



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

"ज्ञानतीर्थ" परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

"Dnyanteerth", Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade

ACADEMIC (I-BOARD OF STUDIES) SECTION

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आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील
विविध पदवी विषयांचे सी.बी.सी.एस.
पॅटर्नचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१
पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २० जून २०२० रोजी संपन्न झालेल्या ४७ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १३/४७-२०२० च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदवी स्तरावरील खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०-२१ पासून लागू करण्यात येत आहेत.

- 1) B.A.-II Year Physical Education
- 2) B.A.-I Year Education
- 3) B.A.- II Year Library and Information
- 4) B.A.-II Year-Music)
- 5) B. Lib. and Information
- 6) B.A- II Year- Fashion Design
- 7) B.A.-I Year-Journalism & Mass Communication) (Optional I, II, III)
- 8) B.A.-II Year-Home Science
- 9) B.A.- II Year-Computer Animation and Web Designing
- 10) Bachelor of Journalism (B.J. Yearly Pattern.
- 11) B.S.W.-III Year

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी सीबीसीएस
अभ्यासक्रम/२०२०-२१/६६६.

दिनांक : ०१.०९.२०२०.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित / -
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)

Principal

Srni Gurugovindsinghji Patrakarita
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JOURNALISM AND MASS COMMUNICATION

Bachelor of Journalism (BJ) Yearly pattern



S. N	Course code	Title	Core (C)/ Elective (E)	ESA Exam duration (hr)	Pr.	Max Marks		Total credit
						CIA	ESA	
1	BJ-C-1	Development of Journalism	C	2		25	75	4
2	BJ-C-2	Print Media in India	C	2		25	75	4
3	BJ-C -3	Introduction to Multimedia	C	2		25	75	4
4	BJ-C -4	New Media Technologies	C	2	25	25	50	4
5	BJ-C-5	Basics of Radio and Television Production	C	2	25	25	50	4
6	BJ-C-6	Advertising and Public Relations			25	25	50	4
6	BJ-E-7*	Traditional Folk Media and Alternative Media	E	2	25	25	50	4
7	BJ-E-8*	Media Management	E	2		50	50	4
8		OPEN ELECTIVE from other department/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE			50		2

Course is of 750 marks. Students have to choice of selection of any one Elective of the syllabus. Open elective is mandatory for the course. CIA assignment and papers should be kept in custody of Principal of the college and submit before the external examiner. Checking of the practical is responsibility of external examiner.

Other rules of passing, admission is same as earlier.

Double checking of the papers of 60 and above marks

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Paper –I Development of Journalism

Unit-I

Concept, nature, process and development of human communication 7 C's of effective communication Functions of communication Barriers to communication Verbal and nonverbal communication Intra-personal, inter-personal, small group, public and mass communication Public speaking

Unit-II

Scope, functions and limitations of communication models, development of communication models from simple to complex Aristotle, SMCR, Shannon-Weaver model of communication, Harold Lasswell, Osgood, Dance, Wilbur Schramm, George Gerbner, Newcomb, DeFleur, Gate-keeping, Convergence model.

Unit-III

Media system theories: Authoritarian, Libertarian, Social-responsibility, democratic and participant Mass media, public opinion and democracy. Ethical aspects of mass media, Media and social responsibility Traditional Media in India: Regional diversity, relevance, future

Books Recommended :

1. Mass Communication in India, Kewal J. Kumar, 2004, Jaico Books, Mumbai.
2. Issues in Mass Communication by JS Yadav & Pradeep Mathur
3. Handbook of Communication, Uma Narula, 2006, Atlantic Pub. & Distributors, New Delhi.
4. Theories of Mass Communication by De Fleur and B. Rokeach
5. Perspectives in Mass Communication by Agee, Ault, Emery



Handwritten signature

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Paper-II PRINT MEDIA IN INDIA



Unit- I

Invention of printing press and paper Pioneer publications of printing in India; early origins of newspapers in India. Issues of political freedom and press freedom in India. Birth of Indian language press. Birth of the Indian news agencies .The Indian press and freedom movement; Mahatma Gandhi, Dr.B.R.Ambedkar, First Ladies Editor Tanubai Birje,. Lokmanya Tilak, Acharya Atre , and his journalism; social, political and economic issues before Independence and the Indian press; Historical development of important newspapers and magazines in Indian Language.

