

**D R. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**Curriculum under Choice Based Credit &  
Grading System**

**M.A. I & II Year**

**Mass Communication & Journalism**

**Semester-I to IV**

**run at college level from the  
Academic Year 2015-16 & onwards**

**M. A. (MCJ) Course Structure & Scheme of Examination**  
**TWO YEARS COURSE OF 88 CREDITS**

	Credits	Theory	Internal MidTest-2	Practicals
<b>FIRST SEMESTER</b>				
<b>Core Papers (C.P.) - 2</b>				
JOUR MA-I : Principles of Mass Communication (PMC)	04	80	20	200
JOUR MA-II : Introduction to Print Media (IPM)	04	80	20	Marks
<b>Elective Papers (Elect -2 papers out of following)</b>				
JOUR MA-III : Media History (MH) - <i>Practical</i>	04	80	20	(four practicals of
JOUR MA-IV : Basics In Electronic Media (BEM)	04	80	20	50 marks
JOUR MA-V : Basics in Advertising (BA)	04	80	20	each)
<b>SECOND SEMESTER</b>				
<b>Core Papers (C.P.) - 2</b>				
JOUR MA-VI : Sustainable Development Communication (SDC)	04	80	20	200
JOU-MA- VII : Public Relations / Corporate Communication (PR/CC)	04	80	20	Marks
<b>Elective Papers (Elect -2 papers out of following)</b>				
JOU-MA- VIII : Media Management (MM)	04	80	20	(four practicals of
JOU-MA- VII : Media Law & Ethics (MLE)	04	80	20	50 marks
<b>Service Paper</b>				
JOU-MA- X : Communication & Soft Skills (CSS)	04	80	20	each)

<b>SEMESTER -III</b>				
<b>Core Papers (C.P.) - 2</b>				
JOU-MA- XI : Television	04	80	20	200
JOU-MA- XII : Radio	04	80	20	Marks
<b>Elective Papers (Elect -2 papers out of following)</b>				
JOU-MA- XIII : Environmental Communication (EC)	04	80	20	(four practicals of
JOU-MA- XIV : International Communication (IC)	04	80	20	50 marks
JOU-MA- XV : New Media (NM)	04	80	20	each)
<b>SEMESTER - IV</b>				
<b>Core Papers (C.P.) - 2 + Dissertation</b>				
JOU-MA- XVI : Communication Research (CR)	04	80	20	
JOU-MA- XVII : Inter-Cultural Communication (ICC)	04	80	20	
JOU-MA- XVIII : Dissertation	08	200		(120 -Text 80-Viva-voce)

**Total Marks : Theory - 1400 + Practical - 800 = 2200 \* Total Credits : 88**

**M. A. ( Mass Communication & Journalism)**

**M. A. (MCC) First Year  
Semester - I**

**PAPER JOU-MA- I : PRINCIPLES OF MASS COMMUNICATION**

**Unit -I** Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

**Unit -II** Models : SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and gate-keeping communication and socialization. Media and social responsibility, media accountability, Infotainment and ICE  
Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

**Unit -III** Media systems and theories : authoritarian, libertarian, socialistic, social responsibility, development, participatory. Brief History of Development of Media.

**Unit -IV** Mass Media : Public opinion and democracy, Media culture and its production. Media organizations, media contents, market - driven media content - effects, skyvision, cultural integration and cultural pollution.

**Unit -V** Issue of media monopoly - cross - media ownership; media monopoly in India, language press monopoly, media monopoly scene in the world. Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, in India & Maharashtra.

**Reference Books**

1. Mcquail Denis, Mass Communication, Theory, Sage Publication, London, 1995
2. Agee Emery & Ault, An introduction to Mass Communication, Harper Raw New York, 1990.
3. DeFleur M. L. Everette, Dannis, understanding, Mass-

4. Communication Goyal Sa, New Delhi: 1991.
5. Watson James and Annee Pili, A Dictionary of Communication and media studies: Edward Arnold Publication, London, 1984.
6. Bitter John R - Mass Communication, An Introduction Prentice Hall Engle wood Cliffs, New Jersey, 1986.
7. DeFleur M. E. & S. Ball - Rokech, Theories of Mass Communication, Longman, New York, 1987.
8. Kumar Kevati, Mass Communication, In India Jayco, 2001.
9. Malhan P. V. Communication Media Yesterday, Today & Tomorrow, Publication Div, New Delhi, 1985.
10. McLuhan Marshall understanding Media Raitledge & Kegan Paul, 1964.
11. Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
12. Schramm Wilbur, The Process and effects of Mass Communication, Uly & Illinois, 1965.
13. Dr. Pawar Sudhakar, Sanvayd Shashtra, Mansamman Prakashan, Pune
14. जे.पी. शिंदे शिंदे, अर्थशास्त्र आणि समाजशास्त्र, शैक्षणिक चिंतनसंस्था, मुंबई प्रकाशित
15. डॉ. ए.ए. चव्हाण, चिंतनसंस्था, मुंबई.

