Savitribai Phule Pune University
Faculty: Interdisciplinary Studies
Subject: Communication and Journalism
Master of Arts (Communication and Journalism) [MA (JMC)]
Credit-point based semester pattern course revised as per NEP guidelines

Objectives:
- To impart basic knowledge of mass communication processes to students from diverse backgrounds.
- To imbibe skills required to work effectively in various fields of mass communication.
- To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.
- To develop an analytical approach among students for critical evaluation of the mass communication media.
- To develop interest in research and encourage students to undertake meaningful research about contemporary developments in the media.

Brief overview of the credit-point based semester pattern course
Total semesters   04
Total credits   88 (@22 per semester)

Distribution of credits
Mandatory subjects (Theory)   38 credits
Mandatory subjects (Practical)   16 credits
Research Methodology   04 credits
Elective subjects   16 credits
Research Project   10 credits
On-job training   04 credits

Each credit is for 25 marks, and involves one hour per week of interaction (teaching and learning) with facilitators for 15 hours in a semester.

Evaluation
Students will be awarded marks (25 marks for one credit) which will be converted into grades. The grade points will be calculated to arrive at the grade point average (GPA) at the end of the course.
(for details visit http://www.unipune.ac.in/university_files/pdf/CBCS-Handbook-28-7-15new-14-5-16.pdf).

Course structure

MA (JMC) Sem. I

JMC 501 MJ	Journalism: Process, Principles and Practice	4	Theory	Mandatory
JMC 502 MJ	Understanding Society (1)	4	Theory	Mandatory
JMC 503 MJ	Basic Language Skills	2	Theory	Mandatory
JMC 504 MJP	Media Technology	4	Practical	Mandatory
JMC 505 RM	Research Methodology	4	Theory	RM
Subject Elective: Any ONE of the below		2	Theory	Theory/Practical
JMC 506 MJ	Writing Skills for Media			Subject Elective
JMC 507 MJ	Translation Skills for Media			Subject Elective
Open Elective: Any ONE of the below		2	Theory	Elective
JMC 508 MJ	Fundamentals of Communication			Open Elective
JMC 509 MJ	Fundamentals of Critical Thinking			Open Elective
		22		

MA (JMC) Sem. II

JMC 551 MJ	Print Journalism	4	Theory	Mandatory
JMC 552 MJ	Audio and Audio-visual Journalism	4	Theory	Mandatory
JMC 553 MJ	Digital Journalism	2	Theory	Mandatory
JMC 554 MJP	News Production	4	Practical	Mandatory
JMC 555 OJT	Internship	4	On Job Training	OJT
Any ONE of the below		2	Theory	Elective
JMC 556 MJ	Development Communication			Open Elective
JMC 557 MJ	Photojournalism			Open Elective
Any ONE of the below		2	Theory	Theory/Practical
JMC 558 MJ	Business Journalism			Subject Elective
JMC 559 MJ	Culture Journalism			Subject Elective
		22		

MA (JMC) Sem. III

JMC 601 MJ	Understanding Society (2)	4	Theory	Mandatory
JMC 602 MJ	Media and Communication Theory	4	Theory	Mandatory
JMC 603 MJ	Digital Media Management	2	Theory	Mandatory
JMC 604 MJP	Multimedia Production	4	Practical	Mandatory
JMC 605 RP	Research Project	4		Research Project
Any ONE of the below		2	Theory	Elective
JMC 606 MJ	Political Communication			Open Elective
JMC 607 MJ	Social Media Communication			Open Elective
Any ONE of the below		2	Theory	Theory/Practical
JMC 608 MJ	Crime Journalism			Subject Elective
JMC 609 MJ	Science and Environment Journalism			Subject Elective
		22		

MA (JMC) Sem. IV

JMC 651 MJ	Advertising	2	Theory	Mandatory
JMC 652 MJ	Public Relations	2	Theory	Mandatory
JMC 653 MJ	Media Management	2	Theory	Mandatory
JMC 654 MJ	Media Ethics and Laws	2	Theory	Mandatory
JMC 655 MJP	Advertising and PR Campaigns	4	Practical	Mandatory
Any ONE of the below JMC 656 RP Individual Research-based Projects		6		Research Project
JMC 656 RP1	Research Dissertation			Research Project
JMC 656 RP2	In-depth Reporting			Research Project
JMC 656 RP3	Documentary Production			Research Project
JMC 656 RP4	Podcast Production			Research Project
JMC 656 RP5	Web-based Content Development			Research Project
Any ONE of the below		2	Theory	Elective
JMC 657 MJ	Intercultural Communication			Open Elective
JMC 658 MJ	Book Editing			Open Elective
JMC 659 MJ	Film Studies			Open Elective
Any ONE of the below		2	Theory	Theory/Practical
JMC 6510 MJ	Agriculture Journalism			Subject Elective
JMC 6511 MJ	Data Journalism			Subject Elective
JMC 6512 MJ	Sports Journalism			Subject Elective
		22		

MA (JMC) Syllabus

Sem. I

JMC 501 MJ. Journalism: Principles, Process and Practice

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives
- To develop an understanding about the fundamentals of journalism.
- To cultivate a professional and ethical view towards the field of media and journalism.

Expected Learning Outcomes
Students will get a comprehensive understanding of the media ecology. They will develop an understanding of media legacy, its development and the responsibility it is entrusted with. Students will also understand the laws and ethics of the media, and will develop a healthy attitude towards media practices.

Unit 1. Basics of Journalism: Journalism as a form of mass communication; Gathering, assessing, creating and presenting news and information; difference between news and views; importance on analysis of news for empowering the informed; helping audiences make correct choices; elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc; role and function of journalism in a society and democracy.

Unit 2. Development of journalism: a) India: journalism in pre-independence era; journalism after independence: supporting development process, during emergency, in globalised environment; role of radio in disseminating news; changes brought about by Doordarshan news; rise and spread of news channels; impact on newspaper journalism; internet and journalism: internet edition, e-paper to news portals; convergent journalism. b) World: role of journalism in major events in different countries (Vietnam War, Pentagon papers, Watergate, Panama Papers, Wikileaks etc.). c) Types of journalism: investigative, in-depth, advocacy, citizen etc.

Unit 3. The journalist: Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism.

Unit 4. Understanding News: a) Criteria defining news: new, unusual, significant, about people; news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; news in different forms: braking, developing, follow-up, speculative etc. b) News sources: coverage by reporters and correspondents: tools, developing sources, developing nose for news; publicity mechanism of government and private entities; websites; social media feeds; informers; news agencies etc. c) News processing: selection- audience, relevance, utility; verification; presentation: accuracy, clarity, objectivity, balance, directness; media-specific requirements- photos, audio clips, visual material, hyperlinks etc.

Unit 5. Views and comments: Importance: traditional and in present 24-hour connectivity era; journalism and opinion making; formats in different media: features, editorials, panel discussions, interviews, open forums, interactive chats; influences on views: individual ideologies, organisational beliefs/interests, government restrictions, commercial interests etc.; importance of audience feedback.

Internal assessment: essay writing, case studies of journalism in different countries, critical analysis of journalism in different media, interviewing senior journalists, visits to media newsrooms.

Suggested reading:

Conboy, M. (2004). Journalism: A Critical History. Sage.

Jane Chapman, N. N. (2011). Journalism Today A themed history. Wiley-Blackwell.

Karin Wahl-Jorgensen, T. H. (2009). The Handbook of Journalism Studies. Routledge.

Phillips, A. (2015). Journalism in Context. Routledge.

Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.

Rich, Carol. Writing and Reporting News: A Coaching Method. Wadsworth Cengage Learning. 2010

The Handbook of Journalism Studies. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch. Routledge. 2009

अकलूजकर, प्रसन्नकुमार. वृत्तपत्रविद्या. श्रीविद्या प्रकाशन

माळी, सुनील. २०१८. बातमीदारी.

JMC 502 MJ: Understanding Society (1)

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives
- To provide a comprehensive worldview.
- To introduce fundamental issues related to human history.
- To initiate discussion on diverse academic discourses.

Expected Learning Outcome
Journalists working for multiple media platforms need to cover and comment on various issues/topics in different fields. They may possess certain knowledge about domain subjects; but understanding of basic concepts and principles of many different disciplines will be helpful to them. Understanding Society as a subject spread over two semesters will provide them fundamental knowledge of many socio/political/economic issues. It will provide certain insight and ability to learn complex contemporary issues on their own. Thus it will be helpful to enhance the width and quality of journalistic coverage.

Note:
- The syllabus works as a guideline. The facilitators are expected to discuss fundamentals of various knowledge streams and discuss contemporary issues while teaching.
- Teaching may include discussion, activities, individual and group projects, visits etc.
- Different modules may have to be taught by different teachers. Special lectures and seminars may also be organized related to specific topics.
- Students from other states and other countries should learn Unit 6 as the history of their own states/countries. Some part of their internal assessment and written exam should be based on this unit.

Unit 1. Conversation with the society: Jack of all and master of few! Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education

Unit 2. Understanding the Universe and environment: The Cosmos: Our galaxy and the Solar system, Our planet, basic concepts in geography, the evolution and biodiversity, natural resources and their exploitation, fundamentals of climatology and Indian Monsoon, environment and its protection, Geography of India: Major Physical Regions: Geology, Geomorphology and Drainage, Global warming, climate change and related challenges, laws and treaties related to environment, NASA, ISRO and space missions, reporting nature, space missions and environmental issues

Unit 3. Basics concepts in sociology: Community, society, religion and culture, development of languages; social organizations, social structure, concept of agency, social stratification, caste and class, socialization and media's role; understanding Indian society through sociological concepts.

Unit 4. Understanding philosophy: What is philosophy? Importance of philosophy in human life, Western thinkers and philosophy, Oriental thinkers and philosophy, Vedic literature (Veda, Upanishads and Six Darshanas, Advait philosophy), Charvak and atheist views, Bauddha, Jain and other traditions, Basic tenets of Christianity and Islam, Modernism and postmodernism, secularism.

Unit 5. Understanding science and technology: What is science? What is technology? Role of science and technology in human development, the scientific temperament, fundamentals of physics (Newton's principles), chemistry (Basic elements and periodical table) and biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science and technology (Nobel prizes, space endeavours, etc).

Unit 6. Understanding history:
The world: Timeline of history, ancient civilizations, characteristics of medieval society; industrial revolution, European renaissance and colonization, French and American revolutions, the World Wars and the cold war.

India: Timeline of Indian history, major dynasties and empires in India, Foreign invasions and its socio-political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance, Indian Constitution: Preamble and major features, India after independence: Major landmarks.

Maharashtra: Timeline of Maharashtra's history, major dynasties and rulers, saint-poets and social transformation; Chhatrapati Shivaji Maharaj, Hindavi Swarajya and Maratha Confederation, Maharashtra's contribution in freedom struggle; social reforms in Maharashtra, linguistic states and the fight for Samyukta Maharashtra, Contemporary Maharashtra: Achievements and challenges.

Revision: Holistic and interdisciplinary approach to learn current affairs

Internal assessment: Students' seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

Suggested reading:
Warf, Barney. (2010). *'Encyclopaedia of Geography'*. Sage Publications, Thousand Oaks, California, USA.
Khullar D. R. (2011). *'India: A Comprehensive Geography'*. Kalyani Publishers, Ludhiana
Mathur, H. S. (2003). *'Essentials of Biogeography'*. Pointer Publishers, Jaipur.
Mohanty, J.N. (1992). *'Reason and Tradition in Indian Thought'*. Clarendon Press, Oxford, UK.

O'Connor, D.J. (1964). *'A Critical History of Western Philosophy'*. Collier Macmillan Publishers, London.

More, Dr. Sadanand.S. *'Gita as Theory of action'*. Satguru Publication, New Delhi.

Raghuramraju. (2006). *'Debating Gandhi'*. Oxford University Press, New Delhi.

Appelrouth & Edles. (2008). *'Classical & Contemporary Sociological Theory'*. Pine Forge Press, Thousand Oaks, USA.

Ritzer, George. (2008). *'Sociological Theory'*. McGraw –Hill, New York, USA.

Das, Veena. (2003). *'The Oxford Companion to Sociology and Social Anthropology, Vol. I and II'*. Oxford University Press, New Delhi.

Deshpande, Satish. *'Contemporary India: Sociological Perspectives'*. Viking.

Dube, S. C. (1990). *'Indian Society'*. National Book Trust, New Delhi.

Kothari, Rajni. (1973). *'Caste in Indian Politics'*. Orient Longman, New Delhi.

Madan, T.N. (1991) 'Religion in India'. OUP, New Delhi.

Chandra, Bipin. (1989). *'India's Struggle for Independence 1857-1947'*. New Delhi.

Chandra, Bipin; Mukherjee, Mridula and Mukherjee Aditya. (2008). *'India Since Independence'*. (Revised and updated edition). Penguin Books, New Delhi.

Sunthankar, B. R. (1993). *'Maharashtra (1858-1920)'*. Popular Book Depot, Pune

Rajaram, Kalpana. Basic Concepts of Science and Technology. Spectrum Publication.

मोरे, डॉ. सदानंद. (2013). *गर्जा महाराष्ट्र*. सकाळ प्रकाशन, पुणे.

जावडेकर, आचार्य शं.द. (1938). *आधुनिक भारत*. (पुनर्मुद्रण 1998) कॉन्टिनेन्टल प्रकाशन, पुणे.

सांस्कृतिक महाराष्ट्र (खंड 1 व 2), महाराष्ट्र राज्य साहित्य व संस्कृती प्रकाशन, मुंबई

खडसे, डॉ. भा.कि. (1996). *आधुनिक समाजशास्त्र*. श्री मंगेश प्रकाशन, नागपूर.

JMC 503 MJ: Basic Language Skills

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives
- To revisit the basic rules of grammar and writing.
- To clarify and rectify common mistakes in language usage.
- To emphasise the importance of accuracy of language to be used in the media.

Expected Learning Outcome
Students will be able to assess their linguistic strengths and weaknesses. They will also understand the requirements of the media vis-à-vis language usage. They will be able to enhance their writing and oral presentation skills.

Note: For effective conduct of this course it is suggested to divide the class into two separate groups: English and Marathi. The following units only outline the basic points to be covered. Teachers will have to customise the teaching inputs as per the respective language.

Unit 1. Need for accuracy. Responsibility of media, contribution of media to development of language; requirements of the media.

Unit 2. Vocabulary and structure. Morphology; types of words and their uses; synonyms and antonyms etc; Syntax; ways of sentence construction; tenses and their uses; verb forms; conjunctions; common mistakes to be avoided.

Unit 3. Spoken language. Pronunciation, intonation, accent etc.

Unit 4. Written language. Spellings, rules of writing; different styles of writing.

Internal assessment: continuous practice of writing and speaking; objective type grammar tests etc.

Suggested reading:
Crystal, David. 1997. *English as a Global Language*. Cambridge.
Seely John. *The Oxford Guide to Writing & Speaking*.
Cambridge Advanced Learner's Dictionary.
Oxford Learner's Wordfinder Dictionary.
Evans, Harold. 1972. *Newsman's English*. Heinemann Publication.
Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.
Thakur, Kiran. *Newspaper English*. Vishwakarma Publications.
वाळिंबे, मो. रा. सुगम मराठी व्याकरण लेखन. नितिन प्रकाशनः पुणे.

सामंत, सत्त्वशीला. 2014. मराठी भाषा आणि शुद्धलेखन. डायमंड पब्लिकेशन्सः पुणे.

ब्रह्मे, श्रीपाद व नेहा लिमये. लिहूया बिनचूक मराठी. अमलताश पब्लिकेशन्स. पुणे.

JMC 504 MJP: Media Technology.

Total Credits: 4. Practical training hours: 60
Internal Assessment: 50 marks, End-of-semester practical exam: 50 marks

Course Objectives
- To give hands-on training in using basic media technology.
- To enable students to produce media content in all media

Expected Learning Outcome

Students will be able to get detailed instructions and practice to use all media technologies. This will make them employment-ready, and they will be able to learn any new technology swiftly.

Unit 1. Word processing
Word and Image Processing: Desktop Publication; Text Editing Tools; Page Layouts; types of Pages; Fonts; Text alignments; Content links; Design Infographics; Panelling; Header/ Skyline; Anchor/ Side Story/ Main Lead/ Second Lead/ Short News Still Camera and DSLR; functions of still camera • Camera: Aperture, ISO and Image sensor • Single-lens Reflex (SLR) camera; functions of DSLR • Digital SLR camera; Images file Formats; Photo Editing; Photo Captions; Final Copy, Print, Export as Image, PDF,; Share/ Link file with various formats, File Compressions. Software- Adobe InDesign/Quarkxpress/Corel Draw/Photoshop/Photo Edit.

