

*Swami Ramanand Teerth  
Marathwada University,  
Nanded*

**B.A. Second Year  
(Third & Fourth Semester)**

**Journalism and Mass  
Communication**

**Syllabus**

**Semester Pattern**

**Effective From June 2010**

**B.A. Second Year (Optional Paper)  
Syllabus of Third Semester**

Paper No.	Type of the paper	Title of the paper	Marks	Periods per Week	Duration of Examination
TH-III	Theory	Development Journalism and communication	50 (40+10 Internal)	04	02 Hours
PR-III	Practical Assignments	Development Reporting and Writing Skills in Journalism and Mass Communication	50	06*	30 (Minutes per Students)

**B.A. Second Year (Optional Paper)  
Syllabus of Fourth Semester**

Paper No.	Type of the paper	Title of the paper	Marks	Periods per Week	Duration of Examination
TH-IV	Theory	Public Relation	50 (40+10 Internal)	04	02 Hours
PR-IV	Practical Assignments	Writing Skills in Public Relation	50	06*	30 (Minutes per Students)

\* Practical batch should not consist of more than ten (10) students for third semester of B.A. Second year.

**B.A. II Year**  
**Semester - III**  
**Journalism and Mass Communication**  
**Paper - III**  
**Development Journalism and Communication**  
विकास पत्रकारिता आणि संवाद

**Marks 40**

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**Unit I : Development Journalism**

History, Geography, problems of development of Marathwada. Concept of development journalism, characteristics of development journalism. Dimensions of development journalism, concept of sustainable development and its importance.

**Unit II : Development Communication**

Meaning, concept, strategies in development communication. Barriers to development communication approaches to development role and influence of doordarshan, AIR and print media for rural and agriculture development journalism and development communication.

**Unit III : Concept of Agriculture and Rural development journalism**

Zilla Parishad, Panchyat samiti, Gram Panchyat. Marathwada Agriculture University. Co-Operative sugar factories in Marathwada.

**Unit IV : Success Stories**

Meaning, Scope, importance, structure writing skills, Language, New trends

## Reference Books

1. Mass Media and National Development – Sehrmm. W.
2. Developing Communication Skill – Krishna Mohan, Meera Banarji.
3. Broadcasting and the people – Mehra Masani.
4. A Manual of Development Journalism – Alanchalkley.
5. Media Management and development – Dr.Samir Kumar Singh, Jhanada Pub.- New Delhi.
६. विकास पत्रकारिता संकल्पना आणि स्वरूप — डॉ.रामानंद व्यवहारे, एज्युकेशनल प्रकाशन, औरंगाबाद.
७. मराठवाड्याचा विकास अभ्यास व चिंतन — भुंजगराव कुलकर्णी.
८. मी मराठवाडा आणि महाराष्ट्र — भुंजगराव कुलकर्णी.
९. ग्रामीण पत्रकारिता — डॉ.सुधीर गव्हाणे, प्रचार प्रकाशन, कोल्हापूर.
१०. वृत्तपत्रव्यवसाय काल आणि आज — डॉ.सुधाकर पवार, प्रकाशक प्रमोद पवार, नाशिक.
११. पत्रकारिता विचार व व्यवहार — डॉ.सुधीर गव्हाणे.
१२. जनसंज्ञापन व विकास संज्ञापन — ढोके विश्राम, प्रकाशक, कुलसचिव, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक.
१३. विकास संवादाची नवी क्षितिजे — डॉ.वि.ल.धारकर.
१४. विकासाच अराजक आणि जनपदोध्वंस — विजय दिवाण.