**PAPER JOU-MA- II : INTRODUCTION TO PRINT MEDIA**

**UNIT -I** Introduction to print journalism, importance, nature, scope, Extent, significance in contemporary world-India & developing countries.

**Unit -II** Newspaper Industry, Press & democracy, Press & Society, Press & Government, Pressure groups & press, Press & development

**Unit -III** Print reporting & feature writing, news definitions, sources, news writing for print, feature definition, types of features.

**Unit -IV** Current trends in newspaper journalism, specialized newspaper- business & economics, education, design of newspapers; computer application in newspapers; Responsibilities of press; Event management & bran management.

**Unit -V** Magazine journalism, specialized journalism, Marathi-Hindi &

English magazine journalism, story & feature writing for magazines, readership surveys, research in newspaper industry, ABC, IINA, INS, WAN & other organizations national / international.

**Reference Books**

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
2. Hodgson F. W. Modern Newspapers practice Heinemann London.
3. Johnson S & Harris J. The Complete Reporter MacMillan Publication, New York, 1961.
4. Mansfield F. J. Mansfield's complete Journalist - A study of the Principles and Practice of Newspaper Making, Third Edition.
5. Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York, 1981.
6. Potter Bruce & Ferris Practice and Journalism Prentice Hall, New Jersey, 1988.
7. Berner Thomas, Editing, Hold Rinehart and Winston, New York.
8. Butcher Judith Copy Editing Cambridge London, 1983
9. Evans H. News Headlines, N.C. for T. J., New Delhi, 1974.
10. George T.J.S. Eding, IMC, New Delhi, 1989.
11. Gebson Martinal Editing in the Electronic Era, Prentice Hall, New York,
12. Rogers Jeoffery, Editing for Print, Macdonald & Co., London.
13. Rystross Kenneth, The Why who and How of the Editorial Page Random House, New York, 1983.
14. Stovall James G. Self Charise and Mullins, On Line Editing, Prentice Hall, New Jersey, 1984.
15. ताण्हाणें चंद्रकांत, वार्ता संकल्प, शंभुकर प्रकाशन पुणे, १९७९
16. पवार सुधाकर, वृत्तान्त व्यवस्था, काल-आज-उता
17. सुळकरणी एम. के., वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
18. शास्कर वि. ठं., वृत्तलेखन संस्था व सिद्धी, वैतन्त्र्य प्रकाशन, औरंगाबाद
19. माळणें सुधीर, ग्रामीण प्रकाशिका, प्रसार प्रकाशन कोल्हापूर,
20. शास्कर वि. ठं., संघान कला व शास्त्र, वैतन्त्र्य प्रकाशन, औरंगाबाद.
21. माळणें अरविंद, संघान, टिळक महाराष्ट्र विद्यापीठ, पुणे
22. पवार सुधाकर, अंतराकाशात मित्र, दत्तानने चामुण्ड, पुणे

**PAPER JOUR-MA-III : MEDIA HISTORY**

Unit -I Pioneers in world and India. History of Marathi Press. Indian press and freedom movement. Historical contribution of Marathwada. Non Brahminical movement and press, major trends.

Unit -II Radio : Birth and growth of radio in India, Prasar Bharati, Privatisation..

Unit -III TV: Growth and penetration of TV in India and the world. Historical prespective.

Unit -IV Films : Early efforts. Cinema as mass medium. Types of cinema and audience. Changing scene of cinema in India.

Unit -V Cybernetics, computerisation, Internet, web journalism. epaper, online.

**Reference Books**

1. Narajan J. History of Indian Journalism Part-II Report I press commission publication Division, 1955.
2. Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
3. Rau Chalapati, The Press, NBT N, Delhi, 1971.
4. Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
5. काणई च. गी., भारतीय नियतकालिका इतिहास, कर्नाटक, मुंबई, १९३८
6. ठेंके च. के., भारतीय नियतकालिका इतिहास, कॉन्टेन्ट प्रकाशन, पुणे १९८४
7. जोशी वि. को., व ठेंके च. के., वृत्तपत्रांचा इतिहास, गुवागणी वाई, १९५१.
8. शास्कर वि. शास्त्र माध्यमांचा, गुसना प्रकाशन, औरंगाबाद.
9. धर्तलेकर शंभाकर, परकार डॉ. बाबासाहेब आंबेडकर, अभिहित प्रकाशन पुणे.
10. शास्कर वि. ठं., माध्यम क्षेत्रीय, वैतन्त्र्य प्रकाशन, औरंगाबाद २००१.
11. पवार सुधाकर, अंतराकाशात मित्र, दत्तानने चामुण्ड, पुणे.