Unit 2. Audio Technology
Audio: Advanced Tools (Hardware and Software); Standard Operating Procedures; Sound Recorders; Functions of Sound Recorder; Record Sound using various gadgets and tools; Sound Recording; Sound Editing; Sound Editing tools; Audio Filters; Mics; Audio Project; Sound Mixer; Sound Editing Software: Audacity, Sound Forge and mobile based applications; Audio Presentations; Input-Process- Output-Share; File Formats; File Compressions.

Unit 3. Video Technology
Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras; Demonstration of video camera, its anatomy and functions; Operational characteristics; Video camera handling practice on tripod, shoulder & hand;

Teleprompter; understanding sound, light and colour; Video recording formats; Camera, Shots and Composition; Practicing different type of shots, movements, angles, and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions.

Unit 4. Digital Technology

Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website management; designing; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and Publishing, fact checking.

Internal Assessment (50 marks)

At least one assignment for each technological skill: word processing (in English and Devanagari), page designing, photography, photo-editing, exporting/importing/converting files; audio recording, audio editing, basic sound mixing; video recording, video editing, preparing a package; website development, running a blog, uploading/downloading content, providing links, fact-checking, SEO, links formation, etc.

End-of-semester viva-voce (50 marks): By an external examiner who will examine students orally as well as practices regarding media technology and its application. The university department/college should make a computer, audio and video recording equipment, photo camera, and internet connection available to the examiner during the viva-voce.

CJ 505RM: Research Methodology

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives
- To emphasize the importance of research in general, and media research in particular.
- To introduce students to different approaches and scientific research methods.
- To promote ethical research practices and systematic research results presentation.

Expected Learning Outcome

Students will realise the importance of research in an academic discipline, as well as be able to use systematic research practices in journalism. They will also realise the importance of looking into the impact that mass media content has on society. They will also be able to look at contemporary media practices with a critical eye. They will be ready to conduct research independently.

Unit 1. Basics of research: Characteristics of scientific research, history; relevance and nature of media research; areas of media research; types of research; importance of review of literature; placing the research in a theoretical framework; hypothesis or research questions; types of variables etc.

Unit 2. Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups:

procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process.

Unit 3. Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments.

Unit 4. Sampling: universe, population and sample; types of sampling methods: probability and non-probability sampling and their sub types; their advantages and disadvantages; measuring sampling error.

Unit 5. Statistics for research: importance of statistical analysis; descriptive and inferential statistics; basic statistical terms and tests: central tendency, standard deviation, Chi square, T test, hypothesis testing etc.

Unit 6. Allied issues: Research ethics; research report writing; bibliography; in-text citations etc.

Internal Assessment: Preparing a questionnaire, analysing content, studying research papers, dissertations, using statistical techniques, conducting surveys, focus groups etc.

Suggested Reading:

Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.
Sparks, Glenn B. (2006). *Media Effects Research.* (Third Edition) Boston: Wadsworth (International Edition).
Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).

JMC 506 MJ: Writing Skills for Media

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives
- To introduce students to differences in writing for different media.
- To introduce students to different styles of writing.
- To provide hands-on practice of writing.

Expected Learning Outcome
Students will learn the importance of employing different writing techniques for different media, and for different purposes. They will be able to engage in multimedia content creation that will easily allow them to transform a script for one media into one suitable for another media.

Unit 1. Need for different writing styles. Nature of and differences between and requirements of: print, audio, video and digital.

Unit 2. Writing for print. Writing to suit the audience, purpose, type and length of a written piece; importance of first and last paragraphs; maintaining the flow; arrangement and build-up; function of title and subheadings; writing photo captions.

Unit 3. Writing for audio. Writing to hear; conversational language; talking to audience; explicit yet easy-to-understand writing.

Unit 4. Writing for video. Writing simple; complementing the visuals; transitioning as per visual script; writing video news stories and headlines for video news.

Unit 5. Writing for digital. Importance of key words; writing suitable to different digital media platforms, writing proper leads and headlines etc.

Internal Assessment: This course will be conducted mostly through practical work and activities.

Suggested reading:
Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
Menon K.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers.
अकलूजकर, प्रसन्नकुमार. फीचर रायटिंग. श्रीविद्याः पुणे.

JMC 507 MJ: Translation Skills for Media

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives
- To emphasize the importance of good translation in media.
- To introduce students to theory and practice of translation.
- To give hands-on practice of translation.

Expected Learning Outcome
India is proud of its rich diversity and multiple languages. It also carries the message of unity, integrity and harmony across all the communities. This is reflected in media and journalism in India. Hindi and regional language journalism is vibrant, widespread and deep-rooted in India. Creation and curation of content in different languages across media platforms becomes necessary in such an environment. Hence, translation is a fundamental and much needed skill in India. This subject will equip the students to understand the process of translation and provide them enough practice to acquire this skill.

Unit 1. Understanding language: Need and function of language; Importance of languages in human development; Development of language: Dialects and scripts; Major languages in the world; Major Indian languages and dialects; Language, culture and community; Need of grammar and standardization

Unit 2. Nature and process of translation: Need and scope for translation; Knowledge of source and target languages; Process of encoding, decoding and recoding; Morphology and lexical analysis; Semantics

Unit 3: The practice of translation: Skills of a translator: Command over languages, research and writing skills, cultural and domain knowledge; Tools and resources: Dictionaries, encyclopaedia, thesaurus, online resources, experts and native speakers, identifying language pair/s; Need and scope of translation in media organizations; Translating news stories and articles; Translating fiction, non-fiction text and books; Style sheets and style books

Internal Assessment: This course will be conducted mostly through practical work and activities. Students have to translate different types of text including news agency copies on a regular basis. Their work should be checked and corrected by teachers. Translation skills can be improved with rigorous practice.

Suggested reading:

Various unilingual. Bilingual and specialised dictionaries; thesaurus.

Nida, Eugene Albert and Taber, Charles Russell. (2003). *The Theory and Practice of Translation.*Brill: Leiden.

Samuelsson-Brown, Geoffrey. (1993). *A Practical Guide for Translators.*

Kale, Kalyan and Soman, Anjali. (1997). *भाषांतरमीमांसा.* Pratima Prakashan: Pune.

Yashwantrao Chavan Maharashtra Open University. भाषांतरविद्या. YCMOU: Nasik.

Snell-Hornby, Mary. (1995). *Translation studies - An integrated approach.*

Snell-Hornby, Mary. (2006).*The Turns of Translation Studies: New Paradigms or shifting viewpoints?*John Benjamins Publishing Company: Amsterdam / Philadelphia.

Munday, Jeremy. (2008) *Introducing Translation Studies, Theories and Applications.* Second edition. Routledge: New York.

JMC 508 MJ: Fundamentals of Communication

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives
- To develop a complete understanding of interpersonal communication.
- To offer practical training to develop communication skills.

Expected Learning Outcome
After studying this subject students will understand the finer nuances of how communication developed, and how both verbal and non-verbal communication is important for media persons. This course will also help students become good presenters and interviewers.

Unit 1. Interpersonal communication: informal and formal situations; gestures, posture, facial expression; personal space; tactile communication; interview skills

Unit 2. Group communication: public speaking; presentations: with or without external aids; group discussion- attentive listening, expressing agreement/disagreement.

Unit 3. Mediated communication: Difference from face-to-face communication; types- written, audio, audio-visual; etiquettes; do's and don'ts.

Internal assessment: Individual presentations, speeches, group discussions can be arranged.

Suggested reading:
1. Carnegie, Dale. *The Art of Public Speaking*. Rupa Publications.
2. Pease, Allan and Barbara. *The Definitive Book of Body Language*. Orion.

JMC 509 MJ: Fundamentals of Critical Thinking

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives
- To develop analytical and critical thinking ability in students.
- To develop effective communication skills.

Expected Learning Outcome
Media professionals and journalists play an important role in the spread of information and opinions in society. The need to analyse contemporary issues and challenges. Developing critical thinking is essential in this process. This course will help the students to understand nature and practices of critical thinking and enhance their mental capacities to communicate effectively to the society.

Unit 1. Introduction to CT: Students' perspectives about critical thinking; What is Critical Thinking and what it is not? Why to learn CT in journalism and media studies? Importance and significance for the media and communication professionals

Unit 2. Obstacles to CT: Cognitive biases and logical fallacies; How to identify and overcome biases and fallacies?

Unit 3. Introduction to the RED Model: RED – Recognize assumptions, Evaluate arguments and Draw conclusions; What are assumptions? Introduction to different types of assumptions; Structure of an argument; Types of argument; How to infer and interpret arguments?

Unit 4. Other Accessory Skills for CT: How observing and questioning skills are related to CT? How to enhance these skills

Unit 5. Application of CT in effective communication and collaboration: Critical listening, critical reading, critical writing, critical speaking and presenting; Enhancing critical questioning skills for effective interviewing; How to cover events and programs effectively?

Unit 6. Critical Thinking in self-regulation: Enhancing reflective thinking; Using CT tools to deal with ethical dilemmas arising while reporting and writing

Note: Teaching will be mostly through lectures, debates, discussions and individual or group activities. There will be continuous evaluation through home/class assignments and activity tasks.

Suggested Reading:

Chatfield, Tom. (2017). *Critical Thinking: Your Guide to Effective Argument, Successful Analysis and Independent Study.* Sage Publications, New Delhi.

Syed, Matthew. (2016). *Black Box Thinking (Reissue).* John Murray, London.
Rosling, Hans. (2019). *Factfullness Ten Reasons We're Wrong About the World and Why Things Are Better Than You Think*. Spectre, Hachette, UK.
Dobelli, Rolf. (2013). *The Art of Thinking Clearly: Better Thinking, Better Decisions*. Spectre, Hachette, UK.
Kahneman, Daniel. (2013). *Thinking, Fast and Slow*. Penguin, Noida.

MA (JMC) Sem. II

JMC551 MJ	Print Journalism	4	Theory	Mandatory
JMC552 MJ	Audio and Audio-visual Journalism	4	Theory	Mandatory
JMC553 MJ	Digital Journalism	2	Theory	Mandatory
JMC554 MJP	News Production	4	Practical	Mandatory
JMC 555 OJT	Internship	4	On Job Training	OJT
Any ONE of the below		2	Theory	Elective
JMC 556 MJ	Development Communication			Open Elective
JMC 557 MJ	Photojournalism			Open Elective
Any ONE of the below		2	Theory	Theory/Practical
JMC 558 MJ	Business Journalism			Subject Elective
JMC 559 MJ	Culture Journalism			Subject Elective
		22		

JMC 551 MJ: Print Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives:
-To develop an understanding of the fundamental concepts and classifications within the realm of print journalism.
-To instill a strong ethical foundation and a sense of responsibility in journalistic practices.

Expected Learning Outcomes:
Newspapers, magazines and other publications form part of the print media. Journalism and its practices have evolved with the growing number of newspapers world over. Understanding news, news gathering, editing, feature writing, functions of the newsroom is core of the journalistic profession. Learning and practicing the skills are also helpful in working on other media platforms.

Unit 1. Organization of the Newsroom: Basic features of newspapers and magazines; target audience and page structures (including special sections, supplements); organization of single/multi-edition/multi-media newspaper; coordination and management functions; structure of traditional and modern newsrooms; role and responsibilities of the Editor and others; changes in technology and work practices, challenges before print organizations.

Unit 2. News Writing: What is news (revision of JMC 501); changes in news values; transition from basic to advanced news writing (storytelling and new forms);news reporters: categories, rights, roles and responsibilities; news beats: introduction, mapping and new beats; cultivating sources; investigative and development reporting; use of Internet, new media and technology for reporting; use of RTI for reporting; reporting for digital editions.

Unit 3. News Editing: Importance of editing; value addition to news stories; news desks: roles and responsibilities; sorting and selection of agency copies; sources of news; basics of news translation; editing different types of copies; writing and editing developing stories; writing headlines and types of headlines; Visual journalism: selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper; Write-edit-design philosophy; editing in convergent and multimedia setup, multimedia assignment desk.

Unit 4. Feature and editorial writing: Difference between news and views; basic elements of features; types of features, news pegs and story ideas; research and references; writing columns and editorials; feature writing for special supplements; editing features and articles; freelance feature writing and running a feature agency.

Unit 5. Magazine journalism: Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India and Maharashtra.

Unit 6. History, trends and challenges: Early history of journalism; invention of printing and emergence of newspapers; brief history of newspapers in India, brief history of Marathi journalism, role of Indian press in freedom struggle; role of the Press in democracy, development and nation-building; impact of technology on media and journalism, challenges before newspapers and media organizations.

Internal assessment (50 marks)
Each student should be involved in the production of at least two group experimental journals, working as reporters, editors, feature writers, and one individual newspaper.

Other assignments can include: Writing news stories from news releases; translating agency copies; attending press conferences and writing news reports; going to the spot, attending functions and writing news stories; writing and editing news stories/features/editorials; visit to newsrooms and interaction with the journalists; visit to printing units and circulation centres; analysis and case study of newspapers etc.

Suggested Resources:
Kamath, M. V. *'The Journalist's Handbook'*. (Reprint). Vikas: New Delhi.
Barns, Margarita. *'The Indian Press'*. George Allen and Unwin Ltd.
Contractor, Huned. *'The art of feature writing'*. Icon Publications: Pune.
Natrajan, S. *'A History of the Press in India'*. Asia Publishing House, Mumbai.
Carole, Rich '*Writing and Reporting News A Coaching Method'*. Wadsworth
George T. J. S. *'Editing: A Handbook for Journalists'*. IIMC, New Delhi.
Garcia, Mario R. *'Contemporary Newspaper Design: A Structural Approach'*. Prentice Hall, USA
Quinn, Stephen and Filak, Vincent F. (2005). *'Convergent Journalism: An Introduction'*. Focal Press, Oxford, UK.
लेले, रा. के. (2009). *मराठी वृत्तपत्रांचा इतिहास.* (तृतीय आवृत्ती). कॉन्टिनेंटल प्रकाशन, पुणे.
कुलकर्णी, एस. के. (2009). *पत्रकारिता मार्गदर्शक.* (सुधारित तिसरी आवृत्ती) पुणे विद्यार्थी गृह प्रकाशन, पुणे.
कुलकर्णी एस. के. (2004). बातमीदारी. पुणे विद्यार्थी गृह प्रकाशन, पुणे.
गोखले, अरविंद व्य. (2011). *संपादन.* (पुनर्मुद्रण). टिळक महाराष्ट्र विद्यापीठ, पुणे.
अकलूजकर, प्रसन्नकुमार. *फीचर रायटिंग.* श्रीविद्या प्रकाशन, पुणे.
तळवलकर, गोविंद. 1981. *अग्रलेख.* प्रेस्टिज पब्लिकेशन्स, मुंबई.
पाध्ये, प्रभाकर. *पत्रकारितेची मूलतत्त्वे.* (पुनर्मुद्रण) मेहता पब्लिशिंग हाऊस, पुणे.

Useful links:
http://grammar.about.com
http://www.editteach.org/
http://www.copyeditor.com/

http://www.poynter.org/

JMC 552 MJ: Audio and Audio-Visual Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives:
      - To equip students with the essential skills and knowledge to produce high-quality audio and audio-visual content for journalistic purposes.
      - To acquire practical skills in recording, editing, and presenting audio content, emphasizing effective storytelling and journalistic techniques.

Expected Learning Outcomes:
      Students will develop the skills to create compelling narratives using audio and audio-visual elements, mastering the art of effective storytelling in journalism. They will gain proficiency in the use of audio and video equipment, editing software, and other tools essential for producing high-quality journalism in various media formats.

Part 1: Audio Journalism
Unit 1. Understanding audio: Types: conventional radio, internet radio, convergent news production; the importance of sound and spoken word in audio journalism; using sound effectively in audio journalism; News Services Division of AIR; news on other types of radio; news podcasts; BBC, NPR, etc.

Unit 2. Writing for the ear: Simple, conversational, clutter-free writing; the difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; Addressing linearity of presentation in radio scripts;

Unit 3. News-based programs: Types of news presentations: duration, frequency, coverage, topic; structure of a news program; selection of news; use of actuality, sound bites, and reports, etc. ; Other formats: interviews, features, documentaries, live commentaries, magazines, newsreels, etc.

Part 2: Video Journalism
Unit 4. Understanding the medium: Invention and development; strengths and weaknesses of the medium; Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, breaking news; MOJO.

Unit 5. Working of a newsroom: Various functionaries in a newsroom: reporters, copy editors, input editors, output editors, news producers; Convergent Newsroom; Backroom researchers, reference library or archives people, graphic artists.

