Writing, Letters.

Paper- IV Indian Government, Politics (4804)

- 1) Government making, working of Federalism, Issues in Governance at State and Central levels of State Autonomy in India, Politics at the District level
- 2) Nature of the Party System: Study of the Major National Parties and Some of the more important Regional Parties and their Social bases; effects of Fragmentation of Parties on the formation and working of Governments at the Centre and the States, Panchayat Raj System in Maharashtra
- 3) The electoral system- Process, stresses and strains, Secularism and Communalism in India: Problems and Trends, Centre - State Relations and Reports on Centre - State Relations

Paper- V Introduction to Computer Application for Media (4805)

- 1) Introduction to Computers- History and Generation of Computers; types of Computers Hardware and Software, Digital Technology, Keyboard Functions, MS Office & its applications; MS-Word with Features, MS Windows, Excel, MS Excess, Presentation Manager, Important, Commands; Page Maker, Interfacing, Working with Text, Page Setup, Printing: Formatting Techniques; Graphics and Drawings
- 2) Coral Draw Environment, Working with Objects, Outlining and Clips are and Symbols; Control of object outlines- Text creation and alignment- Bitmap graphics- Conversions- Graphs Corel Show- Cartoons, use of Colors in Publishing Concepts
- 3) Multi Media: Definitions- CD ROM and Multi Media- Business applications- Educational application- Public utility ritual reality, Multi Media Skills

Paper- VI Media Language (Marathi/Hindi/English) (4806)

- 1) Origin and Development of Marathi Language, Importance of Devnagari Script and its use in Indian Languages, Hindi as a National language and its Importance, Co-relation between Hindi and Marathi Language, English as an International Language, Language of Knowledge

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- 2) Writing skills required for Marathi, Specialty of Marathi, Hindi and English Language, Different styles of Marathi, Hindi, English Writings, Marathi, Hindi, English Prose, Poetry: Some important Trends and Authors- Poets.
- 3) Style of Newspaper writing in Marathi, Hindi and English, Editorial writing of Eminent Marathi, Hindi, English Journalists, Language abilities for News and Feature writings in Marathi, Hindi, English, Contents and Intro and Headlines of Marathi News, Writing features in its Linguistics skills, Trends in Marathi, Hindi, English Feature writing and News story writing

Practical (4807) Marks-100

- 1) Writing of Different 10 News Items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & submission of file 50
- 2) Practical exam of composing of four News items on Computer (Marathi & English Two each) 20
- 3) Writing of Two Articles one on current Socio-Economic Problems & one on Education 20
- 4) Publication of lab Journal by a group of 10 Students 10

B.A. (MCJ) I YEAR (SECOND SEMESTER)

Paper- VII Print Media Ownership & National-International Media Agency (4808)

- 1) Ownership of Print Media- Types- Merits and Demerits; Organizational Structure Departments; Patterns of Newspaper Ownership and Management in India- Procedure to launch a Publication; Marketing practices in Print Media
- 2) Press Commissions- Press Council, DAVP, INS, ARC, Unions of Media Men And Media Women- Professional Organizations- PIB- other Public Information
- 3) Genies of State and Central Governments, International Media related and other Agencies UNO, UNESCO, WHO etc

Paper- VIII Editing (4809)

- 1) Editing: Nature and Need for Editing, Principles of Editing, Edition Desk, Functions of Editorial Desk, Copy editing, Preparation of copy for Press style Sheet- Editing Symbols, Proof Reading Symbols and their Significance
- 2) Functions and Qualifications of a Sub Editor and Chief Sub Editor, Copy selection and Copy testing, Basic Principle of Translation, Practical of Reporting and Editing

Paper- IX Translation Techniques & Media Criticism/Review (4810)

- 1) Writing for target Groups, Special interest Audiences, Translation Techniques- Media Reviews of Arts, Performing Arts and Cinema; Practical exercises applicable to all units

Paper- X Governance and International Relations (4811)

- 1) General study of Governance in States and their Performance since Independence, Performance of Panchayat Raj System in India & Maharashtra, E- Governance, Right to Information Act- 2005
- 2) Brief study of International Relations- Foreign Policies of India, UK, USA, Russia, UN and its Agencies and their Functions; Regional Organizations such as ASEAN, SAARC, OIC, OAC, India's Relations with China, Pakistan South Asian Countries, West Asian Countries, Africa, Europe and America

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Paper- XI Introduction to Web - Internet Journalism (4812)