**PAPER JOUR-MA-IV : BASICS IN ELECTRONIC MEDIA**

Unit-I Evolution and growth of electronic media : radio, television and internet, Characteristics of radio, television and Internet as medium of communication-spoken, visual and multiple versions of information through links.

Unit -II Principles and techniques of audio-visual communication-

thinking audio and pictures; grammar of sound; visuals and web production.

Unit -III 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).

Unit -IV Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.

Unit- V Infrastructure, content and flows on internet, with specific reference to India-reach and access to personal computers and internet connectivity: News paper, magazine, radio, television and on internet.

**Reference Books**

1. Awasthy G. C. Broadcasting in India, Allied Publication, New Delhi, 1965.
2. Chatterji P.C., Broadcasting in India, Sage Publication, New Delhi, 1987.
3. Horace Newcomb (ed) Television - the Critical view ( fourth edition) Oxford University, Press, 1987.
4. Hunter J. K. & Gross L. S. Broadcast, News, The Inside Out, C. V. Mosby Co. St. Louis, 1980, Luthra H. R., Indian Broadcasting, Publication, Division Govt. of India, 1986.
5. Sondhi, Beyond Mass Communication, New Delhi, 1986.
6. Anuja B. N., Audio Vishal Journalism,
7. Bhatt S.C.: Broad Cast Jour Basic Principles
8. आकाशवाच, विज्ञानगी-संस्कृत
9. आकाशवाच, मातृ-सुनीत
10. आकाशवाच आकाशवाच, आकाशवाच-समीक्षा
11. टेलीविजन की कला, राम कश्यप, राजकोश प्रकाशना
12. टेलीविजन प्रकाशिका, कुमार रावेंद्र, नटराज प्रकाशना
13. टेलीविजन समाचार: लेखन और वाचन, एच. सुरेशचन्द्रा शर्मा, विश्वविद्यालय प्रकाशना, बनारस
14. Broadcast Journalism : A Critical Introduction, edited by Jane Chapman, Marie Kinsey, Routledge Publication
15. Television News, Teresa Keller, Stephen Hawkins, Holcomb

16. Hathways Publication, 2005.
17. Basic TV Reporting, Ivor York
18. The Broadcast Journalism Handbook, Gary Hudson & Sarah Rowlands, 2007.
19. Broadcast Journalism, Andrew Boyd, 5<sup>th</sup> edition, 2000.
20. Routledge Companion to News & Journalism, edited by Smart Allan.
21. Digital Broadcasting: Journalism by Jitendra Kumar Sharma.

**PAPER JOURNAL-MA- V : BASICS IN ADVERTISING**

**Unit - V**

**Advertising tools and practices:** Consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.)

**Unit -II**

**Brand management:** Definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand.

**Unit -III**

**Creativity :** Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns.

**Unit -IV**

**Media characteristics:** Defining media planning, media scene in India, sources of media information, media strategies; budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

**Unit -V**

**Advertising research:** Scope and objectives - research as a decision making tool. Market research and advertising research - Types of research: target marketing research, positioning research - pre-test research, post test research, audience research,

methods of analyzing research (psychographic/life style research, psycho-physiological research)

**Reference Books**

1. Burton PW, Advertising Copy writing Greidlin Ohio
2. Borden & Marhall, Advertising Management, Taraporewala,
3. Burke J. D., Advertising in the Market Place McGraw Hill
4. Wright Warner, Advertising, McGraw Hill
5. Gloag J.C. Advertising in Modern Life Heinaman
6. Rege G. M. Advertising Art and Ideas, Bombay, 1985
7. Chavahan J. S. and Mulhan P. N., Essentials of Advertising Oxford and IBH Publication Co.
8. डॉ. ए. शक्तिरत्न ठाकुर व कंपनी
9. श्रीरामार ए. पी., शक्तिरत्न विद्या ठाकुर
10. एकरासकर शंकर, शक्तिरत्न & ए. वी. ठाकुर