Unit 6. TV writing style and news presentation: Words vs visuals, writing in 'aural' style, the content of news, anchor script, voice-over script, writing headlines, drafting of news scrolls; updating information; structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos, etc. , a compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills, etc.

Unit 7. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate program format; indoor/outdoor; personality, opinion, informative interviews; Talk shows, discussions, debates, etc. ; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality, etc. , RECCE, planning, shooting script, editing, narration, background music, post-production.

Unit 8. Overview of the News Television Industry and Its Impact on Society: Major Indian and international news channels; regional language Indian channels: their role, importance, and impact; local TV news operations; management of news channels; Organisational structure of the newsroom. Doordarshan and its expansion; SITE and Kheda experiments; entry and expansion of satellite TV; laws governing TV broadcasting, future trends; impact on society, overview and introduction of all program formats in fiction, non-fiction/news based/ entertainment, role and effect of TV on society; television ratings.

Internal assessment (50 marks)
Part 1 (20 marks): Students have to produce at least two news-based programs in such a way that each student gets to write the script and present it; analytical essays on news programs.
Part 2 (30 marks): Students have to record individual piece-to-camera, tick-tock, news anchoring; production of news bulletin documentary or interview; written assignments on news channels or news programs study and analysis.

Suggested Resources:
De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
Cignal, Hugh. *Key Concepts in Radio studies*. Sage.
Hyde, Stuart. *Television and Radio Announcing*. Kanishka.
Masani, Mehra. *Broadcasting and the People*. National Book Trust.
Awasthi, G. C. *Broadcasting in India*. Allied Publications.
Fiske, John. *Television Culture*. Routledge
Mehta, Nalin. *India on Television*. Harper Collins
Yorke, Ivor. *Basic TV Reporting.* Focal Press
Millerson, Gerald and Jim Owens. *Television Production* Focal Press.
Wurtzel,Alan. *Television Production* McGraw-Hill.
Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
Pati M. R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
Shrivastava H. O. *Broadcasting Technology: A Review*. Gyan Publication House.
Tyrrell, Robert. *The Work of a Television Journalist.* Focal Press.
Boretsky, R. A. and Yorovsky A. *Television* Journalism. International Organisation of Journalists.
Lewis, Bruce. *Technique of Television Announcing*. Focal Press.

JMC 553 MJ: Digital Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
- Students will have a solid foundation in digital journalism, equipped with the necessary skills and knowledge to navigate the dynamic landscape of modern media and effectively engage audiences in the digital age.
- To learn effective techniques for digital storytelling, focusing on creating compelling narratives through multimedia formats.

Expected Learning Outcomes:
> Students will understand how digital technologies have transformed journalism practices, distribution methods, and audience engagement. They will critically assess social media's impact on journalism, explore citizen journalism, fake news, filter bubbles, and analyze the role of algorithms in shaping news consumption.

Unit 1. Introduction to Digital Journalism: Concept of 'Digital' and 'Digital Media'; Concept of 'Web 2. 0' and 'Mobile 2. 0'; Concept of media convergence; Four types of convergence in media – technological, business, professional, content ; Web browsers and RSS Feed; Defining 'Digital Society' and 'Digital Culture'; Impact of digital media on society and culture; New media and fragmentation of the audience; Social networking websites; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals.

Unit 2. Digital Storytelling: Basics of Content Ideation, Content creation and Content curation; Growth of multimedia content, Process of Digital Content Production and Distribution; Basics of Content Management Systems (CMS); Target audience in digital environment; Digital story-telling formats, Data-journalism and data-stories; Introduction to Immersive Journalism; Call-to-action (CTA); Crowdsourcing and aggregation; Use of Social Media platforms; AI and Digital Journalism.

Unit 3. Mobile Journalism: Understanding the features of smartphones; Storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms; Mobile Journalism and its advantages; Understanding the skills required for mastering in mobile journalism; Managing the journalistic work flow with mobile; Introduction to Drone Journalism.

Unit 4. Business of Digital Journalism: Impact of digital and social media on journalism; Changing newsrooms and integrating digital practices, Economics of digital journalism; Business models for digital platforms and emerging trends; Growing interest of Corporate in Digital Journalism: Meta Journalism Project, Google News Initiative, etc; Impact of AI on Digital Journalism Business.

Unit 5. Socio- Political impacts of Digital Journalism: Digital Journalism and Politics 2. 0; Digital media and elections; Social media and elections in India; Information Disorder and problem of 'Fake News', Misinformation, DisInformation, Malinformation, Fact-checking processes; Digital Journalism and digital social movements; Digital Media and Politics – Practises and impacts.

Internal assessment (25 marks):

Analysis of various news portals/internet editions; production of news bulletins in various digital formats and platforms; cast studies of news portals across the world; objective tests; group discussions and visits etc.

Suggested Resources:
Al Jazeera Media Training and Development Centre, Mobile Journalism.
Briggs, Mark. Journalism 2. 0. J Lab and Knight Citizen News Network.
Digital Journalism: Making News, Breaking News, Open Society Foundation
Feldman, Tony. An Introduction to Digital Media. Routledge.
Handbook for Media, General Elections To The 17th Lok Sabha 2019, Election Commission of India
Howard, Alexander. The Art and Science of Data-Driven Journalism. Tow Centre for Digital Journalism
Narayanan, Sunetra and Narayanan, Shalini (2016). India Connected. Sage Publications.
New Media and Politics. Sage
Thakur, Kiranand others (2022). Fundamentals of Digital Journalism. Vishwakarma Publications.
The Handbook of Global Online Journalism. Wiley-Blackwell
The Routledge Handbook of Developments In Digital Journalism Studies
आमले,रवि (२०२०),प्रोपगंडा – प्रचार,जाहिरात,अपमाहिती,आणि बरेच काही. . . ,मनोविकास प्रकाशन

गरुड, विश्वनाथ (२०१९), डिजिटल पत्रकारिता, गमभन प्रकाशन.

जोशी, निलांबरी (२०२२),माध्यमकल्लोळ,मनोविकास प्रकाशन.

बोराटे, योगेश (२०१९), सोशल मीडिया, अथर्व प्रकाशन.

बोराटे, योगेश (२०२०), द पेजबुक, अथर्व प्रकाशन.

वरखेडे, रमेश (२०१५),सायबर संस्कृती, इन्स्टिट्यूट ऑफ नॉलेज इंजिनीअरिंग, नाशिक.

JMC 554 MJP: News Production (Practical)
Total Credits: 4. Practical hours: 60 Total Marks: 100

<u>**News Production for Print**</u>

Expected Learning Outcomes
> Students should learn and acquire basic skills for news gathering, news writing, news editing and feature writing. They are expected to produce print media products on their own.

To fulfil above objectives students will have following practical under this subject:
1. Basic English and Marathi typing (Marathi students should learn and practice Inscript keyboard for Devanagari typing), Increase the typing speed with practice; Also learn Google Input and other Voice typing and transcription methods
2. Learning pagination software like In-Design and able to produce own work
3. Learn and practice photo editing on Photoshop and other related softwares; Also learn Corel Draw and other design software
4. Produce individual newspaper of A 4 size paper of at least 2 (TWO) pages (5 marks)
5. Produce at least 2 (TWO) A 3 Size newspapers as group activity; One can be news based and other based on feature articles (10 marks each). This can be in the form of NEWS WEEK or other activities decided by college/department.

<u>**News Production for Audio-Visual**</u>

Expected Learning Outcomes

Students will gain foundational skills in news gathering, television news writing, audio-visual news editing, scriptwriting, news production, anchoring, and news presentations. Students are expected to independently produce audio-visual news bulletins, fostering a comprehensive understanding of the entire news production process.

To fulfill above objectives students will have following practical exercises and assignments under this subject:

1. Learn and practice basic script writing in both English and Marathi, ensuring every student actively contributes to the news bulletin.
2. Enhance production skills through consistent practice, with a focus on understanding and applying hard and soft news terminologies.
3. Acquire proficiency in audio-visual and graphics recording and editing, utilizing hardware and software such as Final Cut Pro, Adobe Premiere Pro, camcorders, and cameras for independent content production.
4. Demonstrate the ability to produce individual and group news bulletins, each lasting at least 5 minutes, showcasing comprehensive skills in news gathering, writing, and audio-visual production.
5. Engage in collaborative activities by producing a minimum of 2 news bulletins as a group project, potentially in the format of a News Week or other activities as decided by the department.

News Production for Digital

Expected Learning Outcomes

Upon successful completion of this part, students will be able to demonstrate competence in using various digital tools and platforms, in creating engaging and interactive digital narratives using multimedia elements, in working collaboratively with team members for digital storytelling and experiment with emerging digital technologies.

To fulfil above objectives students will have following practical exercises and assignments under this subject:

1. Using CMS - Understanding and using the Content Management System (CMS); Understanding cross-media news production processes; Use of hyperlinks and related data while writing and presenting a news story on digital.
2. Multi-media content generation techniques- Interactive content generation; News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance; Use of interactive info-graphics; Use of Data storytelling Techniques.
3. Understanding and practicing for new and emerging interactive story-telling formats for news on digital and social media platforms; Use of Crowdsourcing and aggregation; Use of Social Media platforms.
4. Mobile Journalism - Telling compelling stories / photo stories using mobile devices, Using mobile applications for journalistic purposes.
5. Engaging with group activities by producing minimum 2 digital multi-media news bulletins, content production and management for different social media platforms through activities as decided at the department level.

JMC 555 OJT: Internship
Total credits: 4. Internal assessment: 50 marks, External evaluation: 50 marks.

Internal Evaluation: 50 marks
   i) Internship:
- It should be done **before the end of Sem. IV** in one of the following types of organisations for a minimum 180 hours (30 days @ six hours a day).
Organisations: newspaper (print or internet edition), web news portal, radio channel, TV news channel, weekly magazine, advertising agency, public relations firm, book publishing company, NGOs and socially relevant content producers. Department will have autonomy to decide the nature, duration and type of internship as per the needs.
- Students may work in two different types of organisations @ 90 hours each (15 days @ six hours a day) if they so wish.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proof of work done, and evaluation report duly signed by relevant authority in the respective organisation.
- Norms of internal evaluation of the report:
Evaluation by the authority: 30, Volume and quality of work: 15, Quality of report: 5

External Evaluation: 50 marks
- It will be done through a viva-voce by an External Examiner.
- Assessment of the students' learning through internship based on the report submitted by students for 50 marks.

JMC556 MJ: Development Communication

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
- To prepare students with the theoretical foundations and practical skills to effectively communicate and address socio-economic development issues.
- To explore and analyze successful development communication strategies, gaining insights into leveraging media for positive social change.

Expected Learning Outcomes:
   Students will understand the role of communication in fostering social change, community development, and addressing societal challenges. They will develop practical skills to design and implement communication interventions, campaigns, and projects aimed at promoting sustainable development in diverse cultural and socio-economic contexts.

Unit 1. Understanding Development: Concept of development; meaning and definitions of development; process of development; characteristics of developing societies; difference between developed and developing nations; Role of UN Agencies in development; Millennium Development Goals; Sustainable Development Goals; problems and issues in development.

Unit 2. Development and Indian Thoughts: Indian models of development- Mahatma Jyotirao Phule's Model of Development, Dr. Babasaheb Ambedkar's Model of Development, Gandhian Model of Development, Nehruvian Model of Development, Indian Five-Year Planning Model of Development; Niti Aayog's Model of Development; Approaches to Development in India.

Unit 3. Development Communication: Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Communication for Development – Theories, models and debates, Approaches to development: Modernisation Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

Unit 4. Social and Behavioural Change Communication: Behavioural Science Approach to Communication; Individual-level theories (Health Belief Model, Diffusion of Innovations, Stages of Change, Theory of Reasoned Action); Society-level theories (Socio-ecological Model, Participatory Communication, Collective Efficiency, Social Norms Theory, Actor Network Theory); System-level theories (Policy advocacy, Agenda Setting, Social Movements, Behavioural Science).

Unit 5. Media and Development: Media for development- Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development communication, ICT for development communication; Social media for development communication; Situation Analysis for Communication Strategy, Designing messages for development communication; Audio-visual content for development communication; Communication Approaches (Advocacy, Social Marketing, Media Campaigns, Entertainment Education, Social Mobilization etc.).

Unit 6. Development Journalism: Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

Internal assessment (25 marks):
Follow and analyse the development communication practices by UN agencies on different media platforms, Work with any local government organisation and analyses the communication pattern followed by the organisation to communicate local development Analyse the development communication practices adopted by any NGO and develop a communication policy for a organisation working in development sector

Suggested Resources:
Jadhav, R. (2018). Harvesting Hope In The Suicide Zone- Women Who Challenged Drought, Death and Destiny . New Delhi: Bloomsbury India.
Loo, E. (2009). Best Practices of Journalism in Asia . Singapore: Konrad-Adenauer-Stiftung. Madhok, M. (2018). Media and Development- The Road Ahead. New Delhi: New Century Publications . Manyozo, L. (2012). Media, Communication and Development . New Delhi : Sage Publications . Melkote, S. R. , & Steeves, H. L. (2015). Communication for Development . New Delhi: Sage Mody, B. (1991). Designing Messages For Development Communication. New Delhi: Sage Publications .
Narula, U. (1999). Development Communication Theory and Practice . New Delhi: HarAnand Publications Pvt Ltd.
Prasad, K. (2018). Communication for Development (Vol. 1). Delhi: B. R. Publishing Corporation.
Thomas, P. (2019). Communication for Social Change : Context, Social Movements and The Digital . New Delhi: Sage .
E PG Pathashala – Media and Communication Studies – Development Communication
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24

Communication for Development https://www.unicef.org/cbsc/files/Inter-agency_C4D_Book_2011. pdf
Asian Development Blog https://blogs.adb.org/print/blog/power-videos-communicating-development-agenda
Consortium for Educational Communication - Development Communication https://www. youtube. com/watch?v=WadaPmflEYE https://www.youtube. com/watch?v=3-QEk5dm8XM

JMC 557 MJ: Photo Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
- To equip students with the skills to capture compelling and informative images that effectively conveys news stories and events.
- To instill an understanding of the ethical considerations in photojournalism, emphasizing responsible image creation, and the impact of visuals on public perception.

Expected Learning Outcomes
> Photo Journalism has become an essential part of media functioning. With increasing use of high definition smartphone cameras visual content in social media space is rising. In this competitive environment gaining knowledge about basics of photography and Photo Journalism would be helpful.

Unit 1. Basic concepts of photography: Brief history and development of photography; Different types of camera; Mechanics of photography: Apertures, shutter speed, focus, focal length, types of lenses, lighting and composition, Pixels and resolution, Digital and mobile photography.

Unit 2. Basic concepts of Photojournalism: Use of photos and visuals in different media; Brief history of photojournalism; Photo as news and its features; Role of photo journalists in news organizations; Briefing and debriefing of photojournalists.

Unit 3. Visual Storytelling: Need for photo editing; Selection and editing of news photos; Photo correction and cropping (Technical and editorial aspects); Telling stories through photos: Stand alone, photo/s with news, photo feature, photo stories and photo essays; Writing photo captions and related text; Using photos for digital platforms, Use of infographics; Specialized fields of photojournalism: Sports, Nature and wildlife, Culture, Industry, War and conflicts, etc.

Unit 4: Technological and Printing Essentials: Introduction to photo-editing softwares such as Adobe Photoshop Elements, ACDSee Photo Studio Software, Canva, etc. Use and misuse of technology. Understanding of printing requirement: CMYK, and RGB pattern, ink used for printing multiple publishing platforms etc.

Internal Assessment (25 marks):
This course should be conducted through a lot of practical work and photo journalism sessions. Besides regular assignments students may be asked to submit 'Photojournalism Project' based on a particular theme of their interest. All the photos in the project should be clicked by students and proper captions should be given.

JMC 558 MJ: Business Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
- To acquire the skills to analyze and report on complex financial information accurately and comprehensively.
- To develop a deep understanding of business environments, corporate strategies, and economic trends to produce insightful and relevant business journalism.

Expected Learning Outcomes

Students will acquire proficiency in business journalism techniques, including effective interviewing, data analysis, and the ability to write clear and engaging business stories for diverse audiences. Also they will learn critical understanding of various business related concepts.

Unit 1. Understanding Economy: Basic principles of economy; important economic terms; growth and development, environmental concerns; employment generation; price rise and inflation; economics of agriculture and rural economy, urban economy, gig economy (unorganized sector, self-employed people etc.); manufacturing, logistics, Start-Up COS and Finances; new age banks (SFB, NEO etc.), and service sector; small scale industry and micro-enterprises, shares, securities and commodity markets, Bullion market, FilmFinance.

