

*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

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.धारुकर.
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

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

Time: 2 Hours

Total Marks 40

- 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

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

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.