**PRACTICALS - 4 of 2 credits each (50 marks each) 200 MARKS**

- Prac-1.** Production of Laboratory Journal (Reporting, Editing & Page layout on computer.  
Every student has to produce at least three issues under the supervision of the teacher) **50**
- Prac-2.** Electronic News-gathering practical. Every student has to conceive, plan & edit one Radio News Bulletin of 10 minutes duration & one Video news bulletin.  
Bulletin of 15 minutes duration & submit the CDs/Cassettes **50**
- Prac-3.** Practical examination of News-gathering & writing for print & electronic media.  
Practical examination of advertisement. **50**
- Prac-4.** Practical examination of public relations. **15**  
Media Publications **15**  
Attendance to Periods / Practicals **20**

**Semester - II**

**PAPER JOU-MA- VI : SUSTAINABLE DEVELOPMENT COMMUNICATION**

- Unit-I** Development : meaning, concept, process and models of development- theories- origin - approaches to development, problems and issues in development, characteristics of developing societies, gap between developed and developing societies, concept of sustainable development and its dimensions, sustainability of natural resources and other issues.
- Unit-II** **Development communication & Sustainable Development**  
**Communication** : meaning- concept-definition- philosophy - process- theories- role of media in development communication - strategies in development communication - social, cultural and economic barriers- case studies and experience- development communication policy - strategies and action plans- democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels.
- Unit-III** Agricultural communication and rural development, sustainable Agriculture, The concept of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation- green journalism, Development support communication : population and family welfare - health - education and society - environment and development - problems faced in development support communication, Development of weaker sections S.C., S.T. OBC, NT-DNT, women and rural communicables.
- Unit-IV** Development and rural extension agencies : governmental, semi government, non- governmental organization, Problems faced in effective communication, micro-macro- economic framework available for actual developmental activities - case studies on development communication programmes, Renewable Non-conventional energy sources its use & role of mass media.
- Unit-V** Writing development messages for rural audience : specific requirements of media writing with special reference to radio

and television, rural journalists and rural communication tools and techniques.

**Reference Books**

1. Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988.
2. Jayaweera N. & Amunugama S. : Rethinking Development Communication, AMIC, Singapore, 1988.
3. Kumar, Kevai J. : Communication and Development : Communication Research Trends, Vol. 9, No. 3, 1988.
4. Hoogvelt Ankie : The Third World in Global Development, Macmillan, London, 1982
5. Hornik, Robert C. : Development Communication : Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.
6. Melkote Srinivas : Communication for Development in the Third World - Theory and Practice, Prentice - Hall, New Delhi, 1991.
7. Sondhi, Krishan : Communication, Growth and Public Policy. Breckthouga, New Delhi, 1983.
8. Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.
9. शास्त्रिका. डॉ. विमला वासुदेवी माता विमला. वेद-प्रकाश संस्थान.

**PAPER JOU-MA- VII : PUBLIC RELATIONS / CORPORATE COMMUNICATION**

**Unit -I** Strategic public relations/ CC and management: Defining strategy and its relevance in public relations and corporate communication, campaigns planning, management and execution - role of PR CC in crisis communication and disaster management.

**Unit -II** Defining stakeholders and media selection - study of symmetrical and asymmetrical models on handling crises. Building a distinct corporate identity. Concepts, variables and process- making of house styles (logo, lettering and process)

**Unit -III** Media Relations: Organization press conference, facility visits, press briefs- proactive and reactive media relations- ethical aspects in media relation - role of technology in PR/CC.

**Unit -IV** Media mix and use of Electronic media for Public for corporate communication.

**Unit -V** House journals and quarterly literature MNC's and corporate lopping corporate social responsibility in western and Asian countries.

**Reference Books**

1. Wilcox, Auld and Agee Public Relations strategies and Tactics Horper and Raw 1986.
2. Arva Asoka, Dynamics and, PR Mannus, 1993
3. Black Sam, Practical Public Relations Isaac Phram, 1970.
4. Burton Paul, Corporate Public Relations, Reinhold New York, 1966.
5. Lesly Phillips, Lesley's Handbook of PR and Communication, American Management Association, New York
6. PR in India Hyderabad, 1993
7. Jervani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994
8. Kaul J. N. PR in India, New Delhi.
9. Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition)
10. Paul Burton : Corporate Public Relations, Reinhold, NY, 1966.
11. Reddi Narasimha C.V. Public Relations Society of India - An introduction, PRSI, Hyderabad.
12. Reddi Narasimha C.V. : How to be a good PRO - The Guide to Public Relations, Sharada Prakashan, Hyderabad.
13. Public Relations Case Studies - (Indian Scene Volume I-II, IFPR, New Delhi.
14. Sahai Baldeo : Public Relations : A scientific Approach, Scope, New Delhi 1980.
15. Sengupta Sailesh : Management of Public Relations and Communication, Vikas, New Delhi. 1997.
16. Bhal, Sushil: Making PR work, Wheeler, New Delhi.
17. Black Sam, Practical Public Relation, Pitman, 1976
18. Cutlip and Centre: Effective Public Relation, Prentice Hall, 1982
19. Ghosh Subir, Public Relations Today, Rupa, Calcutta.
20. Jethwani, Verma, Sarkar : Public Relations : Concept, Strategies,