Unit 2. Fundamentals of Indian Economy: Growth and progress of Indian economy; finance system in India; the role of finance and planning commissions; the role of RBI; Federal economic structure and revenue sharing; changes in economic policy: From mixed economy to liberalization and privatization; Information Technology; Digital Economy; E-commerce, issues related to SEZ; Central and State budgets; how budgets are prepared, understanding budget. Problem of black money and corruption, laws regarding black money; sarfaesi etc; Insolvency and Bankruptcy Code; anti-corruption mechanism; company and industrial laws' new company act, labour and consumer issues; contemporary issues related to the Indian economy

Unit 3. World Economy: Capitalism; Communism; Socialism and other perspectives; process of globalization and liberalization; New International Economic Order (NIEO). World economic bodies and forums; regional economic forums; economy and international politics' India's place in the world economy, contemporary issues related to the world economy.

Unit 4. Corporate World and Cooperative Movement: Structure of corporate and private companies; how to find information about private and public companies; analyzing a company's financial performance; interaction with corporate sources, tracking CSR; public-private partnership (PPP); history and development of cooperative movement and its relevance; contemporary issues related to business, industry and commerce.

Unit 5. Introduction and Overview of GST: Concept of supply; Reverse Charge Mechanism (RCM); Composition Scheme; Valuation of GST; Payment of GST; Input Tax Credit; Returns under GST; Books of Accounts, (Interest, Penalty and Prosecution-I); (Interest, Penalty and Prosecution-II).

Unit 6: Practicing Business Journalism: Reporting: Business and industry as a beat, source of news on business; using and analyzing financial data; understanding numbers and what they mean; reading tables, charts and graphs; developing business story ideas; writing stories from press releases; investigative reporting in the business sector. Editing: Overview of special

economic pages, supplements, newspapers and journals, business news channels; editing business stories and articles, using internet databases, verifying information; designing special economic pages and budget issues; ethical issues of business journalism; media and business relations.

Internal assessment (25 marks):
Visit a news organization's business section, Stock exchange, Covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

Suggested Resources:
Securities and Exchange Board of Indiahttps://www. sebi. gov. in/
Reserve Bank of India https://www. rbi. org. in/
NSE India https://www. nseindia. com/
The Economic Times https://economictimes. com
Financial Times https://www. financialexpress. com/
Business Line https://www. thehindubusinessline. com/
Michelle Leder's "Financial Fine Print: Uncovering a Company's True Value"
"Show Me the Money: Writing Business and Economics Stories for Mass Communication"
"The Bloomberg Way: A Guide for Reporters and Editors" by Matthew Winkler
"The Economist Style Guide"
"Riding the Roller Coaster: Lessons from Financial Market Cycles We Repeatedly Forget" by Amit Trivedi
Outlook Business https://www. outlookindia. com/outlookbusiness/
Mint https://www. livemint. com/
Bloomberg https://www. bloomberg. com/asia

JMC 559 MJ: Culture Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
- To develop a deep understanding of various cultures, traditions, and artistic expressions, fostering an appreciation for cultural diversity.
- To teach students with the skills to research, analyze, and communicate cultural narratives through compelling and ethical journalism, covering topics such as arts, entertainment, and societal norms.

Expected Learning Outcomes
Students will gain skills in crafting engaging narratives that capture the essence of cultural stories, fostering an appreciation for cultural diversity while catering to a broad audience. They will develop a keen understanding of diverse cultures, their expressions, and the ability to critically analyze cultural phenomena, events, and trends.

Unit 1. Theoretical background: Traditional definitions of art; the real world vs. the artistic world; a model for the understanding of how art functions; the primary (creative) arts vs. the secondary (interpretive) arts; classifications of the arts into the auditory, the spatial, and the symbolic; What is culture? importance of culture in a society and in an individual's life; difference between culture and tradition; understanding various aspects of Indian Culture and their scope.

Unit 2. Introduction to various arts: Dance, theatre, music, painting, sculpting, literature; Different forms- classical and folk, Indian and western, fusion etc. ; Origin and development of these art forms and their contemporary status; culture and new media.

Unit 3. Cultural reporting: Why a specialised beat? current scenario of cultural reporting in Marathi, other regional languages and English print media; difference between reporting and criticism; styles of writing for different forms, requirements and expectations from culture reporters/ critics; qualities of an ideal critic etc.

Unit 4. Covering culture for other media: Scope and pattern of Cultural reporting in other media T. V, Radio etc. ; new age media and cultural reporting. - internet, blogging, tweeting, mobile usage etc.

Internal Assessment (25 marks):
Time/ space bound classroom writing/ reporting assignments, interview exercises, reporting cultural events, attending workshops etc.

Suggested Resources:

Birdwood George Cm. "The Arts of India". Cosmo Publication.
Maheswary S. R. . "Society And Culture". Rajat Publications.
Bhargav Gopal. "Encyclopedia of Art And Culture In India".
Isha Books Publishers. Sayre, Henry M. , (2002), Writing About Art, Prentice Hall, New Jersey.
Barnet, Sylvan, (2005), A Short Guide To Writing About Art, Pearson, New York Tichener, Campbell B. , (2005), Reviewing The Arts, Lea, London.

MA (JMC) Sem. III

JMC 601 MJ	Understanding Society (2)	4	Theory	Mandatory
JMC 602 MJ	Media and Communication Theory	4	Theory	Mandatory
JMC 603 MJ	Digital Media Management	2	Theory	Mandatory
JMC 604 MJP	Multimedia Production	4	Practical	Mandatory
JMC 605 RP	Research Project	4		Research Project
Any ONE of the below		2	Theory	Elective
JMC 606 MJ	Political Communication			Open Elective
JMC 607 MJ	Social Media Communication			Open Elective
Any ONE of the below		2	Theory	Theory/Practical
JMC 608 MJ	Crime Journalism			Subject Elective
JMC 609 MJ	Science and Environment Journalism			Subject Elective
		22		

JMC 601 MJ: Understanding Society (2)

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

[This subject is in continuation of earlier subject JMC 502: Understanding Society (1)]

Course Objectives:
- To explore the fundamental concepts and structures of human society.
- To analyze the interplay between societal institutions and human behavior.
- To develop a critical understanding of the forces shaping contemporary societies.

Expected Learning Outcomes

Students will gain a broad understanding of sociological theories and their applications. They will be able to critically analyze social structures and processes. Students will also develop insights into the cultural, economic, and political dimensions of society and their impact on individuals and groups.

Unit 1. Understanding Politics: Meaning of political science, study of politics, State and its nature, theories of origin of state; state and individual; nation, nation-state and nationalism; Understanding isms and concepts: Liberty, equality and fraternity, capitalism, socialism, communism, fascism, Nazism, secularism, gender justice etc; forms of government, unitary and federal government, Indian democracy (Legislative, executive and judiciary), Constitution of India and some important amendments, Provisions and laws related to reservation and social justice, Panchayat Raj, Process of law making, Centre-state relation, Political parties in India (brief history and present status), Issues and challenges in Indian politics, reporting politics and elections.

Unit 2. Understanding National security and International relations: Concept of national security, India's security apparatus, perceptions of internal and external threats (insurgency, terrorism, Maoism, etc), Idealism and realism in International relations, nature of diplomacy, concept of national interest, India's national interest, balance of power; India and South Asia, Bilateral relations with neighbours, United Nations and other world organizations, India in world politics (Third world and non-alignment, regional cooperation, etc)

Unit 3. Understanding Economics: Basic concepts in economy, Thinkers and perspectives in economy; Nature and structure of Indian economy, mixed economy (Public and private sector), five years plans, Planning Commission to NITI Aayog; Globalization, Privatization and

Liberalization, transformation and challenges, major economic reforms, Understanding GDP and central/state budget, banking and finance, fighting poverty, reporting economics.

Unit 4. Understanding development: What is development?, different models of development, Basic needs and infrastructure development, agriculture and rural development, crisis in agriculture sector, growing urbanization and challenges related to it, sustainable and inclusive development, reporting development issues.

Unit 5. Understanding Sports: Importance of sports in human life, Development of sports, Olympics and other international sports events, introduction and basics of some sports such as cricket, football, hockey, tennis, athletics, etc; Indian sports, sports tournaments and infrastructure in India, reporting sports events and challenges therein.

Unit 6. Understanding Music, Literature and Entertainment: Indian music, Marathi literature: different phases, important writers and their writing, All India Marathi Literature Meet and its role in development of Marathi language and literature, Drama and Films: Marathi folk theatre and sangit-natak (Music drama), Hindi cinema (Bollywood) and regional cinema: Brief history and major phases, achievements; reporting music, theatre, cinema and other cultural activities.

Revision: Review of what students learn during the two semesters (2 lectures)

Internal assessment: Students' seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

Suggested resources:
Kothari, Rajni. (2003 Reprint) 'Politics in India'. Orient Longman, New Delhi.
Fadia, Dr. B. L. and Fadia, Dr. Kuldeep. (2019). 'Indian Government and Politics'. (15th Ed.) Sahitya Bhavan, Agra.
Rai, Vinod and Palit, Dr Amitendu (Eds.) 'Seven Decades Of Independent India: Ideas And Reflections'. Penguin Books, New Delhi.
Bakshi, P.M. (2018). 'Constitution of India'. Universal Law Publishing, New Delhi.
Austin, Granville. (1966). 'The Indian constitution: Cornerstone of a nation'.
Chandra, Bipan. (2016). 'History of Modern India'. (Reprint) Orient Blackswan, Hyderabad.
Nag, Kingshuk. (2014). 'The Saffron Tide: The Rise of the BJP'. Rupa Publications, New Delhi.
Morgenthau, Hans and Thompson, Kenneth. (1985). 'Politics Among Nations'. (6th edition). McGraw-Hill, New York.
Griffiths, Martin and O'Callaghan, Terry. (2002). 'International Relations: The Key Concepts'. Routledge.
Philpott, Daniel. (2001). 'Revolutions in Sovereignty: How Ideas Shaped Modern International Relations'. Princeton University Press.
Donnelly, Jack. (2000). 'Realism and International Relations'. Cambridge University Press.
Ganguly, Sumit; Blarel, Nicolas and Pardesi, Manjeet S. (2018). 'The Oxford Handbook of India's National Security'. Oxford, New York.
Bajpai, Kanti P. and Pant, Harsh V. (Ed.) (2013). 'India's National Security: A Reader (Critical Issues in Indian Politics)'. Oxford, New York.
Karuppiah, Sankarganesh. (2020). 'Indian Economy Key Concepts'. (6th Edition) McGraw Hill Education India, Chennai.
Stiglitz, Joseph. (2010). 'The Stiglitz Report: Reforming the International Monetary and Financial Systems in the Wake of the Global Crisis'.
Sen, Amartya. (1999) 'Development as Freedom'. Oxford, New York.
Sachs, Jeffrey D. (2005). 'The End of Poverty'. Penguin Books.

Stiglitz, Joseph E. (2002). 'Globalization and its Discontents'. Penguin Books.

Andrews, Phil. (2013). 'Sports Journalism: A Practical Introduction'. Sage Publications.

Barnes, Simon. (2007). 'The Meaning of Sport'. Short Books.

Payne, Michael. (2006). 'OLYMPIC TURNAROUND: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand'. Praeger, Connecticut, USA.

Textbooks of political science and economics for XIth and XIIth stds. (NCERT syllabus)

डोळे, डॉ. ना. य. (1969). राजकीय विचारांचा इतिहास. कॉन्टिनेन्टल प्रकाशन, पुणे.

लेले, जयंत. अनुवादः भागवत, विद्युत व कांता, अभय. (2013). पाश्चात्य विचारसरणींच्या इतिहासातील महत्त्वाचे टप्पे. युनिक अकादमी, पुणे.

मोडक, डॉ. अशोक; नानकर, प्रभाकर आणि गुणे, नारायण (संपा.) (2016). कॉन्टिनेन्टल प्रकाशन, पुणे.

पळशीकर, डॉ. सुहास आणि कुलकर्णी, सुहास. (2010) सत्तासंघर्षः महाराष्ट्रातील सत्तासंघर्ष, राजकीय पक्षांची वाटचाल. (पाचवी आवृत्ती). समकालीन प्रकाशन, पुणे.

पळशीकर, डॉ. सुहास. (2014) देश-प्रदेशः प्रादेशिक राजकारणाच्या बदलत्या दिशा. युनिक अकादमी, पुणे.

पानसरे, गोविंद. (2015). मार्क्सवादाची तोंडओळख. (पुनर्मुद्रण). श्रमिक प्रतिष्ठान, कोल्हापूर.

गावंडे, देवेंद्र. (2012). नक्षलवादाचे आव्हानः दंडकारण्यातील अस्वस्थ वर्तमान. (तिसरी आवृत्ती). साधना प्रकाशन, पुणे.

देसाई, दत्ता. नव 'उदार' जगाचा उदयास्त

जाधव, तुकाराम आणि शिरापूरकर, महेश. भारतीय राजकीय व्यवस्थेचा आकृतिबंध : भारतीय राज्यघटना व घटनात्मक प्रक्रिया

जोगदेव, हेमंत. क्रीडावेध

गोडबोले, अच्युत. अर्थात.

JMC 602 MJ: Media and Communication Theory

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Course Objectives:
>   -To introduce key theories and concepts in media and communication studies.
>   -To examine the historical evolution of media theories.
>   -To foster critical thinking about the role of the media in society.

Expected Learning Outcomes
>   Students will understand major media and communication theories and their development. They will be able to apply theoretical frameworks to analyze media content and its societal impact. Students will develop the ability to critically assess media practices and their implications.

Introduction: Need for 'Media Literacy': Fundamentals and key concepts; media use, habits and addiction; understanding media and communication theories and practices.

Unit 1. Basics of Communication: Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Language and Communication, Semiotics and Semiology; Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Interpersonal, Group, Organization and Public Communication, Ethnography of Communication

Unit 2. Rise of Mass Communication: Development of media technologies; Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Journalism as part of mass communication; New interactive media and its characteristics; Understanding Media: McLuhan's perspectives (Medium is the Message), Global Village

Unit 3. Models of Communication: Use and limitations of models in understanding theories, Development of communication models and thoughts, Different models: Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo, Dance's Helical Model, The Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc.

Unit 4. Media and Society: Socialization and media, Marxist perspective: Base, superstructure and media, Rosengren Typology;vConcept of'Mediation': Mediation of social relations and experience; Media as a social institution; Media and democracy; Functions and dysfunctions of media; Mass communication and social change, Gender and Media

Unit 5:
5.1 Theories of Media Effects: The premise of the central concern, phases of effect discourses, Hypodermic Needle or Magic Bullet theory, Mass society theory, Cultivation theory, Agenda setting, Spiral of silence, Dependency Theories; Framing, Priming; Rise of Moderate Effects; Two step and multi-step flow of information; Uses and Gratification; Minimal Effects, Media effects on children, women and others; media and violence
5.2 Propaganda: Historical perspective, Persuasion and Social Influence Theories, Mass persuasion, Propaganda during the World Wars, Approaches for study: Behaviourism, Freudianism and Magic bullet theories; Three thinkers: Laswell, Lipmann and Dewey, Modern propaganda theories
5.3 Critical and cultural theories: The media as an apparatus of ideology;Cultural hegemony; Frankfurt School; The political-economic perspectives, Manufacturing Consent
5.4 Cultural studies: Transmission versus ritual views of communication; Culture and Communication, Folk culture and Mass culture;Mass media as a culture industry – from critical theory to cultural studies, Birmingham School, Culture Industries, Cultural Indicators, Digital Cultures
5.5 Functionalism and other theories: Jurgen Habermas: Public sphere; Diffusion of innovation; Actor Network Theory (ANT); Media System Dependency; The Knowledge Gap theory; Computer-Mediated Communication, Theories of Network Society/Cyber Society, Cybernetics, Tele-community
5.6: Non-Western theories: Religious Communication, Philosophy of Communication and Phenomenology, Asian Communication Theory, Indian perspectives: Sadharanikaran and *RasaSiddhanta,* Vedic to Bhakti movements: *Kumbha, Yatra-Jatras*and*PandharpurVari*; Buddhist Communication Theory, Islamic perspectives, Confucian Communication Theory, Japanese *Kuuki* Theory, Hawaiian *Ho'oponopono* Theory, Latino and African perspectives

Unit 6: Journalism and Media studies
6.1 Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Public interest…, Entertainment and non-news media
6.2: Journalism and Society: NEWS media's roles and functions: Gate-keeping, Journalists' role perception: Messenger or monitor? Profession or public occupation?, Occupational roles and conflicts, Principles of journalism and their limitations
6.3 Normative Theories: Rights and obligations of news media, 'Theories of the Press' and alternative theories; Representation, constructing images and stereotypes; Media content and the

NEWS genre, Centrality of NEWS; Effects of Frames on NEWS audiences; Analyzing media content

6.4 Technology and Journalism: Consequences of changing technology for journalism, media institutions and their relations with society, Interactivity and transparency as new principles; Media convergence and multimedia journalism: Different models and practices

6.5 New forms of journalism: Public and citizen journalism movements, Peace Journalism, Constructive Journalism…

Unit 7: Audiences and Reception studies: Centrality of audiences in communication; Media audience: Alternative concepts – as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market; Power of 'Meaning making', Audience behaviour: Uses and gratification, Reception studies, Need to reach, know and measure audiences; Fans, Fandom, and Fan Studies, Interpretive Communities; Passive versus active audience, Fragmentation of audience, Media users.