- 1) Mages, Bitmaps, Drawings, Principles of Animation; use of Video-Broadcast Video Standards; NTSC-PAL-SECAM-HDTV, Integer ion of Computers and Television, Video Editing, Finer aspects, Web Newspapers, Blots & New Trends Internet- Sourcing- Web Technology an its applications- New Generation Internet Potentials and Limitations- Priorities and Utilizations
- 2) Web v/s Print- a comparison; Advertising, Copy Creation and Feedback on the Net, Profiling the Reader, Content Generation and Research; Design of contents
- 3) Website elements- Visual Design, Background, Colors; Promotion, Service, Promotion in the Website, Interactivity- Diversity; legal Challenges Technology issues; Political issues; Social issues; Economy issues- Ethical issues

Paper- XII: Writing for Radio, Television & Web (4813)

- 1) Marathi, Hindi, English Grammar and basics of Marathi Language, Exercise of Marathi Writing, Marathi Newsmen's Language, Marathi, Hindi, English writing for Radio, Radio Play writing, Radio Feature writing, Radio News writing, Radio Talk writing.
- 2) Marathi writing for Television, Television News writing, Comparing Television Story, Screen play of Television Serial, Script writing Techniques for Television Marathi, Hindi, English writing text of news articles, comments on bogs, Websites, creating own bogs.

Practical (4814)

Marks- 100

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| 1) Downloading Information of current Event & Writing 2 News Feature on the topic based on that | 20 |
| 2) Downloading Information about the International events and Writing 2 Newsletters based on that | 20 |
| 3) Writing a Radio Talk and Radio News Bulletin & Submission of CD (Audio) | 25 |
| 4) Clipping of current topic & submission of file | 20 |
| 5) Practical of creating e-Newspaper (4 Pages) or Creating Own blog on Media Topic | 15 |

B.A. (MCJ) II YEAR (THIRD SEMESTER)

Paper- XIII Introduction to Audio Visual Media (4815)

- 1) Radio: Radio as a medium of Mass Communication, Characteristics of Radio Historical Perspective, with special reference to India; Types of Ownership, Audience, Commercial Radio, Educational Radio, Emerging Trends, AM, FM, Franchising, Community Radio
- 2) Television: Television as a medium of Mass Communication- Characteristics, Ownership; Organizational Structure of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television, Recent Trends in Television Broadcasting

Paper- XIV Civic Development & Rural Reporting (4816)

- 1) Civic Reporting: Functions- Social, Cultural, Political, Seminars, Workshop, Symposia, Civic problems (Such as Sanitation, Health, Education, Law and Order, Police, Hospitals etc)
- 2) Development Reporting: Reporting Social issues, Controversies, Development Programmers Implementation and Impact, Feedback and Evaluation
- 3) Rural Reporting: Agricultural- Practices, Problems and Policies, Caste, Community Relations, Rural-Urban Relations, Water-shed Development & other Activities of Govt. & NGO

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Paper- XV Advertising (4817)

- 1) Advertising: Definition, Historical Development; Social and Economic benefits of Advertising; Mass Media and Advertising. Criticisms, Types of Advertising: Consumer Advertising Corporate Industrial- Retails- National- Trade- Professional & Social
- 2) Product Advertising- Target Audience- Brand Image- Positioning; Advertising Strategies; Appeals, Advertising Spiral, Market Segmentation, Sales Promotion
- 3) Advertising Agency- Structure & Functions, Creativity, Media selection- Newspapers, Magazines, Radio, Television, Outdoor, Strategy, Planning, Media Budget, Campaign Planning

Paper- XVI Public Relations (4818)

- 1) Public Relations- Definition -PR as a Communication Function- History of PR, Growth of PR in India, PR, Publicity, Propaganda and Public Opinion- PR as a management function
- 2) Stages of PR- Planning- Implementation- Research- Evaluation- PR Practitioners and Media relations- Press Conference- Press Releases- other PR Tools.
- 3) Communication with Publics- Internal and External- Community relations- Employee relations; PR in India - Public and Private Sectors; PR Counseling, PR and Advertising PR for Media Institutions

Paper- XVII Economic Development (4819)

- 1) Economic Development: Concept and General Perspective, Common Characteristics of Underdevelopment, India as a Developing Economy, And its International standing, Developing Countries & their Problems
- 2) Strategies of Development, Balanced v/s Unbalanced, Growth Strategy, wage Goods Strategy, Basic-needs Strategy, Heavy import substitution Strategy, Export led growth Strategy, Developmental issues of backward Regions of Maharashtra / India / world, Issue of Economic Recession & Globalization Capital accumulation as a factor in economic growth, Role of Education in Economic Development, Population and Economic Development (The Two Way Relationship) Aspects of Human Development Education, Poverty and Inequality of Income Distribution (with special reference to India); Problems associated with these and Approaches towards their Solution, Changes in the sectoral distribution of National Income, Per capita income and Labors force since Independence. Assessment of the Indian developing Countries growth experience with respect to these

Practical (4820)