**Tools**

21. Sterling, New Delhi, 1994.
22. John Marston : The Nature of Public Relation, McGraw Hill, 1963.
23. Kaul J. M. Public Relation in India, Naya Prakash, Calcutta.
24. Lesly Philip : Lesly's Handbook of Public Relation and Communication  
American Management Association, New York, Forth edition.
25. Mehta D. S. Handbook of Public Relations in India, Allied Publishers,  
New Delhi.
26. शास्त्रकार वि. वं. , सारसंगठन शीर्षक, राजस्थान प्रकाशन, अजमेर.
27. श्री चक्रा, सारसंगठन शीर्षक, विद्युत्संगठन प्रकाशन, अजमेर. १९८४
28. रत्नो वि. वं. सारसंगठन, राजस्थान प्रकाशन, गुवा.

**PAPER JOU-MA- VIII : MEDIA MANAGEMENT**

**Unit -I Principles :** Principles of media management and their significance – media as an industry and profession.

**Unit -II Ownership patterns :** 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).

**Unit -III Media Functioning :** Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination. 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.

**Unit -IV Media Economics :** Apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system. Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, completion and

survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

**Unit - V Media Administration :** Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/home circulation) – reach – promotion – market survey techniques - human research development for media. Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

**Reference Books**

1. Ruckert L. W. and Williams Newspaper organisation and management, Iowa University Press, 1961.
2. Kohari Gulab Newspaper Management in India, New Delhi 1995.
3. Sindhwani Trilok, Newspaper Economics Management, I. A. guide for Newspapers, R. N.I. New Delhi
4. Goulden John, Newspaper Management, London, 1967
5. Mehra Newspaper management in the Multi Media age, 1988
6. Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
7. शास्त्रकार वि. वं. सारसंगठन, राजस्थान प्रकाशन, अजमेर
8. श्री चक्रा, सारसंगठन शीर्षक, विद्युत्संगठन प्रकाशन, अजमेर. १९८४
9. रत्नो वि. वं. सारसंगठन, राजस्थान प्रकाशन, गुवा

**PAPER JOU-MA- VY : MEDIA LAW & ETHICS**

**Unit -I** Constitution of India. Media & democracy. Elections, society and impact of media.

**Unit -II** History of laws in India: Contempt of court. Defamation, official secrets Act, Working journalists Act. Copy Right, Press and Registration Act. etc.

**Unit -III** Media person's code of conduct. Right to privacy-reply-inform



Press Council of India's ethics. Power politics between editorial, marketing depts.

Unit -IV World media and international biases.

Unit -V Professional Protection, care and privileges: Sting operation and new technologies.

**Reference Books**

1. Basu Durgadas Laws of Press in India, Prentice Hall New Delhi, 1986.
2. Mankekar D. R. Whose News Where Freedom (Kartton), New Delhi, 1978
3. Sarkar P.C., Law Relating to Publishers and Printers.
8. श्री वेदवी, वृत्तवै व काव्य, भारत प्रकाशना, गुण, १९९२
5. रत्नम ए., लोकजीवी जीवन वृत्तवै खासतया, भारत प्रकाशना संस्थान, गुण.

**SERVICE PAPER :**

**PAPER JOURNAL - X : COMMUNICATION AND SOFT SKILLS**

Unit -I : Concept of communication, different types of communication- interpersonal communication, intrapersonal communication, group communication, written communication, verbal communication, non-verbal communication, mass communication, persuasive communication, team communication, business communication, dialogue and making effective communication.

Unit -II: communication and behaviour, body language, gestures and postures, life skills, competencies of expression, power of language, language mastery, language of communication to evoke action, communication to involve and inspire, speech communication and media communication, message designing and interview skills.

Unit -III : Art of listening, listening for understanding, bridging barriers of perception and prejudice, creating involvement to enhance understanding, communication process, effective feedback, listening to angry people, communication in crisis, web communication, mobile communication, interactive communication, blog and web groups creation, developing goodwill and relationship, importance of resourcefulness.

