



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



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मानवविज्ञान विद्याशाखेतील पदवी
स्तरावरील द्वितीय वर्षाचे CBCS Pattern
नुसारचे अभ्यासक्रम शैक्षणिक वर्ष
२०१७-१८ पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ३ मे २०१७ रोजी संपन्न झालेल्या ३८व्या मा. विद्या परिषद बैठकीतील विषय क्र.१२४/३८-२०१७ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील मानवविज्ञान विद्याशाखेतील पदवी स्तरावरील द्वितीय वर्षाचे खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१७-१८ पासून लागू करण्यात येत आहेत.

- १) बी.ए./बी.कॉम./बी.एस्सी.—इंग्रजी (अनिवार्य, द्वितीय भाषा अतिरिक्त, ऐच्छिक)—द्वितीय वर्ष
- २) बी.ए.—हिंदी (ऐच्छिक)—द्वितीय वर्ष
- ३) बी.ए./बी.कॉम./बी.एस्सी.—कन्नड (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ४) बी.ए./बी.कॉम./बी.एस्सी.—मराठी (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ५) बी.ए./बी.कॉम./बी.एस्सी.—पाली (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ६) बी.ए./बी.कॉम./बी.एस्सी.—संस्कृत (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ७) बी.ए./बी.कॉम./बी.एस्सी./बी.एफ.ए./बी.एस.डब्ल्यू—उर्दू (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ८) बी.ए.—फॅशन डिझाईन—द्वितीय वर्ष
- ९) बी.ए.—अर्थशास्त्र—द्वितीय वर्ष
- १०) बी.ए.—भूगोल—द्वितीय वर्ष
- ११) बी.ए.—इतिहास—द्वितीय वर्ष
- १२) बी.ए.—मानव हक्क—द्वितीय वर्ष
- १३) बी.ए.—ग्रंथालय व माहितीशास्त्र—द्वितीय वर्ष
- १४) बी.ए.—जनसंवाद व पत्रकारिता—द्वितीय वर्ष
- १५) बी.ए.—सैनिकशास्त्र—द्वितीय वर्ष
- १६) बी.ए.—तत्त्वज्ञान—द्वितीय वर्ष
- १७) बी.ए.—राज्यशास्त्र—द्वितीय वर्ष
- १८) बी.ए.—मानसशास्त्र—द्वितीय वर्ष
- १९) बी.ए.—लोकप्रशासन—द्वितीय वर्ष
- २०) बी.ए.—समाजशास्त्र—द्वितीय वर्ष

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/
२०१६-१७/८४

दिनांक : ०७.०६.२०१७.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, 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, यू.जी.सी. कक्ष, प्रस्तुत विद्यापीठ.

स्वाक्षरित / —

उपकुलसचिव

शैक्षणिक (१—अभ्यासमंडळ) विभाग



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

Swami Ramanand Teerth Marathwada University, Nanded

CBCS Semester Pattern Syllabus (Choice Based Credit System)

B. A. Second Year

Subject: Mass Communication & Journalism

(With effective from June 2017)

General Guidelines:

- Teaching workload shall be four periods per week for each theory paper& practical.
- Semester IIIrd& IVth Practical Examination will be Conduct at end of the year (Annual Pattern)
- Practical should examine by the External Examiners only.
- Theory Examination will be 40 Marks (10 Marks MCQ for Each Paper)
- Internal Evaluation 35 Marks (Test, Assignment& Seminars)
- Assessment shall consist of Continuous Assessment (CA) and End of Semester Examination (ESE)
- The aim of this subject is to enable the students to job oriented.
- The subject structure is as following...

Subject Structure

Semester	Core Course	Paper Name	Lectures / Week	Total No. of Lectures	CA	ESE	Total Marks	Credits
III Sem.	CCJOUR-III Section A	New Media & Online Journalism	4	55	35	40	75	3
	CCJOUR-III Section B	Practical Writing Skill for New Media	4	55	35	40	75	3
	SEC-I	Photo Journalism	3	45	25	25	50	2
	Total-III Sem.			11	155	95	105	200
IV Sem.	CCJOUR-IV Section A	Advertising	4	55	35	40	75	3
	CCJOUR-IV Section B	Practical Writing Skill in Advertising	4	55	35	40	75	3
	SEC-II	Film Studies	3	45	25	25	50	2
	Total-IV Sem.			11	155	95	105	200
Total-III & IV Sem.			22	310	190	210	400	16

(SEC= Skill Enhancement Course, CA = Continues Assessment (Internal), ESE = End of Semester Examination)

B.A. II Year (Third Semester)
Subject: Mass Communication & Journalism

Paper-V - New Media and Online Journalism

Objectives:

- To understand the New Media & its impact on Society.
- To introduce the concepts of Online Journalism.
- To understand how to handle New Media campaigning for good faith.