Internal Assessment: Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

Suggested resources:

McQuail, Denis. **McQuail's Mass Communication Theory**. Sixth Ed. (2010). London: Sage.
Agee, Warren and others. **Introduction to Mass Communication.** (1988). Harper Collins.
Normative Theories of the Media: Journalism in Democratic Societies
By Clifford G Christians, Theodore Glasser, Denis McQuail, Kaarle Nordenstreng, Robert A. White (University of Illinois Press, Chicago)
McQuail, Denis. (2013). **Journalism and Society.** Sage:, New Delhi
Journalism in the Digital Age: Theory and practice for broadcast, print and online media
By John Herbert, 2000, A Focal Press Book, Routledge, London and New York (2016 reprint)
Journalism: Principles and Practice
By Tony Harcup (3ʳᵈ Edition, 2015, Sage, New Delhi)
Global Journalism Ethics: Widening the Conceptual Base
By Stephen J. A. Ward, University of Wisconsin-Madison, USA
(https://core.ac.uk/download/pdf/27213304.pdf)
Journalism: Normative Theories
By Rodney Benson, First published:05 June 2008
https://doi.org/10.1002/9781405186407.wbiecj007
Conversation through journalism: Searching for organizing principles of public and citizen journalism By Seong-Jae Min, First Published March 2, 2015
https://doi.org/10.1177/1464884915571298
Journalists as peacekeeping force? Peace journalism and mass communication theory
Thomas Hanitzsch (2004) Journalists as peacekeeping force? Peace journalism and mass communication theory, Journalism Studies, 5:4, 483-495,
DOI: 10.1080/14616700412331296419
Deconstructing Journalism Culture: Toward a Universal Theory
By Thomas Hanitzsch, Published: 23 October 2007
Communication Theory, Volume 17, Issue 4, November 2007, Pages 367–385,
https://doi.org/10.1111/j.1468-2885.2007.00303.x
Communicative Politics and Public Journalism
James Compton (2000) Communicative Politics and Public Journalism, Journalism Studies, 1:3, 449-467, DOI: 10.1080/14616700050081777
Constructive journalism: Proponents, precedents, and principles
By Peter Bro, First Published May 11, 2018
https://doi.org/10.1177/1464884918770523
Development Journalism/Communication: the Status of the Concept
Christine L. OganFirst Published February 1, 1982 Research Article

https://doi.org/10.1177/001654928202900101
Media and Journalism: new approaches to theory and practice
Bainbridge, Jason, Goc, Nicola, and Tynan, Liz (2008) Media and Journalism: new approaches to theory and practice. Oxford University Press, Melbourne, VIC, Australia.
Putting theory to practice: A critical approach to journalism studies
David Skinner, Mike J. Gasher, James ComptonFirst Published December 1, 2001
https://doi.org/10.1177/146488490100200304
The New Ethics of Journalism: Principles for the 21st Century
edited by Kelly McBride (Poynter Institute), Tom Rosenstiel
2014, Sage & CQPRESS
Communication Theory: Media, Technology And Society (2005) by David Holmes, Sage Publications, New Delhi.
Mass Communication Theory: Foundations, Ferment and Future (Sixth edition, 2012) by Stannely J Baran and Dennis K. Davis, Wadsworth Cengage Learning, Boston, USA.
Understanding Media Theory (2003) by Kevin Williams, Oxford University Press, New York, USA.
Encyclopaedia of Communication Theory. (2009) Editors: Stephen W. Littlejohn, Karen A. Foss and others. Sage Publications: New Delhi.

JMC 603 MJ: Digital Media Management

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
  -To provide knowledge about the management of digital media platforms and content.
  -To explore strategies for effective digital media operations.
  -To understand the economic and ethical considerations in digital media management.

Expected Learning Outcomes
  Students will acquire skills in managing digital media projects and platforms. They will learn to develop strategic plans for digital content distribution and monetization. Students will also understand the ethical and economic challenges of digital media management.

Unit 1. Digital Media Production: Exploring Digital Media for revenue and business; Digital content production and its economics; Digital content audience as consumer; Audience and market research; Importance of digital audience research and analysis; Digital Product Development: Concept and ideation, Product Selection, Product Development; Production Planning: Operational Challenges for Content Production, Budgeting, Location, Inventory Management, Production Scheduling; Production Control: Budget Control, Productivity Measurement; Revenue Shares of Producers.

Unit 2. Digital Media Distribution: Digital content distribution and consumption; Importance of Internet, websites, mobile applications, App Stores, Social Media Networks for digital content distribution; Understanding 'Platforms' as major distribution channels; The growing interest of Corporates in Digital Media; Regulatory frameworks for digital content distribution; Pricing strategies for digital products; Revenue generation and monetization, Digital monetization models – Digital subscription, contribution, crowd-funding, etc; Business models for digital journalism and emerging trends; Audience revenue initiatives.

Unit 3. Managing Technology and Human Resource: Importance of technology and technical team; CTO; The Six Stages of Media and Communications Technology Digital

Convergence: The 6 C's – Computers, Computers with Communications Hardware, Integration with Consumer Electronics, Integration with Content, The Media Cloud; Technology integration for digital products; Characteristics of the skilled manpower for digital media industry; Human Resource Management for digital companies: Managing, motivating, retaining creative and multi-tasker workforce; Managing freelancers.

Unit 4. Digital Journalism Start-ups: Impact of digital and social media on journalism; Changing newsrooms and integrating digital practices; Journey of traditional media houses towards their Digital presence; Economics of digital journalism; Individual journalists turned you-tubers from India and the world; Types of Digital Journalism Start-ups in India and their functioning; Organizational structures for Digital Newsrooms: Roles, positions, responsibilities like Editor, Content Manager, AV Editor, Content Curator, Content Writer, Podcast Editor, Sound Engineer, etc.; Business models and case studies from India and abroad.

Unit 5. You-tube, OTT and Streaming Business: YouTube as a gateway for OTT; Content creation, distribution and business opportunities; Democratization of 'Content Spread'; OTT as an alternative platform; Content strategies and formats for OTT; Super-OTT; Streaming media service and their popularity; Scalability, security, intelligence and quality needs for streaming media business; Case studies and recent trends.

Unit 6. Managing Digital Studios: Organizational structures of digital studios; Roles, positions and responsibilities of Art Director, Creative Director, Graphic Designer, Video Editor, Social Media Manager, Project Manager, Creative Head, Influencer Partnership Manager, Talent Acquisition Head, etc; Managing YouTube channels and Podcast channels; Case studies and recent trends.

Suggested resources:
Athique, A., & Parthasarathi, V. (Eds.). (2020). Platform Capitalism in India. Switzerland: Palgrave Macmillan.
Bouquillion, P. & others (Eds.) (2024). Digital Platforms and the Global South - Reconfiguring Power Relations in the Cultural Industries. Routledge.
Dahiya, S. (2023). Digital First - Entrepreneurial Journalism in India. Oxford: Oxford University Press.
Goodwin, T. (2022). Digital Darwinism - Surviving the new age of business disruption - Second edition. Kogen Page.
McDonald, P. and others (Ed.) (2021). Digital Media Distribution - Portals, Platforms, Pipelines. New York University Press.
Noam, E (2019). Media and Digital Management. Palgrave Macmillan.
Thompson, J. and Weldon, J. (2022). Content Production for Digital Media - An Introduction. Springer.

JMC 604 MJP: Multimedia Production

Total Credits: 4. Practical hours: 60 Total Marks: 100

Course Objectives:
 -To teach fundamentals of multimedia production, i.e. of audio, video, and web content.
 -To develop practical skills in using multimedia tools and software.
 -To emphasize the importance of storytelling in multimedia contexts.

Expected Learning Outcomes

Students will be proficient in creating multimedia content using various tools and technologies. They will understand the principles of effective multimedia storytelling. Students will also be able to integrate different media forms to produce cohesive and engaging content.

This is a practical exercise paper which allows students to put into practice the technical skills acquired in the first two semesters, and get engaged in content design, creation and production.

Three major activities are expected to be done over the semester.

1) Vox-pop (30 marks): Individual Exercise.

Each student has to video record a brief interview with at least six common people of different genders and different age groups about a current topic of significant social/ cultural/ political/ civic significance. Following the recording:

i) Write a newspaper feature of minimum 800-1000 words based on the inputs gathered through the interviews

ii) Prepare an interesting video story of 6 to 8 minutes using the interview footage. The final story should have a piece-to-camera by the presenter.

iii) Prepare an interesting audio story of 6 to 8 minutes using the recorded audio. The final story should have opening, linking and closing narration by the presenter.

iv) Prepare one promotional post each for (i to iii above) suitable for social media.

2) Magazine Production (30 marks): Group exercise.

Each student has to contribute at least one article to the magazine issue. Topics for articles have to be decided by the editorial committee of the students. Each student also has to be a part of at least one of the following teams: proofreading, sub-editing, layout and page design, photography, graphics/illustrations etc.

3) **New production (40 Marks): Group Exercise**

This exercise is in continuation of the News Production exercise in Sem. II. Students are expected to engage in news production on a daily basis for at least four consecutive days, working in one medium for at least one day.

JMC 605 RP: Research Project

Total Credits: 4. Interaction and research: 60 hours
Internal evaluation by supervisor: 50 marks, Viva-voce by external examiner: 50 marks

Course Objectives:
        -To guide students through the process of conducting independent research.
        -To encourage critical thinking and problem-solving through research.

Expected Learning Outcomes

Students will complete a comprehensive research project, demonstrating their ability to design and conduct independent studies. They will develop skills in various research methods. Students will also learn to present their research findings effectively.

Each student has to define a research topic related to mass media in consultation with the supervisor, and to write a research dissertation of minimum 6000 words following all the research norms like review of literature, theoretical framework, citations, etc.

The thesis will be evaluated by the supervisor and assessed by an external examiner through viva-voce.

(Any ONE of the TWO Open Electives: JMC 606 MJ OR JMC 607 MJ)

JMC 606 MJ: Political Communication

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
-To examine the role of the media in political processes and communication.
-To analyze the impact of political communication on public opinion and policy.
-To understand the strategies and techniques used in political campaigns.

Expected Learning Outcomes
Students will understand the dynamics of political communication and its effects on society. They will be able to critically analyze political messages and media coverage of political events. Students will also develop insights into the role of media in shaping political discourse.

Unit 1. Understanding Politics: 'Politics' as a term; Politics as a subject; Politics as a means of governance; Nature of politics expected in a democratic set-up; Characteristics of Indian Politics; Various political ideologies and their nature of politics;Political Leadership and politics as a lifestyle; Important factors for Politics: Religion, Caste, Economic Dominance, Social Status, Dynasty, Loyalty, Professional and educational background, Regional identity etc.; Factors related with Local, Regional, National and International politics; Politics and other fields.

Unit 2. Political Communication: Understanding the terms- 'Communication' and 'Political Communication'; Importance of communication for politics;Politics related to communicating and not communicating something; Targeted and specific communication for politics; Political symbolism- Understanding the importance of Culture,Language, Signs, Symbols and Time for political communication; Communication the political image.

Unit 3. Media and Political Communication: Political economy of media; Media as the opinion maker; Agenda Setting; Agenda building; Framing; News and public opinion; Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication; Media and politics in India: Pre-independence situations in India, Political Development and Mass Media in Post-independence India, Government and private media, Impact of media on politics in India, Media and Indian Democracy.

Unit 4. Political Campaigns and Propaganda: Political advertisements: Understanding the political appeal, distinguishing characters as compared to general commercial advertisements;

Various Political campaigns in India and their respective impacts; Propaganda: characteristics, types and its use with special reference to politics in India; Political PR and image management

Unit5. Communicating Politics: Understanding the language of politics and political messages; Understanding political processes like filing nominations for communicating through media; Selecting proper form of content; Political news, views and opinion pieces; Events and media coverage; Building a political campaign; Campaigning for a leader and campaigning for a political party; Social and digital media for political campaigning; Understanding and analysing the representation of political events in mass media; Understanding the nature of professional organisations working for political communication and the related culture.

Internal assessment: Attending local political events and mapping their media coverage; analysing the political speeches, agendas, brochures and advertisements used for political purposes, analysing the media use by local political parties in the city, analysing the media use by local political leaders in the city, studying and analysing different media platforms for availability of political content.

Suggested resources:
Amale, R. (2020). Propaganda. Pune: Manovikas Prakashan.
Borate, Y. (2020). The Pagebook. Jalgaon: Atharva Prakashan
Brants, K., & Voltmer, K. (Eds.). (2011). Political Communication in Postmodern Democracy. London: Palgrave Macmillan.
Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .
Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .
Harvey, K. (Ed.). (2014). Encyclopaedia of Social Media and Politics (Vol. 1). Los Angeles : Sage Publications .
Lal, A. (2017). India Social: How Social Media Is Leading The Charge And Changing The Country. Gurugram: Hachette India.
Perloff, R. M. (2014). The Dynamics of Political Communication- Media and Politics in a Digital Age . New York: Routledge.
Prasad, K. (Ed.). (2003). Political Communication: The Indian Experience. Delhi: B. R. Publishing Corporation.
Sardesai, R. (2014). 2014 The Election That Changed India . New Delhi: Penguin Books .
Sardesai, R. (2020). 2019 How Modi Won India .Noida : Harper Collins Publishers .

Has Media Become a Tool of Political Mobilisation?
https://www.youtube.com/watch?v=9erbnSuNEBw
Political Communication
https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD_w7qpIpvZvnj1LghNU
Media & Politics
https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLllIbdaSzgusN2rSQy_YL-HjhNiP7kFa2
New Media and Political Communication
https://www.youtube.com/watch?v=y6l5QGuHqOY
How the Internet is Changing Politics | Vinay Nayak | TEDxKingsCollegeLondon
https://www.youtube.com/watch?v=BrvpD-5zwqk
How to Win an Election: Political Campaign
https://www.youtube.com/watch?v=d-X09-gbtyQ
Political campaigning in the digital age: Lucian Despoiu at TEDxBucharest
https://www.youtube.com/watch?v=sTgOUL0iYW8
How Social Media is Shaping Our Political Future | Victoria Bonney | TEDxDirigo
https://www.youtube.com/watch?v=9Kd99IIWJUw
The impact of social media in political debate | Mark Shephard | TEDxGlasgow

https://www.youtube.com/watch?v=I-YUVP7G524
Unboxing with Prashant Kishor | What it takes to plan, execute and win an election
https://www.youtube.com/watch?v=IldCA4JLehw
Political Communication: Our Past(s), Our Present(s)
https://www.youtube.com/watch?v=PWos2UvPSqg

JMC 607 MJ: Social Media Communication

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
>-To explore the principles and practices of social media communication.
>-To analyze the impact of social media on public relations, marketing, and journalism.
>-To develop skills for creating and managing social media content.

Expected Learning Outcomes
>Students will understand the key concepts and strategies of social media communication. They will learn to effectively create and manage content for social media platforms. Students will also be able to analyze the impact of social media on various aspects of communication and society.

Unit 1. Understanding Digital Culture: Meaning of being "Digital"; The culture of "Screen"; Understanding importance of speed and visualization; Media Convergence; Hyper-mediation; Multi-functionality; Interactivity and creativity; New media and diversification of mass audience; Digital Media and Participatory Culture: Public Sphere; Issues in Digital: Information Overload; Risks of over-communication; Information Disorders- Mis-info, Dis-info, Mal-info, Fake News; New trends in digital culture.

Unit 2. Exploring Networked Communication: Internet-based communication revolution; Technological foundations of Network Society; Access and acceptance of digital technology; Characteristics of new media communication; Socialization and individualization of space and time; Connected spheres of living; Concept of Virtual Identity; Virtual communities and social relations; Evolution of Social Media Network; Psychology and Sociology of Social Media; Pros and cons of social media; Impact of social media networks on human communication.