Unit -IV/ Personality and personality development, Id, ego and superego

, emotional intelligence knowing self, self management, ability to introspect, strengthening qualities and overcoming weaknesses, self branding, goal setting, basic qualities of competent and influential person.

Unit -V : Presentational skills, preparing good CV / biodata, audio and video CV, creating blog, professional connectivity through web and social media, power point presentation, stage communication skills, conducting workshops and project reports, report writing skills and graphics.

**Reference Books**

1. The Age of Soft Skills, Gopalswami, Pearson Education India.
2. Written Communication & Verbal, Jeff Butterfield, S. Cengage Communication Skill & Soft Skills, Kumar E. Suruch, Pearson Education Education 2010
4. Soft Skills at Work, Beverly Amber, Cengage Learning 2008
5. Written Communication, Jeff Butterfield, Cengage Learning 2009
6. वाक्यशास्त्र, श्रीमद श्रीमती, खासतया वचन व वृत्तवै गुण विचारिता नितिका.
9. वाक्यशास्त्र रिडित, गुणवै वचन, भारत प्रकाशना संस्थान, गुण, २००९

**PRACTICALS - 4 of 2 credits each (50 marks each) 200 MARKS**

- Prac-1. Writing development News items (5), Articles (3) 30  
 News Stories (3) and Publishing them and Writing a sustainable development News-item (5), Articles (3) & News Stories (3).  
 Practical examination of development News-item 20  
 Writing a script & production of a programme 50  
 for radio-documentary and video documentary of 15 minutes duration & submission of the documentary in CD/Cassette form.  
 Prac-3. One content analysis either of print or electronic media (content of the period of atleast one month) 25  
 One comparative survey report of the management of small, medium News papers 25  
 Prac-4. Two audience research surveys : one of Print Media and one of Radio or TV/Video Media. 50

**M. A. (MCD) Second Year  
Semester - III**

**PAPER J0U-MA- XI : TELEVISION**

**Unit-I VISUAL COMMUNICATION :** Communicationg with still pictures and video - shooting with TV camera - camera mounting, Colour balance, basic shots and camera movement.

**UNIT -II: BASIC OF TV PRODUCTION :** TV lighting in field, using reflectors, lighting grid-luminaries, Studio lighting - three-point lighting- high key and low key lighting; properties, studio sets and make-up. Video editing techniques- cut, mix and dissolve use of cutaway- AB roll editing; digital effects and post production - planning location shoots- story board - single camera shooting- multi camera shooting - shooting and editing schedules - studio production - role of functionaries- planning studio programmes- cue's and commands - formats of TV programmes - studio interview- studio discussion, studio chat shows with audience participation- studio quiz programme with audience participation- TV documentary production - corporate video production, digital editing skills.

**UNIT -III: WRITING FOR TELEVISION :** writing to still, writing to video, reference visuals to words, TV news writing; marking copy in production language. Writing for television programmes - research, visualization and production script.

**UNIT-IV: TELEVISION REPORTING :** Visualizing news/ ENG-research, investigation- interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting- economic reporting- sports reporting- human interest stories.

**UNIT-V: TELEVISION NEWS EDITING :** Planning, production and compilation of news programmes - writing lead-in/intro to news packages, headlines writing, teasers and promos. Voice broadcast skills, enunciation, flow, modulation- facing a camera- eye contact- use of teleprompter, live studio and field interviews-

moderating TV studio discussions, anchoring chat shows and cross-fire.

**Reference Books**

1. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singpour, 1998
2. A. Michel Noll, TV technology - Fundamentals and future prospects
3. Barrows Wood Gross, TV Production.
4. Tony Verla, Global, Television
5. Ovingel Robert Operation Handbook
6. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
7. Hunter J. K. & Gross Braal Cart News, 1980
8. Ray Satjeet, Our films film once their Orient Longmen, 1976.
9. Walters Rogersl Writing Random Huse, 1989.

**PAPER J0U-MA- XII : RADIO**

**Unit- I RADIO JOURNALISM AND PRODUCTION :** Radio programme, production process and techniques; thinking audio. Aspects of sound recording- types of microphones and their uses- field recording skills; radio feature production; radio documentary production; feature production, studio chain, live studio broadcast with multiple sources - news production.

**UNIT -II: WRITING FOR RADIO :** Spoken language writing - writing for programmes - writing for radio commercials- illustrating copy with sound effects; news writing - structuring radio-copy; editing agency copy; reporter's copy - compiling radio news programmes; writing intro to bytes - writing headlines, teasers and promos.

**UNIT -III: RADIO REPORTING :** Field reporting, reporting specialized areas; investigative reporting ; voice dispatches; interview techniques; presentation; structuring a radio report news capsule and radio commentary.