Unit-1

Introduction to New Media: Definition and Advantages of new Media, Characteristics and Technologies of New Media, New Media as a medium of Journalism and Communication, Websites of major International/National/Regional Newspapers, Magazines and Channels.

Unit-2

Online Journalism: Definition and Characteristics of Online-Journalism - Immediacy, Interactivity and Universality, Blogs, Blogosphere, Video Blogging, Websites, Pod cast, Features of Online Journalism - Hypertext, Multimedia, Links of Newspapers, Online breaking news, News Papers websites. New business model: advertisements, marketing and online revenue; Future trends.

Unit-3

Online Reporting and Editing: Language and Style of Online Journalism, Writing for the Web, Tools for News Gathering, Dos and Don'ts of Internet Reporting, Editing Requirements - Content, Layout, Clarity, Style and Conciseness, Ethics in Online Journalism, Ethical issues in Online Journalism

Unit-4

Ethics of web Journalism: Introduction to Web Site Publishing, Obscenity and Privacy, Copyright and Libel, Security and privacy concerns; Nature of Cyber-crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy. Introduction to IT Act 2000

Unit-5

Citizen Journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development Protecting copyright

Paper-VI Practical Writing Skill for New Media

- 1) Downloading Information of current Event & Writing 2 News Feature on the topic based on those - 20 Marks
- 2) Practical of creating e-Newspaper (4 Pages) or Creating Own blog on Media Topic - 20 Marks
- 3) Project Report on history of online journalism - 15 Marks
- 4) Surveys on New Media (100 Respondents) Submission of Survey Report - 20 Marks

SEC Paper-1 Photo Journalism

Objectives:

- To introduce the basic knowledge about Camera.
- To enhance the students creativity to Professional view.
- To understand the News value & impact of Photo for Newspapers.

Unit-1

Introduction: What is Photojournalism? Beginnings, Necessity and Significance, Photography- Elements and Principles- Visual Language- Meaning, Photographer's Jargon, Composition of Photography- Subject and Light

Photographic Equipment: Cameras- Types- Formats- Lens- their types and Functions- Film- types and Function- Accessories.

Unit-2

Photojournalism: Concept, power of visuals, photo size, resolution and correction; Photo as News: Text vs. Photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper; Photo editing: coordination between photographer, reporter and sub-editor, instructing and guiding photographers, selection, deciding placement and size, cropping, use of cutouts, photo features, photo stories and photo essays, archive photos, photos from readers; Caption and outlines: writing photo captions, names and designations, function and significance of outlines.

Unit-3

Photographic Action: Shot- Focus- Shutter speed- Selection of Subject- Different types of Photographs- Action- Photo Editing- Procedure Pictures for Newspapers and Magazines- Developing Photographer's Manual and Computerized Photography.

Unit-4

News Values for Pictures: Photo Essays- Photo Lectures, qualities essential for Photo Journalism; Picture Magazines, Color Photography; impact of Technology, Practical, field assignments and their Evaluation, Photo Editing, Cropping, Composition, Colors, Caption, Placement of photographs & Photo Features.

Practice: Editing different types of copies, rewriting, proof-reading exercises; giving headlines; writing captions to Photographs, newspaper design exercise etc.

B.A. II Year (Fourth Semester)
Subject: Mass Communication & Journalism

Paper-VII Advertising

Objectives:

- How to write the different types of Advertising for Print & Electronic Media.
- To introduce the basic concepts of Advertising field.
- To understand the media planning & relationship.

Unit-1

Advertising: Definition, Historical Development; Social and Economic benefits of Advertising; Mass Media and Advertising, Criticisms, Types of Advertising: Consumer Advertising, Corporate Industrial-Retails- National- Trade- Professional & Social, Emerging Trends.

Unit-2

Product Advertising: Target Audience- Brand Image- Positioning; Advertising Strategies; Appeals, Advertising Spiral, Market Segmentation, Sales Promotion

Unit-3

Advertising Agency: Structure & Functions, Creativity, Media selection- Newspapers, Magazines, Radio, Television, Outdoor, Strategy, Planning, Media Budget, Campaign Planning

Unit-4

Copy Writing: Copy writing and advertising Production Techniques; Print, Radio, Television, Films, Outdoor, Ideation, Visualization, use of Computers, Practical assignments in Advertising, Copy Preparation.