Unit 3. Social Media: Social media – Emergence and history; Characteristics of social media; Categorization and types of social media - social Networks, media sharing networks, Discussion forums, Bookmarking and content curation networks, Consumer review networks, Blogging and publishing networks, Interest-based networks, Social shopping networks, Sharing Economy networks, Anonymous social networks; Social media networks in India and their socio-political impacts; Different social media networks and their characteristic features; Basic of social media marketing; Social Media Practices and Audience Effects (Social media influencers; trolling; etc.); Economy of social media.

Unit 4. Social Media for Personal Use: Understanding the platform specific features for personal use; Understanding individual needs for social media use and prioritizing the social media platforms; Characteristics of content for social media platforms – Facebook, Twitter, Instagram and You-tube; Creating specific content for specific social media platform; Integrating social media platforms: Do's and Don'ts; Social Media and Image building; Writing for social media.

Unit 5. Social Media for Business: Knowing the different social media tools for business; Importance of social media policy for business; Need analysis and creation of social media policy for business; Social media integration with business websites; Social Media for branding: Facebook, Instagram, Twitter and You-tube for business; Social media and crises communication; Social Media and institutional branding; Social Media Campaigning; Social Listening and Social Media Monitoring.

Internal Assessment: Write social media strategy for an individual political person.
Evaluate social media strategy for an NGO that you are following regularly.
Analyses social media use of any selected celebrity personality that you like.
Follow different business brands on different social media platforms and analyses the use of content and particular platform..

Suggested resources:
Borate, Y. (2019). Social Media. Jalgaon: Atharva Publications.
Burgess, J., Marwick, A., & Poell, T. (Eds.). (2018). The Sage Handbook of Social Media . New Delhi : Sage.
Castells, M. (2010). The Rise of the Network Society Second Edition. Chichester, West Sussex, United Kingdom : Wiley Blackwell.
Dijk, J. v. (2006). The Network Society Second Edition . New Delhi: Sage.
Network Society- Documentary
https://www.youtube.com/watch?v=7OwjgxkuypI
Manuel Castells: Communication power in the Network Societies
https://www.youtube.com/watch?v=xoMam-oFOzY
Cultures of the Internet
https://www.youtube.com/watch?v=QXdE6hJ1iUc
The Role of Social Media in our Lives | Jake Swayze | TEDxSouthPasadenaHigh
https://www.youtube.com/watch?v=BmV-4qx0sIs
Why Social Media Is Ruining Your Life | Katherine Ormerod | TEDxManchester
https://www.youtube.com/watch?v=sBeWrNgMVeM
Social Media Communication
https://www.5wpr.com/new/social-media-communication/
Social Media Agency
https://www.5wpr.com/new/category/social-media-agency/
How to maximize social media communication?
https://heidicohen.com/social-media-communications/
How social media is changing communication
https://www.walkersands.com/how-social-media-is-changing-communication/
Types of Social Media
https://blog.hootsuite.com/types-of-social-media/
Role of social media in business
https://study.com/academy/lesson/the-role-of-social-media-in-business-communication.html
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(Any ONE of the TWO subject electives: JMC 608 MJ OR JMC 6079 MJ)

JMC 608 MJ: Crime Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
        -To examine the principles and practices of crime reporting.

-To understand the ethical and legal considerations in crime journalism.
-To develop skills in investigative journalism and reporting on crime-related issues.

Expected Learning Outcomes

Students will gain knowledge about the techniques and challenges of crime journalism. They will understand the ethical and legal responsibilities of reporting on crime. Students will also develop skills in investigative reporting and producing in-depth crime stories.

Unit 1. Overview of Crime Reporting: Historical perspectives on crime journalism and its evolution in India, The background, importance and difficulties of crime journalism; Sensationalism, impartiality, accuracy and privacy factors in crime journalism; Equitable justice: no presumption of guilt or innocence; justice for the accused and the victim.

Unit 2. Law enforcement apparatus: Hierarchy and organisation. Various agencies: law enforcement, ATS, CID, SID, EOW, SRPF, Social Security Cell, RPF, GRP, NIA, ED, NCB, CBI, IB, Central Armed Police Forces, Central forensic institutions, Rapid Action Force, SPG, NSG, Marcos and so forth. Significant IPC sections, terminology and language; criminal registration processes. Jails and prisons; delicate law and order situation: protests, gatherings for a variety of purposes, and elections; deploying additional forces, etc.

Unit 3. Reporting Crime: Fundamentals of reporting crimes; Do's and don'ts. Cognizable and non-cognizable offences; covering violent crimes such as riots, abduction, homicide, sexual offences, organized crimes and assault; covering money laundering, corruption, and fraud as financial crimes; investigating new developments in the reporting of cybercrime. Financial crimes; building sources and confirming details. Potential hazards and safety measures; sensitivity to stories involving children. Sting Operation: imposed ideas about journalism, The right to privacy of victims, NCRB data and crime stories.

Unit 4. Court Reporting: Indian court system's organisational chart. The roles, responsibilities, and authority of every court. Granting the offender a bail bond. Categories of cases that courts hear; family courts, consumer courts, NGT and tribunals. PILs, appeals; Defamation, privacy, and contempt of court laws in India. Ethical dilemmas in crime reporting: balancing public interest and individual rights.

Unit 5. Media and crime: Stereotypes and biases in how crime is portrayed in the media. Influence of media coverage on public opinion and the formulation of public policy. Case studies high profile crime reporting and its social effects. ethical lapses in crime journalism. Role of social media and digital platforms.

Internal assessment (25 marks): Visits to jail, the control room, the police station, the Police Commissioner's Office etc. Writing crime stories with the help of FIR's and press notes by the police department. Examination of crime news from different sources; attending hearings in courts etc.
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Suggested resources:
Kumar, D. (2019). Crime Journalism. Delhi: R.K. Publsihers & Distributros.
Mitra, A. (2022). Ninety Days: The True Story of the Hunt for Rajiv Gandhi's Assassins. HarperCollins India.
Raghavan, R. K. (2024). Criminal Justice : A Reality Check. Chennai: Creative Workshop.
Rajnish, D. (2008). Crime Reporting and the Journalism . Sumit Enterprises.
Singh, S. (2023). Telgi: Ek Reporter Ki DiaryTelgi: Ek Reporter Ki Diary. HarperHindi.
Read the books of Hussain Zaidi related to crime journalism
Chakarvarthy, Jagadish. Cyber Media Journalism Emerging Technologies. Authors Press.

Jain, Ravi Kumar. Cyber Forensics: Tools & Practices. ICFAI University Press.
http://osou.ac.in/eresources/DJMC-02-Block-03.pdf
https://ohrh.law.ox.ac.uk/drone-journalism-and-regulatory-challenges-in-india/
http://www.andhrauniversity.edu.in/img/syllabus/pgdiplomajourmasscomsyllabus16052019.pdf
http://presscouncil.nic.in/OldWebsite/NORMS-2010.pdf
http://asu.thehoot.org/research/
https://www.aisfm.edu.in/blog/2014/the-art-of-reporting-1-crime/
http://www.mediacrimevictimguide.com/journalistguide.pdf
https://www.poynter.org/tag/police-and-crime-reporting/

JMC 609 MJ: Science and Environment Journalism

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
        -To provide knowledge about the principles and practice of science and environment journalism.
        -To explore the role of journalism in communicating scientific and environmental issues.
        -To develop skills in reporting and writing about complex scientific topics.

Expected Learning Outcomes
        Students will understand the key concepts and challenges of science and environment journalism. They will learn to effectively communicate scientific and environmental issues to the public. Students will also develop skills in researching and reporting on scientific topics accurately and engagingly.

Unit 1. Understanding Science and Environment: Philosophy of science and basics of scientific thought; Scientific attitude; Various domains of science; Emerging areas of science and technology; Evidence-based work in scientific domain; Importance of science to the society; Science as an essential element in political, corporate and community news; Environment as an important domain for social development; Environment and society; Pollution as an issue; Environment and sustainable development; Need and importance of science and environment journalism; Science and Environmental Journalism in India; Science Journalism in regional languages; Special Supplements, Magazines, Pages for Science and Environment.

Unit 2. Journalistic Practice: Homework for understanding the scientific topic; Approaching, developing and communicating with the perfect source; Writing and presenting science for the readers and audiences: simplifying scientific information, analysis, classification, describing and illustrating - general vs specific description; Communicating technical information to non-experts; Unity, coherence and logic in science writing; Scientific translation, Adaptation: socio-cultural adaptations, technical/popular terminology; Communicating data properly; Fact checking and establishing the claims; Reporting and writing about controversies; Politicization of science.

Unit 3. Domains for Science Reporting:

- **Health:** Health communication and reporting health issues; Public health policies; Vaccination campaigns; General Hospitals; Patient care; New diseases; Epidemics and response of Government; WHO Guidelines; NARI; NCCS, NIV as important; Special case studies from the local, state and national level.

- **Weather and agriculture:** Importance of weather, Monsoon and its impact, IITM, IMD, Crop patterns- Kharip, Rabi; Fertilizers; Genetically Modified (GM) Seeds and Crops; Seed banks; Irrigation patterns
- **Technology:** Understanding technology and its impact on society; knowing tech business and big-tech companies; trends about new innovations and gadgets; writing and expressing for reviews; avoiding biases, exaggerations, claims and unwanted comparisons.

Unit 4. Domains for Environment Journalism:

- **Climate change:** Why and how of global warming; basic terminology related with climate change; Impact of climate change; response of the communities and governments;State, national and international policies related to climate change.
- **Biodiversity:** What is biodiversity? importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, style and format, India specific issues.Role of NGOs in bio-diversity; Green technology.
- **Water Pollution and Waste management:** Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, land degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.
- **Energy:** Energy security, energy and development, hydro and coal power generation, it's impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Suggested resources:

Bagla, P., &Binoy, V. (2017). Bridging the Communication Gap in Science & Technology: Lessons from India. Singapore: Springer.
Bauer, M. W., &Bucchi, M. (Eds.). (2007). Journalism, Science and Society. New York: Routledge.
Bucchi, M., & Trench, B. (Eds.). (2008). Handbook of Public Communication of Science and Technology. New York: Routledge .
Bucchi, M., & Trench, B. (Eds.). (2014). Routledge Handbook of Public Communication of Science and Technology: Second Edition . New York : Routledge.
Specialised publications about environment like Down To Earth. Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.
Edited by Kramer Mark and Call Wendy. Telling True Stories: A Nonfiction Writers" Guide, (Harvard/Plume 2007)
Frome Michael. Green Ink: An Introduction to Environmental Journalism, (Utah, 1998)
Blum Deborah, Knudson Mary, Henig Robin Marantz. A Field Guide for Science Writers, (Oxford, 2004)
Acharya, Kaya and Noronha, Frederick (2010) The Green Pen: Environmental Journalism in India and South Asia, Sage.
Carson, Rachel (1962) Silent Spring, Houghton Miffin.
Pawar S.N and Patil R.S (2005) Environmental Movements in India: Strategies and Practices,Rawat.
Pringle, Lawrence.D (2000) The Environmental Movement,Harper Collins.
Rootes, Christopher (1999) Environmental Movements: Local, National and Global,Routledge.
Wyss, Robert (2007) Covering the Environment: How Journalists Work the Green Beat?. Routledge
Lester Libby, Hutchins Brett. Environmental Conflict and the Media. Peter Lang Publication New York.

MA (JMC) Sem. IV

JMC 651 MJ	Advertising	2	Theory	Mandatory
JMC 652 MJ	Public Relations	2	Theory	Mandatory
JMC 653 MJ	Media Management	2	Theory	Mandatory
JMC 654 MJ	Media Ethics and Laws	2	Theory	Mandatory
JMC 655 MJP	Advertising and PR Campaigns	4	Practical	Mandatory
Any ONE of the below JMC 656 RP Individual Research-based Projects		6		Research Project
JMC 656 RP1	Research Dissertation			Research Project
JMC 656 RP2	In-depth Reporting			Research Project
JMC 656 RP3	Documentary Production			Research Project
JMC 656 RP4	Podcast Production			Research Project
JMC 656 RP5	Web-based Content Development			Research Project
Any ONE of the below		2	Theory	Elective
JMC 657 MJ	Intercultural Communication			Open Elective
JMC 658 MJ	Book Editing			Open Elective
JMC 659 MJ	Film Studies			Open Elective
 Any ONE of the below		2	Theory	Theory/Practical
JMC 6510 MJ	Agriculture Journalism			Subject Elective
JMC 6511 MJ	Data Journalism			Subject Elective
JMC 6512 MJ	Sports Journalism			Subject Elective
		22		

JMC 651 MJ: Advertising

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
> -To introduce students to the principles and practices of advertising.
> -To explore various advertising strategies and techniques.
> -To analyze the role of advertising in shaping consumer behavior and culture.

Expected Learning Outcomes
> Students will gain a comprehensive understanding of advertising concepts. They will be able to develop effective advertising campaigns targeting specific audiences. Students will also learn to critically evaluate advertising messages and their impact on society.

Unit 1. Introduction: Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

Unit 2. Process of advertising: Understanding 'brand': personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

Unit 3. Creative Process: Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative

brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copywriting.

Unit 4. Advertising Media: Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

Unit 5. Advertising and Society: Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

Unit 6. Digital Advertising: Evolution and concept of Digital Advertising, Display Advertising, Digital Ad Tools - Google AdWords, Facebook Ads, LinkedIn Ads, Digital Ad Terminology, YouTube Advertising, Social Media Advertising, Successful social media ad campaigns.

Unit 7. Future Trends in Advertising: Introduction to AI-Driven Advertising, Role of influencers, benefits of user-generated ad content, Data Privacy and Ethics in Advertising, Applications of AR/VR, case studies of immersive campaigns.

Internal assessment: Comparative analysis of the same product/service by different companies; developing fictitious brands and creating an ad campaign; visits to ad agencies and interactions with ad professionals; creating public service ads etc.

Suggested resources:
Oglivy, David. (1963) Confessions of an Advertising Man. Atheneuem Books.
Gupta, Ruchi. (2012). Advertising Principles and Practices. S. Chand: New Delhi.
Batra, Rajeev, Myers, John G. and Aaker, Deavid A.(2006). Advertising Management. Pearson: NOIDA.
Valladares, June A. (2000). The Craft of Copywriting. Response Books: Michigan.
Padamsee Aleque. (1999). A Double Life: My Exciting Years in Theatre and Advertising. Penguin: UK.
Pandey, Piyush. (2015). Pandeymonium. Penguin: India.
Kohli-Khandekar, Vanita. (2016). Indian Media Business. Sage: New Delhi.
Mukherjee, A. (2019). The Best of Indian Advertising: Insights and Stories Behind Great Ad Campaigns. HarperCollins Publishers India.
http://adtextonline.org/
https://www.adweek.com/
https://adage.com/
https://kpmg.com
https://www.ficci.in

JMC 652 MJ: Public Relations

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
  - To provide an overview of the principles and practices of public relations.
  -To explore the role of public relations in managing organizational image and reputation.
  -To develop skills in strategic communication and relationship building.

Expected Learning Outcomes

Students will understand the key concepts and theories of public relations. They will learn to develop strategic communication plans and manage media relations. Students will also gain practical experience in crisis communication and stakeholder engagement.

Unit 1. Introduction to Public Relations: Evolution of Public Relations, Core values of Public Relations, Ethics legalities and professional codes of Public Relations, Status of PR in India Changes in Global Public Relations, Types of Public Relations, Public Relation Theory, Publics of PR- internal and external, Communication Audit.

Unit 2. Fields of application of Public Relations: Corporate Social Responsibility, Media Relations, Crisis Management, Lobbying, Marketing Communication, Reputation Management, Sponsorship, Issues management, Event Management, Public Affair, Corporate Identity and Image, Employee Relation, Community Relation.

Unit 3. Role of Public Relations in different sectors: Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions, NGOs etc.

Unit 4. Public Relations Tools: Internal - house journals, bulletin boards, events, mailing groups, social networking sites; External - exhibitions, trade fairs, external journals, media publicity, white papers, sponsorship, video files. Traditional modes of communication (yatras, melas, public gatherings etc.)

Unit 5. Digital Public Relations: Difference between traditional and digital public relations, Digital Strategy, Micro-campaigning, Strategic Planning, Situation Analysis, Audience Segmentation, Stakeholder Analysis, Google Analytics – basics, CSR campaigns.

Unit 6. Social media for Public Relations: Blogging, LinkedIn, Facebook, X (Twitter), Instagram, YouTube etc. and use of the Internet (Ad word fundamentals). Websites: a toll for faster dissemination of information, photographs and Audio-Visual material.