Unit-II

Important personalities in Indian journalism, A brief overview of important newspapers and magazines:

-The Times of India , Maharashtra Times, Loksatta, Samana, Pudhari, Punyanagri, nava kal,sakal, lokmat, Lokpatra, Marathwada, Deshonnati, Ekmat,Prajawani, Godatir Samachar etc. ,Hindustan Times,The Hindu, The Indian Express,The Tribune,Statesman,India Today, Outlook, Frontline, Tehelka,

Unit-III

Press in Maharashtra: Origin & development of Marathi Press. -Press in Maharashtra after Independence, brief History of Darpan, Kesri, Maratha, Bahishkrut Bharat, Dnyan Prakash, Muknayak. -Role of the press during syaunkt Maharashtra movement, -Current status of language press in Maharashtra, arrival of new newspapers, future prospects of Marathi News Papers.

Book Recommended :

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. Mass Communication in India by Kumar, Kewal J.
7. The Story of Journalism by Elizabeth Grey

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Paper –III –Introduction to Multimedia

This paper aims to familiarize students to the integration of text, graphics, drawings, still and moving images for effective storytelling. The students will be introduced to basics of multimedia journalism, software and platforms that aid such storytelling.



Unit 1:

• Introduction to multimedia and hypermedia • Elements of multimedia • Characteristics of hypermedia • Transmedia and cross media journalism

Unit 2: • Why convergence matters • Cross platform stories • Linear and non-linear storytelling • Tools for multimedia journalism

Unit 3: • Brainstorming and planning stories • Reporting a multimedia story • Interviewing, getting quotes and information and • Doing collaborative stories • Basics of using mobile phones for covering stories

Unit 4 • Structuring and writing a story • Introduction to software for digital stories • Editing and rewriting • Pitching and publishing stories

Suggested readings

1. The Principles of Multimedia Journalism by Richard Koci Hernandez and Jeremy Rue
2. Writing and Editing for Digital Media by Brian Carroll
3. Convergent Journalism: An Introduction by Vincent Filak
4. The Multimedia Journalist: Storytelling for Today's Media Landscape
5. Jennifer George-Palilonis 6. Convergence Culture by Henry Jenkins

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Paper-IV

New Media Technologies

Objective

The course intends to make media students appreciate these technologies. How these technologies are used in present scenario.

Unit –I

Early Communication technologies and techniques, Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective.

Unit –II Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, DTH, Cable, Terrestrial transmission, Video on demand, interactive TV, WI-FI, Wireless cable, Fiber Optics.

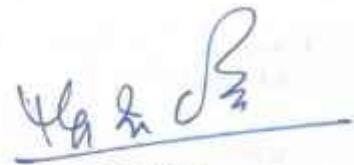
Unit III

Convergence of media technology-nature and levels of convergence, Information superhighway and new communication possibilities, Satellite communication: beginning, growth, status and application, Concept of social media.

Unit IV Internet TV and Internet Radio Future of mass media technologies Cyber Laws and cyber journalism. Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption

Reference Books

1. Information & Communication Technology- Kiran Prasad
2. IT in India- Om Gupta & Ajay Jasra
3. Multimedia Journalism- Dr. R.C Ramanjun
4. Understanding the Web- Alan Albarran & David Goff
5. Multimedia Communication- Jerry Gibson



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Paper –V

Basics of Radio and Television Production

Unit I:

Camera Operation and Control, Video Quality; Colour-Composition, Graphics, Sets-Lighting for Video-Video Recording, Producing and Directing-News and Documentaries; Publicity-Dubbing, Playback-re-recording-cinematography; Legal and Ethical Issues; Audio for Film and Video; Shots and Framing- Camera Angles-The Rules of Framing-Camera Movement

Unit-II

Shooting Interviews: Introduction-Interview Structure-Framing-Composition-Interview Sound; Interview Lighting-Editing Interviews-Interviewing Tips ,Different genres: Short films, music videos, Public Service Announcements (PSA), Video Editing: Editing Guidelines- Grammar of visual editing Non-Linear Editing-Making Use of Time Code, On-Line and Off-Line Editing

