



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ

नांदेड— ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY
NANDED-431606, MAHARASHTRA STATE, INDIA.

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



ACADEMIC (1-BOARD OF STUDIES) SECTION

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मानवविज्ञान विद्याशाखेतील B.A.-III
Year-Mass Communication &
Journalism या विषयाचा सी.बी.सी.एस.
पॅटर्नचा अभ्यासक्रम शैक्षणिक वर्ष
२०१८-१९ पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील खालील विषयाचा C.B.C.S (Choice Based Credit System) Pattern चा अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून लागू करण्यात येत आहे.

1) B.A.-III Year-Mass Communication & Journalism.

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

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड — ४३१ ६०६.
जा.क्र.:शैक्षणिक-०१/परिपत्रक/पदवी-सीबीसीएस अभ्यासक्रम/
२०१८-१९/१३४०
दिनांक : ११.०९.२०१८.



स्वाक्षरित /—
उपकुलसचिव
शैक्षणिक (१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

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



**Swami Ramanand Teerth
Marathwada University, Nanded**

**CBCS Semester Pattern Syllabus
(Choice Based Credit System)**

B.A. Third Year

(Semester V and VI)

Subject: Mass Communication and Journalism

(Optional Subject)

(With effective from June 2018)

B. A. MASS COMMUNICATION AND JOURNALISM

(Optional Subject)

Third year – V & VI Semester

SYLLABUS STRUCTURE

Semester	Core Course	Paper Name	Lectures Week	Total No. of Lecture	CA	ESE	Total Marks	Credits
V	DSE-I IX	Radio (Theory) OR Newspaper Management & Press Law (Theory)	04	55	35	40	75	03
	GE- I X	Writing Skill for Radio (Practical) OR Newspaper Management & Press Law (Practical)	04	55	35	40	75	03
	SEC-III	Rural & Agriculture Journalism	03	45	25	25	50	02
Total V Semester			11	155	95	105	200	08
VI	DSE-I XI	Public Relations (Theory) OR Development Journalism & Communication(Theory)	04	55	35	40	75	03
	GE-II XII	Public Relations(Practical) OR Development Journalism &Communication(Practical)	04	55	35	40	75	03
	SEC-IV	Environment Journalism	03	45	25	25	50	02
Total VI Semester			11	155	95	105	200	08
Grand Total V & VI Semester			22	310	190	210	400	16

- **Practical Batch should not consist of more than Ten (10) Students**

SEC = Skill Enhancement Course
CA = Continues Assessment (Internal)
ESE = End of Semester Examination
DSE = Discipline Specific Elective
GE = Generic Elective.

B.A. III Year

Semester –V

Mass Communication and Journalism

Paper- IX / Theory

Radio

Unit I History of Radio

Innovation of Radio, Radio in India, History of Akashvani, Objectives of Akashvani, Programs in Akashvani, Code of Ethics in Akashvani.

Unit II Radio News

Sources of News, News value, Nature of News in Regional Radio station, Language of Radio News, Working process of Newsroom.

Unit III Programs in Akashvani

Schedule of program. Writing for Akashvani: speech, feature and Interview Techniques, Working process of Program Department.

Unit IV F M Services

F M service of Akashvani, Nature of Program in F M. Importance of F M Radio, Commercial F M Station in Maharashtra, Radio Jockey.

Reference Books:

1. Mass Communication and Journalism – Keval J Kumar
2. This is all India Radio – D k Barooha
3. Electronic media law and regulation – Kenneth Creech
4. Radio aure Doordarshan Pathrkarta-Dr.Harimohan
5. Varta Sakalan – Chandarkant Thmahne

B.A. III

Semester-V

Mass Communication and Journalism

Paper No. IX/Theory

OR Paper

- Newspaper Management & Press Law

Unit –I

Newspaper Management: - Meaning, Definitions, Principles, Types, Responsibilities, Nature of Newspaper, Industry, Structure of Newspaper Office. Newspaper Advertisement: - meaning, Definition, Types, Importance, functions,

Unit – II

Newspaper Circulation: - Meaning, Definitions, Importance, Scope, Tools of Circulation, Problems in circulation, Modern circulation, Marketing, Survey & Research, Audit bureau of circulation (ABC)

Unit – III

Newspaper printing: - Importance, Scope, meaning, Types, History & development, plate making, Digital Technology Satellite Printing, Photo Printing Techniques. Economics of Newspapers, Newspapers price, Government Advertisements, Advertisement Agencies, and Rate of Advertisements.