Internal assessment: Critical analysis of social media/ traditional/ CSR campaigns. Evaluating media publicity given to various organisations, writing for social media and traditional forms (press release) etc.

Suggested resources:
Curtin, P. A., & Boynton, L. A. (2001). Ethics in public relations: Theory and practice. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 411–422). Thousand Oaks, CA: Sage.
David Kelly (2016) Social Media: Strategies to Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat
David Meerman Scott (2015) The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly
Effective Public Relations and Media Strategy. PHI Learning Private Limited: New Delhi
Jefkins, Frank. Public Relations. Pitman Publishing: London
Mehta, S. Handbook of Public Relations in India. Allied Publishers: New Delh
Kaul, J.N. Kaul. Public Relations in India. Nyay Prakashan: Calcutta Reddi, C. V. Narsimha.
Sahai, Baldev.Public Relations a Scientific Approach. Scope Publication: New Delhi. Cutli, Scott M and Allen H Centre. Effective Public Relations. Prentice Hall.
Sachdeva, Iqbal S. Public Relations: Principles and Practices Oxford University Press: New Delhi

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JMC 653 MJ: Media Management

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
    -To examine the principles of media management and leadership.
    -To explore the economic, technological, and regulatory aspects of media organizations.
    -To develop skills in strategic planning and decision-making in media management.

Expected Learning Outcomes
    Students will understand the structure and functions of media organizations. They will learn to analyze industry trends and develop strategies for sustainable media businesses. Students will also gain practical experience in media planning, budgeting, and resource management.

Unit 1. Media Ownership: Studying 'Media' as business; Characteristics of Media Business; Special nature of media products; Media products for 'Audiences' Versus Media products for 'Citizens'; Media Ownership types and their characteristics; Conglomerates and media business; Media business expansion and economic performance; Media and Pluralism; Media Concentrations and Pluralism; Concentrated media ownership and its impact on competition.

Unit 2. Managing News Media Houses: Organisational structures in mainstream news media companies; Functional parts of the company – Administration, Finance, Accounting, Operations, Marketing, Sales etc, Qualities of effective manager; Approaches to managing employees; Managing Freelancers and interns; The ethics of media ownership; Media managers' profitability dilemma; Profit maximization and responsibility; Media technology and its impact on management.

Unit 3. Print Media Business: RNI and Indian print media industry; Characteristics of newspaper publishing; Organizational structure for a newspaper; Changing roles for the Editors as Managers; Growing importance 'Brand' and 'Events' for newspaper industry; Competitive strategies to build market share; Economics and business of Magazine publishing; Newsprint and print media; Price wars; Revenue generation practices for print media.

Unit 4. Broadcast Media Business: Licensing process for TV and Radio channels; Organisational structures for radio and TV channels; Programming and programming scheduling, Importance of audience research for broadcast media business; Revenue generation practices for broadcast media; Network television and local cable channels in India.

Unit 5. Media Entrepreneurship: Entrepreneurs and managers; Traits of an entrepreneur; Promotion Vs Ownership; Becoming an entrepreneur; Buying a business; Starting up a business; Using the Internet to make a living; Emerging news websites; Barriers to entry; Seeking success with a business plan; Current trends and practices in media entrepreneurship.

Suggested Resources:
Baker, C. E. (2004). Media, Markets, and Democracy. Cambridge: Cambridge University Press.

Dahiya, S. (2022). Indian Media Giants - Unveiling The Business Dynamics of Print Legacies. New Delhi: Oxford University Press.
Doyle, G. (2002). Media Ownership. New Delhi: Sage Publications.
Doyle, G. (2002). Understanding Media Economics. New Delhi: Sage.
Gill Branston, R. S. (2010). The Media Student's Book (Fifth ed.). New York: Routledge.
Herrick, D. F. (2012). Media Management in the Age of Giants – Business Dynamics of Journalism (Second ed.). Albuquerque: University of New Mexico Press.

JMC 654 MJ: Media Ethics and Laws

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
-To explore ethical issues and dilemmas in media production and consumption.
-To examine the role of media professionals in upholding journalistic integrity and responsibility.
-To foster ethical decision-making skills in media contexts.

Expected Learning Outcomes
Students will understand the ethical principles and codes of conduct applicable to media professionals. They will be able to identify and analyze ethical dilemmas in media content and practices. Students will also develop the ability to apply ethical frameworks to real-world media situations.

Unit 1. Principles and elements of Journalism: Truth, objectivity and balance as basic principles of journalism; Role of media in democratic societies – Watchdog function and the Fourth pillar; Media, journalism and other institutions in the society.

Unit 2. Ethics for media professionals: Code of conduct for the journalists and other media professionals, Power and responsibilities, Changing role of the Editors and challenges before them; Ombudsman for news media; The Press Council of India – its establishment, functioning and limitations; Case for a media council; Censorship and self-regulation.

Unit 3. Ethics in media coverage: Verification of facts, Authenticity of information and protecting sources, Off-the record interviews; Copyright, Intellectual Property Rights and Plagiarism; Issues related to news coverage – Reporting cases of rapes, sexual abuse, etc; Reporting riots and violence; Coverage from conflict zones – national security and law-order issues; Intrusion of privacy and Paparazzi; Yellow Journalism; Sensationalism and sense of proportion; Sting operations and morality; Paid News and related concerns; Trial by media

Unit 4. Constitution and media laws: History of the Press Laws in Indian; PRB Act of 1867 and modifications to it; Freedom of expression and Freedom of the Press (Media) – Constitutional provisions and other limitations; Laws of sedition; Right to Privacy; Contempt of Court and Parliamentary Privileges; Civil and criminal laws of defamation and libel; Laws related to obscenity; Official Secrets Act; Right to Information and its use in journalism.

Unit 5. The Working Journalists & Other Acts: The Working Journalists Act (1955) and the Pay Commissions; Growing contract system in media and HR related issues; The Prasar Bharati Act and Public Service Broadcasting in India; The Cinematograph Act, Cable Television Act and other broadcasting related acts and regulations.

Unit 6. IT and Digital Laws: IT Act (2000) and later amendments; Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021;Need for digital laws; Data security and protection; Digital Copyright and Creative Commons; Fake news or mis/disinformation; Cybercrimes and Laws: Cyber bullying, Cyber porn, Hacking, spam and other cyber threats; Social media and OTT self-regulation.

Suggested Resources:
Bureau of Indian Standards (Certification) Regulations, 1988
Thakurta, P. G. (2009). Media Ethics: Truth, Fairness, and Objectivity. Oxford University Press.
Saxena, A. (2011). Journalism: Ethics and Codes. Anmol Publications.
Chakrabarti, S. (2014). The History of Journalism in India. Orient Blackswan.
Basu, D. D. (2014). Introduction to the Constitution of India. LexisNexis.
Raja, K. (2015). Media Ethics and Laws. Kanishka Publishers.
Chawla, R. (2017). Information Technology and Intellectual Property Rights. SAGE Publications India.
The Information Technology (Intermediary Guidelines And Digital Media Ethics Code) Rules, 2021
Information Technology Act, 2000 (IT Act)
The Advertising Standards Council of India- Code of Self-Regulation
http://presscouncil.nic.in/
https://indianjournalismreview.com/
http://thehoot.org/
https://www.sci.gov.in/
http://lawmin.nic.in/
https://mib.gov.in/
https://www.dsci.in/
http://cyberlawsinindia.com/

JMC 655 MJP: Advertising and PR Campaign

Total Credits: 4. Practical engagement hours: 60 Total Marks: 100

Course Objectives:
-To integrate advertising and public relations principles in campaign planning and execution.
-To develop skills in designing integrated communication strategies.
-To analyze successful advertising and PR campaigns.

Expected Learning Outcomes
Students will gain hands-on experience in developing integrated advertising and PR campaigns. They will learn to identify target audiences, set campaign objectives, and select appropriate communication channels. Students will also be able to evaluate the effectiveness of advertising and PR campaigns through data analysis and audience feedback.
 Advertising Campaign
Three major activities are expected to be done over the semester.
1) Ad Copywriting and Slogan Development for a fictional brand (25 marks) - Individual Assignment
•   Ad Copywriting: Write at least three ad copies for a new fictional product launch. Write the headline, body copy, and call-to-action for three different mediums: print, digital, and social media. (15 marks)
•   Slogan/tagline Development: Create two different slogans/taglines for a new product or a service. Each slogan should be concise, memorable, and reflective of the brand's values. (10 marks)

A brief report explaining the approach, creative strategy should also be submitted.

2) Advertising Campaign Creation (25 Marks) - Individual Assignment

•   Each student will develop a comprehensive advertising campaign for a social cause of their choice. The campaign should be designed for audio, audio-visual (AV), and print media, and must include detailed planning for the message, creative elements, and target audience. The objective is to create a cohesive and impactful campaign that effectively raises awareness and drives action for a social cause.

•   A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the advertising campaign.

PR Campaign

1) Press Release Writing (20 marks) – Individual Assignment

•   For a hypothetical event or product launch write the following with all required fictional details

o   Media invitation for press conference

o   Pre-event publicity

o   Post-event publicity

2) PR Campaign Creation (30 Marks) - Group Assignment

•   Students will work in groups of 5-6 individuals. They have to imagine that a company/ institution is facing a major crisis which may tarnish the company's/ institution's image, and they have been given the task to plan a campaign to clear the company's/ institution's image. Each group will propose a plan using all possible media and modes to tackle with the situation. Required details (like company / institution name, nature of crisis, budget allotted etc.) has to be fictional.

•   Each group will submit a written plan giving all possible details of its execution, and also present it to examiners for oral explanation.

Any ONE of the FIVE Research Projects

JMC 656 RP1: Research Dissertation

Total Credits: 6. Interaction and engagement hours: 60
Project: 100 marks, End-of-semester viva-voce: 50 marks

Students have to select a topic only about journalism/mass communication for research dissertation. They are expected to follow scientific research method/s for the research and present it in the form of a written dissertation, of 8000-10000 words. Established academic norms regarding structure of a research report have to be followed. Raw data may be asked for during the viva-voce.

JMC 656 RP2: In-depth Reporting
Total Credits: 6. Interaction and engagement hours: 60
Project: 100 marks, End-of-semester viva-voce: 50 marks

Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

JMC 656 RP3: Documentary Production
Total Credits: 6. Interaction and engagement hours: 60
Project: 100 marks, End-of-semester viva-voce: 50 marks

Students have to select a topic of current relevance for an audio-visual documentary. The documentary must be of 20-30 minute duration. A written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the documentary.

JMC 656 RP4: Podcast Production

Total Credits: 6. Interaction and engagement hours: 60
Project: 100 marks, End-of-semester viva-voce: 50 marks

Students have to produce at least five 15 minute episodes of a podcast. The podcast should be informative containing programmes in various formats. The podcast should be uploaded on the internet, and should be active at least till assessment. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the link to the podcast URL.

JMC 656 RP5: Web-based Content Development

Total Credits: 6. Interaction and engagement hours: 60
Project: 100 marks, End-of-semester viva-voce: 50 marks

Students can create an informative website/app about a topic of their choice and of public interest. The website should be uploaded and active at least till assessment. Original articles, texts, videos should be posted on the website. Links to other websites can also be provided. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with website address.

Any ONE of the THREE Open Electives: JMC 657 MJ/ JMC 658 MJ/ JMC 659 MJ

JMC 657 MJ: Intercultural Communication

Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
>   -To explore the principles and theories of intercultural communication.
>   -To understand the impact of culture on communication patterns and interactions.
>   -To develop skills in navigating and managing intercultural communication contexts.

Expected Learning Outcomes
>   Students will gain a deep understanding of the complexities of intercultural communication. They will learn to recognize and respect cultural differences in communication styles and norms. Students will also develop practical skills in effectively communicating and collaborating across diverse cultural contexts.

Unit 1. Defining culture: Tangible/intangible; learned/biological; static/dynamic, shared; what is subculture; major elements that make up a culture; taxonomies of culture; culture and identity.

Unit 2. Intercultural communication (ICC): Importance of ICC in globalised world; forms of ICC: direct/indirect/mediated; barriers to ICC: language, body language, context, prejudices, emotions etc.

Unit 3. Overview of different cultures in the world: Differences as per region, religion, gender, language; dominant cultures; Cultural diversity in India: between states, within a state; urban and rural; religion and culture.

Unit 4. Role of media in ICC: Translational/cross cultural media content; spread of American culture; emergence of new culture; impact of digital media on culture at global level; emerging uniformity among cultures.

Unit 5. ICC competency: Phases of venturing into a different culture; competence: knowledge, awareness and sensitivity; respect for diversity, cultural self-assessment; ethics of inter-cultural communication; importance for media persons.

Internal assessment: Observation and simulation of different cultures; meeting people of different cultures and noting experiences etc.

Suggested resources:
Ahmet Atay, M. U. (2019). Mediated Intercultural Communication in a Digital Age. Routledge.
Bennett, M. (2013). Basic Concepts of Intercultural Communication: Paradigms, Principles, & Practices. Boston: Intercultural Press.
Fay Patel, M. L. (2011). Intercultural Communication: Building a Global Community. SAGE
Judith Martin, T. N. (2012). Intercultural Communication in Contexts: Sixth Edition. McGraw-Hill Higher Education.
Larry A. Samovar, R. E. (2011). Intercultural Communication: A Reader. Cengage Learning.
Piller, I. (2011). Intercultural Communication: A Critical Introduction. Edinburgh: Edinburgh University Press, 2011.
Ramesh N. Rao, A. T. (2015). Intercultural Communication: The Indian Context. New Delhi: SAGE Publication India.
The International Encyclopaedia of Intercultural Communication. Wiley: 2017.

JMC 658 MJ: Book Editing
Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
-To introduce students to the principles and practices of book editing.
-To develop skills in manuscript evaluation, copyediting, and proofreading.
-To understand the role of the editor in the publishing process.

Expected Learning Outcomes
Students will gain a comprehensive understanding of the book editing process from manuscript acquisition to publication. They will develop proficiency in editing for clarity, coherence, and style. Students will also learn to work collaboratively with authors and publishing professionals to produce high-quality books.

Unit 1. Overview of 'Book Publishing': Definition of book; Invention of printing and its impact on society, Brief history of publishing (milestones);Books, culture and society; Size and

nature of English, Indian languages and Marathi book publishing industry, Categories of books (by size, type, content, etc), Parts of book and sequential arrangement; ISBN, barcoding and basics of book cataloguing; Production, sales and distribution of books, New developments: Computer, digitization, E-books, self-publishing, digital publishing and E-delivery platforms such as Amazon, Flipcart; Some case studies of book publishing houses.

Unit 2. Organization and Approvals: Philosophy and identity of the publishing house, Various departments and their interdependence, Nature and functions of the Editorial department; Commissioning and Acquisition Editors – roles and responsibilities, Publishing proposals and keeping track of intellectual activities, Assessing manuscripts: acceptance or rejection, consulting sales department, preliminary costing; Author-Publisher relations – contract and royalty agreements

Unit 3. The Process of Editing Books: News editing and book editing: similarities and differences; Essential qualities of the book editor, Substantive editing: House Style, Two readings – from readers' perspective and critical but sympathetic approach, inconsistencies and incongruities of facts and details, literary style and grammar, checking plagiarism and authenticity, Discussions with author: editorial improvements and suggestions, consent and approval of author; data illustrations, graphs and figures, layout and design of books, Blurbs – importance and style; Legality of the content: checking legal aspects; proof readingand making print ready copy; Reprint and new editions: Differences between the two, feedback from sales, changes and updating content.

Unit 4. Evolving Genres: Variety of content and genres for books – Novels and fictions, non-fiction, histories and biographies, general interest books, utility books, science and technology books, textbooks and study material, doctoral and reference works;Translation of books and related aspects; Changing tastes of audience and new markets; different genre may need differential editing.

Unit 5. Book Production and its Economics: Overview of different stages – Manuscripts, typesetting, proofreading, dummy, designing, colour separation and platemaking, printing and binding; Different stakeholders in publishing industry; Economics of production: Paper – quality, size, types and cost; book cover – paperback and hardbound, estimation of price and print order, survey, distribution and marketing, reviews and promotions, discount and concessions, book exhibitions, readers' movement and libraries, Role of government and institutions like NBT, Sahitya Academy, etc.

Unit 6. Publishing and Laws: Press and Registration of Books, Official Secrets Act, Shops & Establishment Act and relevant provisions; Intellectual Property Rights: Copyrights, translation rights, co-publishing, foreign rights, etc.; Piracy, plagiarism and ethics of publications; Provisions in the Indian Penal Code regarding harmful publications, defamation and libel, sedition, obscenity, public tranquillity, etc.