Research in Advertising, Planning, Execution, Copy Research, Market Research, Ethical aspects of Advertising; Law and Advertising; Advertising and Pressure Groups;

Paper-VIII - Practical Writing Skill in Advertising

- | | | |
|----|---|-----------------|
| 1) | Preparation of Audio & Video Advertisements & Submission in CD | 20 Marks |
| 2) | Student has to create 2 advertisements for Print Media | 10 Marks |
| 3) | Clipping files of Advertisement with Review Articles & Submission of file | 15 Marks |
| 4) | Survey of customers (100 Respondents)& Submission of Survey Report | 20 Marks |
| 5) | Copywriting exercises: writing headlines, slogans, body copy etc. | 10 Marks |

SEC Paper-2 Film Studies

Objectives:

- To introduce the basic concepts of Film Industry.
- To understand about Film Production.
- To introduce the contribution of Directors to Indian Film Industry.

Unit-1

Introduction: History and Development of film in Europe, US and India, Film formats, types of films, genres, Film appreciation, analysis, criticism etc. Reviewing films for various media, Censorship: need, relevance, Censor Board, Influence of cinema on society, culture, arts

Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals, Films as an industry, Interrelationship of film industry with other media.

Important directors and their contribution to Indian cinema, Special focus on Marathi films: classics and contemporary.

Unit-2

Pre-Production: Story, script and its importance, scripting, Screenplay, shot break up, Logistics, budgeting, finance, pitching for funds, format for fund raising, Talent, techies, camera person, subjects - people who you document, Location, travelling, permissions, props, Cameras, lights, Questionnaire, art of interviewing, how to be one of them.

Unit-3

Production: Camera handling, importance of TCR, Assistant director's job, Lighting techniques Angles, light, mikes and sound Crowds, controlling the onlookers, cables and batteries shooting.

Unit-4

Post-Production: System, software, Fire wire, connecting the cam, capturing, capturing formats, Managing large files, editing suites/software's, Principles 1 basics of editing software, Timelines and transitions, Laying the sound tracks, mixing sound, Sound editing, Special effects, Output formats, Mpeg1 and Mpeg2, DVDs and VCDs, Frame rates, NTSC and PAL, Encoding and Decoding, Making a VCD and DVD.

Practice: Watching films of different genres and reviewing them. Interactions with film producers, directors, actors, Visit to film production locations etc.

***Suggested Reading:**

- 1) Stonecipher, Harry. *Editorial and Persuasive Writing: Opinion functions of News media*. New York: Hastings House.
- 2) Madhavrao, L.R. (2004). *Assessing the Trends in Journalism*. Mumbai: Sumit Enterprises.
- 3) Lister, Martin, & Others. (2009). *New Media: A Critical Introduction*. Delhi: Routledge Publisher.
- 4) Pavlik, John V. *Journalism & New Media*. New York: Columbia University Press.
- 5) Lev Manovich. *The Language of New Media*. USA: The MIT Press.
- 6) Nath, Shyam. (2002). *Assessing the State of Web Journalism*. New Delhi: Authors Press.
- 7) Bhargava, Gopal. (2004). *Mass Media and Information Revolution*. New Delhi: Isha Books.
- 8) Pavlik J.V. *Media in the Digital Age*. New York: Columbia University Press.
- 9) Chris Gatcum. (2013). *The Beginner's Photography Guide*. USA: DK Publication.
- 10) Barnbaum, Bruce. (2010). *The art of photography: An Approach to Personal Expression*. San Rafael: Rocky Nook.
- 11) Lee, Monale & Johnson, Carla. (2005) *Principles of Advertising: A Global Perspective*. Delhi: Routledge Publisher.
- 12) Dutta, Dr. Sarojit. *Advertising Today: The Indian Context*. Calcutta: Label Book Publisher.
- 13) Stoller, Bryan Michael & Lewis, Jerry. (2008). *Filmmaking for Dummies*. New Delhi: Wiley Publication.
- 14) Ascher, Steven & Pincus, Edward. (1999). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age*. USA: Plume Publishing.
- 15) Syd, Field. *Screenplay: The Foundations of Screenwriting*. USA: Dell Publishing Company.
- 16) Edward, Dmytryk. (2015). *On Film Editing*. Abingdon: Taylor & Francis Group Publication.
- 17) Menon, Narayana. *The Communication Revolution*. New Delhi: National Book Trust.
- 18) Masani, Mehra. *Broadcasting and the People*. New Delhi: National Book Trust.
- 19) Menonk, S.R. 1990. *Stylebook for Journalists & Writers*. Delhi: Konark Publishers.
- 20) Robert, Kenny F. *Teaching TV Production in a Digital World*. Santa Barbara: Libraries unlimited.

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