१५. आधुनिक पत्रकारितेचे नवप्रवाह — डॉ.सुधीर इंगळे.
१६. संवादशास्त्र — डॉ.सुधाकर पवार, मानसन्मान प्रकाशन, पुणे.
१७. संवादविश्व — सुषमा दातार, संवादविश्व प्रकाशन, पुणे.
१८. संवादशास्त्र — डॉ.श्रीपाद भालचंद्र जोशी, विजय प्रकाशन, नागपूर.
१९. पत्रकारिता मार्गदर्शक — एस.के.कुलकर्णी, पुणे विद्यार्थी गृहप्रकाशन, पुणे.
२०. पंचायतराज्य, जिल्हा नियोजन आणि ग्रामीण विकास परिसंवाद — संपादक, पी.बी. पाटील, यशवंतराव चव्हाण प्रतिष्ठान, मुंबई प्रकाशन.
२१. सहकारी साखर उद्योगांची चार दशके — संपादक राजेंद्र दर्डा, प्रा.सुधीर गव्हाणे, डॉ.प्रताप पाटील, यशवंत भंडारे, जयदत्त प्रकाशन, कोल्हापूर.
२२. नभोवाणी पत्रकारीता — पुरुषोत्तम कोर्डे.
23. Professional Journalism – Dr. Akshaykumar Nayak, Dr.Sameer Kumar Singh.

**B.A. II Year**  
**Semester - III**  
**Journalism and Mass Communication**  
**Paper III/Practical**  
**Development Reporting and Writing Skills in Journalism and Mass**  
**Communication**  
वृत्तपत्रविद्या व जनसंवाद शास्त्रातील विकासात्मक वार्ताकन आणि  
लेखन कौशल्य

**Marks 50**

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**Unit I :**

Write Ten (10) development news/features.  
(each 2,3,4,5,6 coloum)

**Unit II :**

Choose any twenty (20) developmental news features and collect.  
Make a clipping file with remarks and opinion.

**Unit III :**

Write two (02) success stories.  
(each 3-5 pages)

**Unit IV :**

Write a script on any developmental subject for AIR (3-5 pages)

**Unit V :**

Seminar: write the seminar paper on any topic from syllabus and  
present it in classroom.

**B.A. II Year**  
**Journalism and Mass Communication**  
**Paper pattern for theory paper**

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**Time: 2 Hours**

**Total Marks 40**

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- i) Attempt all questions**
  - ii) All questions carry equal marks.**
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Q.1 Long answer type (descriptive/essay) question.

OR

Long answer type (descriptive/essay) question.

Q.2 Answer the following questions (any two)

- i)
- ii)
- iii)
- iv)

Q.3 Write short answers of the following (any two)

- i)
- ii)
- iii)
- iv)

Q.4 Write short notes (any two)

- i)
- ii)
- iii)
- iv)

**B.A. II Year**  
**Semester - IV**  
**Journalism and Mass Communication**  
**Paper IV**  
**Public Relations**  
जनसंपर्क

**Marks 40**

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**Unit I : Public Relations**

History and development, concept and definition meaning, importance.

**Unit II :**

Objectives of Public Relation, Qualities of Public Relation officers.

**Unit III :**

Functions of Public Relation, Tools of Public Relation, Press conference, pres releases, folder, poster, pomplet and other tools.

**Unit IV :**

Government Public Relation, structure, function, tools, lokrajya, Govt Publication Organization, exhibitions, house Journals, New trends in Public Relations.

### Reference Books

१. जनसंपर्क : संकल्पना आणि स्वरूप — प्रा.सुरेश पुरी.
2. Effective Public Relation – Cutlip and Centor.
3. Handbook of Public Relation in India – Mehta D.S.
४. जनसंपर्क मिमांसा — डॉ.वि.ल.धारुकर
५. पोलीस प्रशासन आणि जनसंपर्क — डॉ.दिपक शिंदे
६. शासन संवाद — अजय अंबेकर
७. जनसंपर्क — जालंदर पुरोहित.
८. जनसंपर्क हिंदी— प्रा.चंद्रकांत सरठाना

**B.A. II Year**  
**Semester - IV**  
**Journalism and Mass Communication**  
**Paper IV/Practical**  
**Writing Skills in Public Relations.**  
जनसंपर्कतील लेखन कौशल्य

**Marks 50**

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**Unit I :**

Write a five press releases (Various subjects) and prepare the letter to editor for publication it.

**Unit II :**

Make a two (2) folders any two important subject (collect with information)

**Unit III :**

Make a two posters any two social important subjects.

**Unit IV :**

Make a five (05) pomplets various important subjects.

**Unit V :**

Make a Hording matter any five (05) with various subjects.