**UNIT -IV: VOICE TRAINING :** Effective use of voice- enunciation, flow, pronunciation, modulation, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission, digital technology for radio

production. Concept of WEB radio and its use.

**Unit -V** Audience research and survey of audience. The role of audience research wing in the process of improving quality of radio programmes.

**Reference Books**

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division, New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmedabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephen Holt, Broadcast News - Radio Journalism, Rinehart Winston NY 1980
6. White T. Broadcast, News writing MacMillan NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.

**PAPER JOUR-MA- XIII : ENVIRONMENTAL COMMUNICATION**

**Unit -I** The environmental & ecology definition, physical environment its composition - geology, soil, topography, climate & weather, catastrophes, biotic environment, biotic and abiotic interactions, the complexity of environment Human sociobiology concept.

**Unit -II** The pollution, types of pollutions, carbon cycle, greenhouse effect, nitrogen cycle, phosphorus cycle, Acid rains, pesticides, CFCs and ozone layer. Importance water, energy, polluted cities of the world. Ecosystems and its importance and types. Biodiversity and its importance, global diversity, maintaining biodiversity conservation principles, ethical argument, anthropocentric arguments, role of ecology, conservation of species, conservation of ecosystems & biosphere recycling, biological controls.

**Unit -III** The environment education, need of awareness among people, environment education formal & informal, environment education through mass media. Role of mass media in developing water literacy, energy literacy, environment literacy, soil literacy & earth

literacy.

**Unit -IV** Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment awareness. Special environment channels, programmes of TV & radio, international organisations, websites.

**Unit -V** Developing eco-friendly life styles & mass media. The issue of Global Warming and medias role in public education. Copanhegan Report.

**Reference Books**

1. Odum E. P. : Environmental studies. The Earth as a Living planet
2. Goudie Andrew : The Human Impact : Man's Role in Environmental Change, Oxford : Basil Blackwell, 1981
3. Reddy Ratna V. : Environmental Movements in India : Same Reflections, Vol. 10, No. 4, Pune.
4. Gadgil Madhav and Guha Ramchandra Ecological conflicts and Environmental Movements in India, India in Development and change, Vol. 25 No., 1994
5. Moore Ron and Jon Ryan : Sustainable Development : Policy and practice, New Delhi, New Age International- publishers.
6. Joshi Y. G. and Verma D. K. Social Environment for sustainable Development, Jaipur, Rawat Publications.
7. Gadgil Madhav Biodiversity Reckoning with life, Hindu, Survey of the Environment, 1994.

**PAPER JOUR-MA- XIV : INTERNATIONAL COMMUNICATION**

**Unit -I** Political, economic, cultural dimensions of international communication. International news flow. Imbalance and disparities.

**Unit -II** Communication as human right. Universal Declaration of rights. News Agencies and biases. MacBride Commission.

**Unit -III** Technology and information super high way. Satellites and Communication.

**Unit -IV** Democratization of information flow and media systems. Western news values.



→ Lab Journal editing & Production at least 3 Page layout & design of magazine / Special issue practical examination.	15 20
<b>Prac-2</b> Every student has to conceive, plan & edit one radio documentary, one feature, One news based discussion and one interview based programme of 15 to 20 minutes duration & submission of CD/ Cassettes. ( 4 in Number)	50
<b>Prac-3</b> Every student has to conceive, plan & edit one video documentary, news based discussion or interview-based programme of 15 to 20 minutes & submission of CD / Cassettes ( 3 in Number)	30
<b>Prac-4</b> Public Relations and or advertising research assignment and its report. (Survey, content analysis, study report or project)	20
Overall Attendance to Periods / Practicals	20

### Semester - IV

#### PAPER JOUR-MA- XVI : COMMUNICATION RESEARCH

<b>Unit-I</b> Definition - elements of research - scientific approach - communication theories - role - function - scope and importance of communication research - basic and applied research. Media-quality status research, feedback research and media effect research.	
<b>Unit-II</b> Research designs - qualitative -quantitative and mixed, - experimental, quasi - experimental, descriptive, exploratory, bench mark, longitudinal studies - simulation - panel studies - co-relational designs.	
<b>Unit-III</b> Methods of communication research - census method, survey method, observation method- clinical studies- case studies- content analysis. Tools of data collection : sources, media source book, questionnaire and schedules, observation techniques, participant and non participant, interview guide, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls, Random sampling methods and representativeness of the sample, sampling errors and distributions	

<b>Unit-IV</b> Media research - evaluation, feedback - feed forward- media habits- public opinion surveys- pre-election studies and exit polls, market research in media field . Report writing - data analysis techniques - coding and tabulation- non-statistical methods- descriptive historical - statistical analysis - parametric and non-parametric - ni- variate - bi- variate- multi- variate-tests of significance - level of measurement- central tendency- tests of reliability and validity - SPSS and other statistical packages.	
<b>Unit-V</b> Media research as a tool of reporting. Readership and/ audience surveys, market research, brand research, advertising research, meta analysis, global research, collaborative research, preparing research proposal, writing research paper for publication, research writing techniques, styles and tools, preparation of research reports / project/reports/ dissertations / theses. Ethical perspectives of mass media research.	