Internal assessment:
Visit to a book publishing house, libraries and printing units;
Internship with a book publisher,
Writing proposals for a book, collaborative project like production of a book/written document during the semester as group assignment

Suggested resources:
Editors on Editing, ed. Gerald Gross, 3rd ed. (Grove, New York, 1993)
Ginna, Peter, ed. What Editors Do: The Art, Craft & Business of Book Editing. University of Chicago P, 2017.

Kurowski, Travis, Wayne Miller, and Kevin Prufer, eds. Literary Publishing in the Twenty-First Century. Milkweed Editions, 2017.
Lupton, Ellen. Indie Publishing. Princeton Architectural Press, 2008. Print.
Saller, Carol Fisher. The Subversive Copyeditor, 2nd Edition. University of Chicago P, 2016.
Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
William Strunk, Jr. and E. B. White, The Elements of Style, Penguin, 2007
King, Stephen. (2002). 'On Writing: A Memoir of the Craft'. Pocket Books, New York.
The Chicago Manual of Style (Latest edition from web)
Gallaway, Matthew. (December 13, 2010). 'Five Writers Talk About Their Book Editors'. Available on the following link:
https://theawl.com/five-writers-talk-about-their-book-editors-438c8b9c9ad8#.1pkk8fbkv
Barbara DeMarco-Barrett. (2004). 'Agents and Editors: An Inside Look at the Working Relationship'. From Poets & Writers magazine, Spring 2005. Available on the following link:
https://www.barbarademarcobarrett.com/wp-content/articles/writing/Agent-EditorRelationship.html

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JMC 659 MJ: Film Studies
Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
       -To examine the history, theory, and aesthetics of cinema.
       -To analyze film genres, styles, and techniques.
       -To develop critical thinking skills through the study of film.

Expected Learning Outcomes
       Students will gain a deep understanding of the artistic, cultural, and social significance of film. They will learn to analyze and interpret films within their historical and theoretical contexts. Students will also develop the ability to critically evaluate film narratives, aesthetics, and production techniques.

Unit 1. Introduction: Defining Cinema, The concept of persistence of vision. Films relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

Unit 2. Film Language: Shot, Sound (Sync/non-sync, diegetic/non-diegetic), Editing, Mise-en-scène and its components, Angles, Film narrative, Space and time in Cinema, Film Narrative and its form, Storytelling.

Unit 3. Film Genres and formats: Action, adventure, musical, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films. Analysis of recurrent themes, images, and narrative structures.

Unit 4. History to Contemporary and Social Context of Films: Early years of cinema (The silent era), Indian cinema, Development of narrative, German Expressionism, French Impressionism, Avant Garde, Soviet Montage, Modernist films, The Sound era, Advent of Hollywood, European New Wave, Propaganda films, New Global Cinema, AI/Digital Cinema.

Unit 5. Institutions of Film: Film and Television Institute of India, Films Division of India, Children Film Society , National Film Development Corporation, Satyajit Ray Film & Television

Institute, National Film Archive of India, Film Censor Board, Directorate of Film, Film Certification Appellate Tribunal.

Internal Assessment: Movie Screening according to the Era and review writing, Films as text analysis.

Suggested resources:
Villarejo Amy, Film Studies: The Basics. Routledge, 2013
Yves Thoraval, The Cinema of India. MacMillan India, 2000
Geoffrey Nowell-Smith, The History of Cinema: A short Introduction. OXFORD 2018
Piper Jim, Film Appreciation Book: The Film course, All Worth Press, 2018
Petrie, Dennis & Boggs, Joseph, The Art of Watching Films, Mc Graw Hill Publication, 2011.
Sanders John, The film genre book, Auteur, 2009. Leo Eubank & Marshall Cohen, Film Theory and Criticism: Introductory Readings, Oxford University Press, 2004.
Matilda Mroz, Temporality and Film Analysis, Edinburgh University Press, 2012.
Garwood Ian, The Sense of Film Narration, Edinburgh University Press, 2013.
John Belton, "American Comedy," American Cinema/American Culture, 2 nd ed.., (Boston: McGraw Hill, 2005), 180-192.
Murray, R. L., & Heumann, J. K. Cinema and the Environment: A Critical History of the Representation of Nature on Screen. Rutgers University Press, 2013.
Rosenstone Robert A. History on Film. Third ed. Routledge 2018
Guynn William. Writing History in Film. Taylor and Francis 2013.

Any ONE of the THREE Subject Electives: JMC 6510 MJ/ JMC 6511 MJ/ JMC 6512 MJ

JMC 6510 MJ: Agriculture Journalism
Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
    -To introduce students to the principles and practices of agriculture journalism.
    -To develop an understanding of agricultural issues, trends, and innovations.
    -To cultivate skills in reporting on agricultural topics for diverse audiences.

Expected Learning Outcomes
    Students will gain knowledge about the agricultural industry, including farming practices, food production, and rural development. They will learn to effectively communicate agricultural news and information through various media platforms. Students will also develop the ability to critically analyze agricultural policies and their impact on society.

Unit 1. Agriculture in India and Maharashtra: Overview of Indian agriculture system, traditional methods and transformation; the Green revolution and aftermath; Problem of landholding and marginalization of farmers, issues of farm labour; Nature of Indian monsoon: frequent droughts and unseasonal rains, irrigation facilities and management, weather forecasting, role of IMD and regional weather stations, Agriculture universities in India and their role in Agri-development, use of technology and new methods in agriculture, Dairy development and the Amul story, Cooperative movement and sugarcane industry in Maharashtra, Indian Agriculture and Farmers Association (Case study – Sharad Joshi Shetkari Sanghatana).

Unit 2. Agriculture Economy of India: Share of agriculture sector in India‟s GDP, share of the workforce employed in agriculture, Agriculture infrastructure, Kharip and Rabbi planning, cropping patterns(India/Maharashtra); Pre and post-harvest activities, supply of seeds and fertilizers; Agriculture finance: Role of NABARD, national banks and micro-finance institutes,

private money lenders; crop insurance, cost of production and productivity issues; Agriculture marketing – prices of agricultural produce; APMC, weekly markets, intermediaries and value chain; government intervention and „Minimum support price", import-export policy; issues of storage, logistics and supply; Agri-processing and allied industry, Allied businesses in agriculture (Horticulture, floriculture, dairy and animal husbandry, Goat farming, sericulture, poultry, fishery, etc.)

Unit 3. Agriculture crisis: Developing crisis in agriculture – reasons and solutions, Suicide of farmers; Impact of globalization on Indian agriculture: WTO, GATT and agriculture subsidies, effects of climate change on agriculture, Agri-credit, finance and insurance, failure of crops, Swaminathan Commission report, Loan waivers and party politics; Need for agriculture reforms and changes in legislation, demand for industry status to agriculture, Farmers" strike and agitations.

Unit 4. New trends in agriculture: Use of biotechnology and new practices, technology interventions (Blockchain in agriculture); New high-value crops, GM vs traditional seeds, towards organic and chemical residue-free farming, rainwater harvesting, drip and micro-irrigation, bio-fertilizers and biofuel; Restructuring agriculture marketing: eNAM (National Agriculture Market), Agriculture value chain –Seed 36 to plate approach, traceable food, Agriculture brand building and Agri-retail sector, Future trading of agricultural commodities, Export oriented agriculture system, Farmer Producers" Company model: Opportunities and challenges (Case study – Sahyadri Farms, Godawari Farmers Company, etc.), Urban agriculture, Agritourism Indian agriculture post COVID-19:Opportunities & challenges, Principles, mission and goals, Agriculture: Indian vs China, Bio-Sanitizer – Made in India technology.

Unit 5. Agri-journalism: Information needs of farmers and rural communities, agriculture research and extension activities, nature of agricultural news, various sources of information in agriculture, Scope for Agri-journalism on different media platforms, coverage of agricultural activities for mainstream media, special supplements and columns in newspapers, addressing issues of farming communities and highlighting success stories, Case study of 'Agrowon'-regional daily for farming community; Special programmes in radio, television and news channels (e.g. 'AapliMati, AapliManase'), Increasing use of social media platforms for agri-information, crop-wise farmer community radio, The International Federation of Agricultural Journalists (IFAJ)

Internal Assessment: Study of media coverage of rural issues and agriculture, visits to farms and agricultural research centres, interviews with farmers etc. Internship with agriculture newspaper, magazine or news portal.

Suggested resources:
Jana, B. L. (2014) 'Agricultural Journalism'. Agrotech Publishing Academy, Udaipur.
Mittal, Dr S K (2018) 'Rural Journalism'. Om Publications, New Delhi.
Singh, A. K. (2014) 'Agricultural Extension and Farm Journalism'. Agrobis India.
Sainath, Palagummi (1996) 'Everybody Loves a Good Drought'. Penguin India, New Delhi.
Swaminathan, M. S. (2004-2006) 'Swaminathan Report: National Commission on Farmers'.
Groot, Hans C. (Ed.) (1964) 'Agricultural Journalism'. University of Philippines.
Williams, Raymond. (1973 & 2011) 'The Country and the City'. The Hogarth Press, London.
Handbook of Agriculture, (2006), Indian Council of Agriculture Research, New Delhi
Allen, William, 'Agricultural Journalism' in: Encyclopedia of Science and Technology Communication (Ed: Susanna Hornig Priest) DOI: http://dx.doi.org/10.4135/9781412959216.n8
Aksoy, M. A., & Beghin, J. C. (Eds.). (2005). Global agricultural trade and developing countries. World Bank. https://openknowledge.worldbank.org/handle/10986/7464

Sharma, A., Sutradhar, M., Monlai, S., & Kumari, N. (2018). Agriculture journalism brings employment in India. International Journal of Current Microbiology and Applied Sciences, 7. https://doi.org/10.20546/ijcmas.2018.709.287
http://agriculture.gov.in/
http://krishi.maharashtra.gov.in

JMC 6511 MJ: Data Journalism
Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
-To teach students how to collect, analyze, and visualize data for journalistic purposes.
-To introduce data-driven storytelling techniques.
-To develop skills in using data analysis tools and techniques.

Expected Learning Outcomes
Students will acquire proficiency in collecting and cleaning data from various sources. They will learn to analyze data using statistical methods and visualization tools. Students will also develop the ability to tell compelling stories using data-driven approaches, enhancing their investigative journalism skills.

Unit 1. Introduction: Data and Public Interest Stories; Use of data for journalists; News values related with data; History of Data Journalism; Importance of critical thinking for a Data Journalist; Importance of Data Journalism; Finding a Data Story.

Unit 2. Getting Data: Common Data Formats; Finding and Cleaning the data; Building the data; Alternative Data Sources; Planning a Data Story: Hypothesis and Questions; Enriching Stories with Data; Analysing Fact Sheets.

Unit 3. Understanding Data: Organizing Data; Verifying Data; Summarizing and Simplifying Data Insights; Essential Statistics- Averages, Mean, Mode, Median, Percentage; Evaluating Data Interpretation; Data Privacy

Unit 4. Data Visualization: Working with Designers; Purpose of Data Visualization; Matching Data and Graph Types; Design and Colour Basics; Map Theory; Ethics of Data Visualization; Visual Storytelling.

Unit 5. Data-Driven Stories: Writing style of Data Stories; Sector-Specific Data Stories; Reaching your Audience; Data Driven Interviews; Anatomy of a Data Story; Data-Driven Leads; Data-Driven Writing; Solution Journalism.

Internal assessment: Collect and analyse data stories from regional and national level media outlets, plan interviews with data journalists from the city/ state, generate data stories based upon the city-level interactions and incidences.

Suggested resources:
Jonathan, G., Liliana, B., & Chambers, L. (Eds.). (2012). The Data Journalism Handbook. Sebastopol: O'Reilly Media.
Riche, N. H., Hurter, C., & Nicholas Diakopoulos, S. C. (Eds.). (2018). Data- Driven Storytelling. Boca Raton : CRC Press .
Data Journalism.com

https://datajournalism.com/read/handbook/one/introduction/what-is-data-journalism
The Data Journalism Handbook
https://www.oreilly.com/library/view/the-data-journalism/9781449330057/ch01.html
How to be a data journalist - Paul Bradshaw
https://www.theguardian.com/news/datablog/2010/oct/01/data-journalism-how-to-guide
Data Journalism: Global Investigative Journalism Network
https://gijn.org/data-journalism/
https://gijn.org/?s=Data+Journalism+
https://gijn.org/2015/11/12/fifty-years-of-journalism-and-data-a-brief-history/
Google News Initiative – Data Journalism
https://newsinitiative.withgoogle.com/training/course/data-journalism
Data Journalism – American Press Institute
https://www.americanpressinstitute.org/publications/reports/strategy-studies/data-journalism/single-page/
The Age of Insight: Telling Stories with Data
Google News Initiative
https://www.youtube.com/watch?v=TA_tNh0LMEs
How is data journalism changing the newsroom? | BaharehHeravi | TEDxUCD
https://www.youtube.com/watch?v=iJKIWxYEAZI
Making data mean more through storytelling | Ben Wellington | TEDxBroadway
https://www.youtube.com/watch?v=6xsvGYIxJok
History of Data Journalism at The Guardian
https://www.youtube.com/watch?v=iIa5EoxyvZI
What is data journalism at The Guardian?
https://www.youtube.com/watch?v=IBOhZn28TsE
The 2020 Vision of Data Journalism
https://www.youtube.com/watch?v=1LZwSgv9dMA

JMC 6512 MJ: Sports Journalism
Total Credits: 2. Interaction/Teaching-learning hours: 30
Internal Assessment: 25 marks, End-of-semester exam: 25 marks

Course Objectives:
        -To explore the principles and practices of sports journalism.
        -To develop an understanding of sports culture, industry, and events.
        -To cultivate skills in reporting, writing, and broadcasting sports news.

Expected Learning Outcomes
        Students will gain knowledge about the sports industry, including professional leagues, athletes, and sports events. They will learn to cover sports news and events with accuracy, fairness, and integrity. Students will also develop skills in sports commentary, feature writing, and multimedia storytelling.

Unit 1. Sports and Society: The role and significance of sports in a society, National sports policy; sports culture; Sports diplomacy is the use of sports to key historical situations, current events and international relations. The inception and evolution of many sports, A brief history of international games: Olympic, Commonwealth and Asian, History of National Games and other important competitions in various sports, The establishment and growth of modern leagues in numerous sports, Major national and state sports awards.

Unit 2. Introduction to Sports Journalism: Definition, history, and evolution, The role of sports journalism in society, Key figures and milestones in sports journalism. Evolution of sports journalism across media platforms.

Unit 3. Sports reporting and institutions: Basic principles of sports writing: Structure, style and tone, Reporting live events: Techniques and best practices, writing features and profiles, Conducting effective interviews with athletes, coaches and sports officials, Researching sports statistics, histories, and backgrounds, Utilizing databases and other resources for sports journalism. Building rapport with Sports Organisations, Associations; Understanding the nature of sports management. Sports Marketing and PR: Commercial relationship between media coverage and sports events, marketing, Sports channels and their functioning,

Unit 4. Multimedia sports reporting: Sports writing for print, radio, TV, online and multimedia; Sports magazines in India; Reporting match results: Do's and don'ts; Deadline pressure, covering late night events. Types of coverage: running commentaries; Live updates, Previews and Reviews of the match. Sports columns by experts, players, syndicated columns; ghost writing for sports columns.

Unit 5. Sports news editing. Flow of the news on the sports desk; Editing and translation of sports stories; effective and descriptive narration; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Accessing archives and reference sections. Using suitable graphics and images. Observance of ethical norms in sports reporting.

Unit 6. Ethics in Sports Journalism: Ethical considerations and challenges in sports reporting,

Internal assessment: Covering the city's sporting events. interviewing athletes and officials, producing sports segments. Multimedia sport projects like print, audio, video, and social media content.

Suggested resources:
Arvind Malik (2021), Sports Journalism and Mass Media, Friends Publication New Delhi
Kamaljeet Kaur, Fakira Mohan Nahak (2021), Sports Journalism, Rudra Publishers & Distributors
Abraham Aamidor (2003), Real Sports Reporting, Indiana University Press
Stofer, Kathryn; Schaffer, James and Rosenthal, Brian. (2019). Sports Journalism: An Introduction to
Reporting and Writing. Rowman and Littlefield, New York.
Gisondi, Joe. (Aug 2017). Field Guide to Covering Sports (2nd ed). CQ Press, Sage. Washington.
Andrews, Phil. (2013). Sports Journalism: A Practical Introduction. Sage Publications
Wooldridge, I. (2008). Searching for Heroes: Fifty Years of Sporting Encounters. Hodder & Stoughton, London
Thakur, K C. (2010). Sports Journalism. Cyber Tech Publications, New Delhi.
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