Unit III:

Characteristics of radio as a means of mass communication, Making pictures in the minds with spoken words, music and sound effects, Main elements of radio production, Producing different radio formats: Announcements and talks, radio discussions, interviewing, radio magazines, documentaries, plays, running commentaries

Unit IV:

Frequency and wave length, Journey of sound, Analog and digital sound

The voice behind the mike: elements of speech, pitch, timbre, tone, liveliness, modulation, tempo and volume, Understanding Sound, Sound waves, frequency, Types of microphones, Audio equipment's, sound recording, editing and mixing

Suggested Readings:

1. D.E. Reese and Lynne S. Gross, Radio Production Work text: Studio & Equipment.
2. Gerald Millerson, Television Production, Focal Press
3. Herbert Zettl, Television Production Handbook, Wadsworth
4. J.E. Fletcher, Handbook of radio and Television Broadcasting
5. Robert McLeish, Techniques of Radio Production.
6. Stuart W Hyde, Television and Radio Announcing



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Paper-VI

Advertising and Public Relations

Unit I: Advertising - Concept, Principles and Functions of Advertising: Concepts and Functions, Evolution and Classifications. Major Theories of Advertising and Consumer Behaviour, Principles and Concepts in Advertising Management. Advertising Research & Multi Media Campaign: Process and Planning. Brand Management: Concept & Process Ad Agency: Concept, Types, Structure & Functions, Advertisement Budget, Creativity in Ad: Print, Radio & Television. Impact of advertisement on society

Unit II:

PR-Concepts, Principles and Trends, Public Relations: Principles, Concepts & History, Emerging Trends in Public Relation, Corporate Communication

Unit III: PR Management-Integrated Marketing Communication, PR Tools, PR Writing Tactics, PR Campaigns & Research.

Unit IV: Case study

Case Studies of successful PR exercise/ campaign, Case Studies of Advertising Readings List

1. B. N. Ahuja, Public Relations
2. Baldeo Sahai, Public Relations: A Scientific Approach
3. C. H. Sandage, Advertising: Theory and Practice
4. D. S. Mehta, Handbook of PR in India
5. Datta, Sarojit. Advertising Today- In the Indian Context
6. Frank Jefkins, Advertising Made Simple
7. H. W. Hepner, Effective Advertising

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Paper-VII -Traditional Folk Media and Alternative Media



Unit I: Traditional Folk Media (TFM) - Concept and Forms, Traditional Folk Media - meaning, characteristics, its difference from Mass Media, Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Maharashtra, Orissa, Karnataka, Andhra Pradesh, Telengana, Tamil Nadu, Rajasthan

Unit II:

Folk media in South India Maharashtra and other south states in India.

Unit III:

Traditional Folk Media and Social Development, Role of TFM in social change; challenges and threats to folk media, Strengthening folk media- means and ways.

Unit IV: Alternative Media

Neighbourhood newspapers, wall newspapers, graffiti, bulletin boards, Social Media and citizen journalism: role of blogging in alternative journalism, Social messaging and journalism
Mobile telephony radio

Suggested Readings:

1. Approvo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986
Atton, Chris (2002)
2. Alternative Media; Sage, London
3. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
4. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
5. Lee, Eric, How Internet Radio Can Change the World Malik, Madhu, Traditional Forms of Communication and the Mass Media in India

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Paper-VIII Media Management

Unit I: Principles of media management and their significance, Principles of Management and their application to media, Media as an industry and a profession. Ownership patterns of mass-media in India: sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems,

Unit II: Structure and hierarchy-- Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; Apex bodies: DAVP, INS and NRS/ABC, TRP.

Unit III: Functions--Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit IV: Economics of Print and Electronic Media Management Business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, Advertising and sales strategy, competition and survival, evolving a strategy and plan of action, Working Journalist and non-working journalist Act and PR for building and sustaining business and audience. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Suggested Readings:

1. Philip Kotler, Marketing Management
2. Herrick, Dennis.H , Media Management in the age of Giants,
3. Vanita Kohli, The Indian Media Business
4. Gillian Doyle, Understanding Media Economics
5. Gukab Kothari, Newspaper Management in India

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