Unit –IV

Press of Registration of book Act, Copy right & write to information Act, the working Journalist Act, Press Council, Freedom of Press, Defamation and the contempt of Court, Fundamental Rights & duties, Media Freedom.

List of Reference Books

- 1) Newspaper Management – Golden J
- 2) Newspaper Organization and Management – Rucker F.W. & Willians H.L.
- 3) Newspaper circulation: - What, where and how- Rucker F.W.
- 4) Advertising – Wright, Warner & C Graw Hill.
- 5) Advertising in Modern Life – Geloag J.C.
- 6) Advertising – Nicholl D. 5
- 7) History of Printing & Publication (Vol. 1, 2, 3) – B.S. kesavan
- 8) Law and the media – Torn Crone.
- 9) ग्रामीण पत्रकारिता - डॉ. सुधीर गव्हाणे / कृषि पत्रकारितेची संकल्पना आणि प्रयोजन - डॉ. सुधीर इंगळे
- 10) आधुनिक पत्रकारितेचे नवप्रवाह - डॉ. सुधीर इंगळे
- 11) वार्ता संकलन - नचंद्रकांत ताम्हणे
- 12) विज्ञापन व्यवसाय एवम कला - डॉ. रामचंद्र तिवारी/विज्ञापन - अशोक महाजन/ आधुनिक विज्ञापन –प्रेमचंद्र
- 13) पेस विधी डा. नंदकीशोर त्रिखा / मुद्रण एवम् सज्जा - डॉ. शर्मा,/प्रेस कानून और पत्रकारिता - डॉ. संजीव भानावत
- 14) ग्रामीण क्षेत्र की पत्रकारिता - डॉ. रेणुका नय्यर./ आधुनिक रिपोर्टिंग - डॉ. राजेंद्र राही.
- 15) समाचार संकलन और लेखन - नंदकिशोर त्रिखा / समाचार एवम् फिक्चर लेखन - डॉ. संजीव भानावत
- 16) भारत में प्रेस कानून और पत्रकारीता - गंगाप्रसाद ठाकूर.
- 17) मुद्रण केतकनिकी सिद्धांत - नविनचंद्र पंत

B.A. III Year

Semester –V

Mass Communication and Journalism

Paper- XI / Practical

Writing skills for Radio

Unit I Visit to Radio Station and write a Report

Visit to any Akashvani Radio Station and write in detail a report on working process in different Department in Akashvani.

Unite II Script writing

Radio Speech (two), News Bulletin (two), and Radio Feature (One).

Unite III Interview for Radio

Two Interviews Conduct in recoding form any person in the society like Politician, Social worker, Scientist, Administrator, Media Person, Poet, Singer, Literary person or Merit Students.

Unite IV Writing on Radio

Write on any program in detail.

Unite V Writing on News Bulletin

Prepare one news Bulletin in Student`s voice (submit in CD from)

B.A. III Year

Semester –V

Mass Communication and Journalism

Paper- X / Practical

OR Paper

Paper – X – Newspaper Management & Press Law

Unit I

One Survey of Newspaper Readers. (100 Respondents) Submission of Survey Report.

(Minimum Ten Pages)

Unit II

Collection of various press Law with Newspapers and write their information (At least 05 Newspapers)

Unit III

Pagination, Layout of Newspapers 1,2,3,4 Pages.

Unit IV

Collection of various advertisements any one newspaper.

(At least 25 advertisements collection)

Unit V

Visit to Printing Unite and write a report in detail.

B.A. III Year

Semester –V

Mass Communication and Journalism

SEC PAPER – III – Rural & Agriculture Journalism

Credits: Two

Unit – I Rural Journalism:-

Nature, Scope, Importance, Structure of Villages in India, Problems of Rural development, challenges of rural Journalism, Qualities of rural Journalists, Nature of rural News, Features, Photos, Articles, Stories.

Unit – II Agriculture Journalism :- Natures, Scope, Importance, Structure of Agriculture field in India, Characteristics, Challenges, Qualities of Rural Journalists, Nature of Agriculture News, Features, Photos, Articles, stories, problems of Agriculture development.

Unit – III Success Story: - Success stories in Rural & Agriculture Journalism, Success Stories Structure, Language, Depth, Photographs, Importance of Visit to success story Location general Former Success Story, Ideal Village Success Story, and other success stories of agriculture.

B.A. III Year

Semester –VI

Mass Communication and Journalism

Paper- XI / Theory

Public Relation

Mark: 40

(Each Unite have 10 Marks)

Unit I Public Relation

Brief History of Public Relation, Concept and Definition of Public Relation, Importance of Public Relation, Objectives of Public Relation.