#### Reference Books

1. प्र. शंकररुद्र शर्मा, अतीत विवेक, सामाजिक संशोधन पद्धती, प्रकाशक ललित प्रजापिक, श्री साईनाथ प्रकाशन नागपुर, द्वितीय आवृत्ती १९९९.
2. कोठारी सी. आर. रिसर्च मेथड्स ऑफ टॅक्निकस, प्रकाशक - डी. एस. जोहारी, वाईली इस्टर्न लि., नवी दिल्ली. से-१९९०
3. डॉ. शंकरकर पु. ल., सामाजिक संशोधन पद्धती, प्रकाशक महाराष्ट्र विद्यापीठ, ग्रंथ निगमिती मंडळ, नागपुर
4. डॉ. संत तु. का. शंकर विज्ञानकोश-साधन संदर्भ ग्रंथ, प्रकाशक पुणे विद्यार्थी ग्रंथ प्रकाशन, फ्लोरिडेट पुणे, प्रथम आवृत्ती-१९८५
5. डॉ. कावाळें दा. शो. सामाजिक संशोधन पद्धती, केंद्राध्यक्ष पत्रिकेक्षण और संवादा, १९९३
6. शंकरकर आणि विल्कीनसन मेथड्स ऑफ टॅक्निकस ऑफ सोशल सायंस रिसर्च, हिमालया नागपुर
7. बेर्जर ए. ए., सिडिया अनेकिसिंस टेक्निक, सेज पब्लिकेशन, न्यूयॉर्क-१९८८

#### PAPER JOUR-MA- XVII : INTER-CULTURAL COMMUNICATION

<b>Unit -1</b> Culture - definition - process- culture as a social institution - value systems- primary- secondary - eastern and western perspectives. Inter-cultural communication- definition - process- philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.	
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Unit -II Perception of the world - Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information - comparison between eastern and western concepts. Communication as a concept in western and eastern culture (Dwaitha- Adwaita- Vishishtadwaita-chinese (Dao Tsu and Confucius- Shinto Buddhism) and also Sufism

Unit -III Language and grammar as a medium of cultural communication - Pannini/Paranjali- Prabhakara- Mandanamisra- Chomsky- Thoreau and others- linguistic aspects of inter-cultural communication.

Unit -IV Modern mass media as vehicles of inter cultural communication- barriers in inter cultural communication- religious, political and economic pressures, inter-cultural conflicts and communication; impact of new technology on culture.

Unit -V Globalization effects on culture and communication; mass media as a culture manufacturing industry - mass media a cultural institution; mass culture typologies- criticism and justification. Culture, communication and folk media- character, content and functions - dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication - other organizations- code of ethics.

**Reference Books**

1. Communications and culture - M.R. Dya and T. Manomani Galgotia publishing House, New Delhi, 1997
2. Mass Communication Theory By Denis Mcquail, Sage Publication, London, 1994.
3. Methods for intercultural Research Edited by William B. Gudykunst Yong Yun Kim, Sage Publication, New Delhi, 1994.
4. What is cultural studies and Edited by John Storey, Published by Arnold, London, 1997
5. Communication Yearbook 1/12, James Anderson Sage Publication, 1989.
6. International Encyclopedia of Comm. Vol. 2, Oxford University Press, New York, 1989.
7. Cross Cultural Communication. By N.L. Gupta, Concept publishing company, New Delhi, 1998.

8. Dr. Dharrakar, V. L. Mass Communication and Culture, Ramrhya Aurangabad, 1985.
9. Somrled Leyed, Press in Developing Countries, Allied Publication, New Delhi.
10. Paul Heas and pull B. R. & Dighe Anita Mass Media and Village life, Sage Publication, New Delhi.
11. Desai A. R., Rural Sociology
12. Agriculture Journalism
13. Hingvekm Anki The Third World in Global Development MacMillan London, 1982.

**PAPER JOU-MA- XVIII : DISSERTAION**