Marks- 150

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| 1) Writing of different 10 News Features for Print Media on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & Submission of file | 25 |
| 2) Writing of different 10 News Features for Radio & Television on the Topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & Submission of file | 25 |
| 3) Clipping file of Advertisement with Review Articles & Submission of file | 20 |
| 4) 1. Production of PR Literature 'Handout and Press Note'- each one | 15 |
| 2. Preparing text for Press Release for Press conference | 15 |
| 5) Preparation of Print, Audio & Video Advertisements & Submission of Text CD | 30 |
| 6) Production of Video Documentary or News Bulletin & Submission of CD | 20 |

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B.A. (MCJ) II YEAR (FOURTH SEMESTER)



Paper- XVIII Films, Radio & Television (4821)

- 1) Films: Films- Nature, Historical background, Technical aspects of Film Production, Film Industry in India, Status issues, Problems, Regional Cinema, Future Prospects
- 2) Writing for Radio- Finer aspects of Radio Language; Production methods, Finer Aspects of Television Script writing; Narration- Production Techniques; Film Language and Grammar; Impact of New Technology on Media Language, News, Features, Talks, Commercials, Interviews
- 3) Writing for Television News, Interviews, Documentaries and Short Talks

Paper- XIX Editing & Field Reporting (4822)

- 1) Structure and Functions of Newsroom of a Daily, weekly Newspaper and Periodicals, Different sections and their functions
- 2) Headlining- Principles, Types and Techniques.
Field Reporting: Assignments to be given by the concerned Faculty.
- 3) Editing: assignments to be given by the concerned Faculty.
Visit to Newspaper Offices

Paper- XX Copy Writing and Advertising Research (4823)

- 1) Copy writing and Advertising Production Techniques; Print, Radio, Television, Films, Outdoor, Ideation, Visualization, use of Computers, Practical assignments in Advertising, Copy Preparation
- 2) Research in Advertising, Planning, Execution, Copy Research, Market Research, Ethical aspects of Advertising; Law and Advertising; Advertising and Pressure Groups; Emerging Trends

Paper XXI New Trends in Public Relations (4824)

- 1) Shareholder Relations - Dealer Relations; PR for Hospitals - PR for Charitable Institutions; Defense PR, PR for NGOs, PR for Political Parties, Crisis Management- Case Studies
- 2) PR Research- Techniques- PR and Law- PR and New Technology- Code of Ethics for PR, International PR, Professional Organizations of PR- Emerging Trends in PR

Paper- XXII Agriculture Industry & Public Sector in India (4825)

- 1) Agriculture: Role of Agriculture in India's Economic Development, Factors Influencing Productivity in Agriculture, Institutional factors and Technological Factors, Pattern of Ownership; Prices and availability of Finance
- 2) Industry; the Rate and Pattern of Industrial Growth, Trends since 1950; Industrial Polity with special Emphasis of on New Industrial Policy 1991, Impact of New Economic policy of India & weaker Sections, Farming Communities
- 3) Public sector in India and its Role in the Growth Process role of the Small Scale and Cottage Industries and Government's Policy with respect to these Problems of Industrial Sickness
- 4) External Sector: Role of Foreign aid, Capital and MNCs in India's growth Process, Foreign Trade, Composition and Direction, India's balance of Payments Problem; Impact of Liberalization, Particularly since 1991 on Indian Economy - WTO and IMF Conditionality

Practical (4826)

Marks- 150

- 1) Writing of Five Articles on Social & Economical development for Publishing in Newspapers and 5 field assignments and Stories- Submission of file 25
- 2) Video News Bulletin of 15 Minutes. Submission of CD 25
- 3) Poster, Boucher, folder- (Each one) 30
- 4) Visit Report regarding Radio, Field Publicity and Govt. Information and PR Department 20
- 5) Page Layout & Design of Newspaper on Computer Practical Exam 50

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Paper- XXIII Advance Reporting and Editing (4827)

- 1) Reporting: Advanced Reporting exercises in Features, Interviews and Proceedings of the Meetings of Panchayat, Municipal Corporations and Legislative Assembly. Writing News analysis, back grounders and Articles, Specialized, Economics Commodity and Bullion Markets
- 2) Editing: Advanced exercises in Editing, Re-writing, Page Make-up and Layout, Rewriting the copy of Mousses Correspondent, Editing Political and Foreign Copy. On-line Editing, Word Processing, Spell Check, Grammar Check, Page Make-up on Computers

Paper- XXIV Photography: Techniques & Tools (4828)

- 1) What is Photojournalism? Beginnings, Necessity and Significance
Photography- Elements and Principles- Visual Language- Meaning
Photographer's Jargon, Composition of Photography- Subject and Light
- 2) Photographic Equipment: Cameras- Types- Formats- Lens- their types and Functions- Film- types and Function- Accessories

Paper -XXV Design and Graphics (4829)