Unite II Public Relation Officer

Internal and External factors in Public Relation, Skills of Public Relation, Responsibilities of Public Relation Officer, Nature of Public Relation Officer, Qualities of Public Relation Officer.

Unite III Tools of Public Relation

Function of Public Relation, Tools of Public Relation, Special Tools of Public Relation, Relation of Public Relation Officer, Press Conference, Press Releases, Folder, Poster, Pomplet and Use of Malty Media.

Unite IV Govt. Public Relation

Central Government Public Relation (PRB), Public Relation of Maharashtra Government, Public Relation of Mahapareshan (MSEB): Structure, Function, Tools and House Journals, New trends in Public Relation.

Reference Books:

1. Effective Public Relation-Cuttlip and Centor
2. Handbook of Public Relation in India –Mehta D S
3. Jansapark: Sakalpa ani Swarup-Prof Suresh Puri
4. Shasan Sawad-Ajay Ambekar
5. Police Parshasan and Jansapark- Dr Deepak Shinde

B.A. III Year

Semester –V

Mass Communication and Journalism

Paper- XI / Practical

Writing Skills in Public Relation

Unit- I

Write Five Press Releases on different subjects with Covering Letter,

Unite- II

Prepare two Folders on any important subject

Unite -III

Prepare two Posters any social subjects and one wall Paper on Public Relation.

Unite -IV

Prepare five Pomplets on Educational subject

Unite -V

Prepare 10 pages Booklet (Pustika) on Success Story

B.A. III

Semester VI

Mass Communication and Journalism

Paper NO.XI/ Theory

OR Paper

XI – Development Journalism & Communication

Unit –I

Development Journalism :- History, Development, Meaning, concept, Scope, Importance, Problems of development of Marathwada, Characteristics of development Journalism, Sustainable development, Types of development Journalism, Qualities of development Journalist.

Unit – II

Development News – Structure, Meaning, Concept, Importance, Types, Development News, Features, Structure, Meaning, Concept, Importance, Types, Development Articles, Structure, Meaning, Concept, Importance Types.

Unit – III

Development Communication – Meaning, Concept, Importance, Types, Barriers of development Communication, Role & Influence of AIR For Development Journalism & Communication,

Unit-IV

Role & Influence of Newspapers for Development Journalism & Communication, Role & Influence of Doordarshan for Development Journalism & Communication, Role & Influence of New Media for Development Journalism & Communication.

List of Reference Books.

- 1) Introduction to mass Communication- Emery E, Agree W.K., Ault P.H.
- 2) Mass Media and national Development – Scharmm W
- 3) Mass Communication- Chatarjee R.K.
- 4) Development Communication – Ahuja & Chabda.
- 5) Communication & National Development – Dr. P.C. Joshi
- 6) Research in Mass media – S.R. Sharma, Anil Chaturvedi
- 7) Meaning of sustainable Development- Carley Metal
- 8) संवादविज्ञ - सुषमा दातार./ संवादशास्त्र - डॉ. सुधाकर पवार/ विकास पत्रकारिता - राधेशाम शर्मा
- 9) संवाद सिद्धांत - डॉ. श्रीपाद भालचंद्र जोशी / जनसंवाद आणि जनमाध्यम : सौद्धांतिक संकल्पना - डॉ. श्रीपाद जोशी

B.A. III
Semester-VI
Mass Communication and Journalism
Paper No. XII/ Practical
OR Paper
Development Journalism & Communication

Unit -I

Write Ten Development News (Each 2, 3,4,5,6 Colom)

Unit- II

Write Ten Development News Features (Each 2, 3,4,5,6 Colom)

Unit-III

Choose Any Twenty (20) Developmental News, News Features and Collect. Make a Clipping File with remarks and Opinions.

Unit-IV

Write a Script on any Five (5) developmental subject for AIR (3-5 Pager) -

Unit-V

Visit to Development Project and write a report in detail

B.A. III Year

Semester –VI

Mass Communication and Journalism

SEC PAPER – IV – Environment Journalism

Credits: Two

Unit – I Environment Journalism:-Meaning, Nature, Scope, Importance, Concept of Environment Journalism. Role and Responsibilities of Environment Journalism. Problems of Environment Journalism, challenges of Environment Journalism, Qualities of Environment Journalist, Nature of Environment News, Features, Photos, Articles, Stories.

Unit – II Environment Journalism: - .Prepare following things

1. Clipping File of Environment News 2. Clipping file of Photographs on Environment .3.Collect Information about Environment Journalism in Maharashtra and India.

Unit – III Success Story: - Success stories in Environment Journalism, Success Stories Structure, Language, Depth, Photographs.

