

S-01 & 02 June, 2016 AC after Circulars from Circular No.100 & onwards+ - 39 -  
**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**

**CIRCULAR NO. SU/Service Course/30/2016**

It is hereby inform to all concerned that, the Choice Based Credit and Grading System have been implemented to the affiliated colleges from the academic year 2015-16 at Post Graduate level for the all Faculties. According to the guidelines of C.B.C. & G.S. it is essential to teach the Service Course to students. The authorities of the university has decided that the service courses run at University Campus and Sub-Center, Osmanabad be apply to the college level. The concerns are inform that to instruct to the students to Choice any one Service Course as per their willingness. Where only one post graduate course they can take the service course of the concerned subject. The syllabi of the service courses are uploaded with the circular on the University website [www.bamu.ac.in](http://www.bamu.ac.in)

The service courses be teach to the students with the **syllabus of IVth-Semester for this year only and hereafter** to tech with the syllabus of III-Semester as per their relevant courses.

This is effective from the academic year 2016-17.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.  
REF.NO. SU/SERVICE COURSE /  
SYLLA./2016/5117-516  
Date:- 02-09-2016.

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*Director,*  
*Board of College and*  
*University Development.*

**Copy forwarded with compliments to:-**

**1] The Principals of concerned Colleges,  
Dr. Babasaheb Ambedkar Marathwada University.**

**Copy to :-**

- 1] The Controller of Examinations,
  - 6] The Section Officer, [ M.A. Unit ],
  - 7] The Section Officer, [ M.Sc. Unit ],
  - 8] The Section Officer, [ M.Com. Unit ],
  - 9] The Section Officer, [ Management Unit ],
  - 10] The Section Officer, [ Professional Unit ],
  - 11] The Section Officer, [ Engineering Unit ],
  - 3] The Programmer [Computer Unit-1] Examinations,
  - 4] The Programmer [Computer Unit-2] Examinations,
  - 5] The Public Relation Officer,
  - 6] The Co-ordinator, E-Suvidha Kendra, [Rajarshi Shahu Maharaj Pariksha Bhavan,
  - 7] The Record Keeper.
- Dr. Babasaheb Ambedkar Marathwada University,  
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**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



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

**Service Course**

*[ Effective from 2016-17 & onwards ]*

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 (Karion), New Delhi, 1978
3. Sarkar P.C., Law Relating to Publishers and Printers.
4. जोशी वैजयंती, वृत्तपत्रे व कायदे, मेहता पब्लिकेशन, पुणे, १९९२
5. नटराज एम., लोकशाही आणि वृत्तपत्र व्यवसाय, समाज प्रबोधन संस्था, पुणे.

**SERVICE PAPER :**

**PAPER JOU-MA- 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 prejudgement , 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
3. Communication Skill & Soft Skills, Kumar E Surch, Pearson Education Education 2010
4. Soft Skills at Work, Beverly Amber, Cengage Learning 2008
5. Written Communication, Jeff Butterfield, Cengage Learning 2009
6. संवादकौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ नाशिक.
7. संवादशास्त्र सिद्धान्त, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे, २००९

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

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| <b>Prac-1.</b> Writing development News items (5), Articles (3) News Stories (3) and Publishing them and Writing a sustainable development News-item (5), Articles (3) & News Stories (3).<br>Practical examination of development News-Item | <b>30</b> |
| <b>Prac-2.</b> Writing a script & production of a programme for radio-documentary and video documentary of 15 minutes duration & submission of the documentary in CD/Cassette form.  | <b>20</b> |
| <b>Prac-3.</b> One content analysis either of print or electronic media (content of the period of atleast one month)<br>One comparative survey report of the management of small , medium News papers  | <b>25</b> |
| <b>Prac-4.</b> Two audience research surveys : one of Print Media and one of Radio or TV/Video Media.  | <b>50</b> |