- 1) Elements of Design and Graphics, Visualization, Convergence and Divergence
Conceptualization- Functions and Significance- Fundamentals of Creativity in Art,
Logic- Style- Value- Tools of Art- illustrations- Graphs
- 2) Basic Elements and Principles of Graphics, Design Layout and Production; Typeface
Families- Kinds- Principles of good Typography, Spacing measurement- Point system
- 3) Type Composition- Manual- Mechanical- Lion- Mono- Photo, DTP,
Use of Computer Software, Character Generation- use of Multi Media

Paper- XXVI Indian Constitution and Media Law (4830)

- 1) Introduction of Indian Constitution, Characteristics, Preamble directives of State Policy,
Fundamental Rights, Fundamental Duties, Citizenship
- 2) The Legislature- the executive the Cabinet- the Judiciary- Powers and Functions;
The President, Union list, Concurrent list; Emergency declaration; Separation of Powers
- 3) Media Freedom- Media Systems- Media Economics and Freedom; Advertisers
and Pressure Groups; Lobbying, Trade Unionism, Political Parties, Internal Freedom

Paper- XXVII Development Communication (4831)

- 1) Concept of Development, Development Indicators, Approaches to
Development, Dilemmas of Development; Development Policy, Development
Planning, Concept of Sustainable Development and its Importance
- 2) Development Journalism- Concept- Relevance; Development Communication, Meaning
Strategies in Development Communication- Dominant Paradigm- It's Critique
- 3) Social Cultural and Economic Barriers to Development Communication
Approaches to Development; use of Media and Inter-Personal Communication;
Channels for Development, Case Studies in Indian Context

Practical (4832)

Marks- 150

- 1) Two Surveys of Print Media & Radio (100 Respondents each)
Submission of Survey Report 50
- 2) Project Report on Photojournalism or Development Communication 50
- 3) Practical Exam of Design of Four Newspaper Pages
(Front, Editorial, Sports & Supplement Page) 50

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Paper- XXVIII Interpretative & Investigative Reporting (4833)

- 1) Reporting: Interpretative Reporting, Investigative Reporting, Writing Special Articles and Columns, Book Reviews, Film Reviews, TV Programmer Reviews, Theatre and Cultural Programmer's Reviews, Special Stories, Serial Reports.

Paper- XXIX Photojournalism (4834)

- 1) Shot- Focus- Shutter speed- Selection of Subject- Different types of Photographs- Action- Photo Editing- Procedure Pictures for Newspapers and Magazines- Developing Photographer's Manual and Computerized Photography
- 2) News Values for Pictures- Photo Essays- Photo Lectures qualities essential For Photo Journalism; Picture Magazines, Color Photography; impact of Technology, Practical, field assignments and their Evaluation
Photo Editing, Cropping, Composition, Colors, Caption, Placement of Photographs & Photo Features

Paper- XXX Printing Technology (4835)

- 1) Printing Methods: Letterpress, Cylinder, Rotary, Gravure screen, Offset, Plate Making, Types of Papers, Magazine layout, Pagination, Designing and Printing of Cover Pages; Safety measures in Printing Press, Digital Print.
- 2) Color Correction- Color Positives- Color Negatives; Preparation of Bromides; Art Pulls, current Trends in Color Printing.

Paper- XXXI Press Freedom & Press Law in India (4836)

- 1) Indian Constitution and Freedom of Mass Media, Reasonable Restrictions, Privileges, Fair comment; Laws of Defamation, Contempt of Legislature and Court, Censorship, Political Philosophies of Media Freedom; Press and Registration of Books Act, 1867
- 2) Official Secrets- Sedition- Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, Obscenity, Copyright, Monopolies and Restrictive Trade practices, Press Council, Ombudsman, Right to Information, Right to Reply, Codes of Ethics, Confidential of Sources of intonation.

Paper- XXXII Rural Development Communication (4837)

- 1) Participatory Model, Mechanistic and Organic Models of Development for Communication; Diffusion of Innovation, Extension, Dependency, Guardian Model, Creation of Development Messages- Language, Context, Social Environment, Areas of Rural Development, Health, Population, Agriculture, Panchayat Raj
- 2) Campaigns and their Evaluation- Case Studies in Indian Context.

Practical (4838)

Marks- 250

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| 1) Survey of Electronic Media (Television) 100 Respondents & Submission of Survey Report | 30 |
| 2) Project Report on History & Development of any Newspaper / Radio Station / Advertising Agency or PR Agency or Media Organization | 40 |
| 3) Production of Three Lab Journal & Submission of file | 30 |
| 4) Practical Exam of Design of a Magazine (Four Pages) | 25 |
| 5) Radio News Bulletin 15 Minutes Submission of CD | 25 |
| 6) Study Tour, Media Internship and Attendance | 100 |

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