



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड

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मानवविज्ञान विद्याशाखे अंतर्गत राष्ट्रीय
शैक्षणिक धोरण २०२० नुसार पदवी प्रथम
वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक
वर्ष २०२४-२५ पासून लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा-या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२४-२५ पासून पदवीस्तरावर राष्ट्रीय शैक्षणिक धोरण -२०२० लागू करण्याच्या दृष्टीकोनातून मानवविज्ञान विद्याशाखे अंतर्गत येणा-या अभ्यासमंडळांनी तयार केलेल्या पदवी प्रथम वर्षाचे अभ्यासक्रमांना मा. विद्यापरिषदेने दिनांक १५ मे २०२४ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १६/५९-२०२४ च्या ठरावान्वये मान्यता प्रदान केली आहे. त्यानुसार मानवविज्ञान विद्याशाखेतील खालील बी. ए. प्रथम वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहेत.

1) B. A. I year - Journalism and Mass Communication

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

C. P. M.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/एनईपी/पदवीअभ्यासक्रम/२०२४-२५/

दिनांक २३.०९.२०२४

डॉ. सरिता लोसरवार

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत : १) मा. आधिष्ठाता, मानवविज्ञान विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.

४) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ

५) मा. प्राचार्य, न्यू मॉडल डिग्री कॉलेज हिंगोली.

६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

**SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED- 431606.**



**(Structure and Syllabus of Four Years Multidisciplinary Degree
Program with Multiple Entry and Exit Option)**

FOUR YEAR BACHELOR OF ARTS

Course: Journalism and Mass Communication

Major in **DSC** Minor in **DSM**

Under the Faculty of
Interdisciplinary Studies

Effective from Academic Year 2024 – 2025
(As per NEP-2020)

**Details of the Board of Studies Members in Mass Communication
& Journalism Under the faculty of Interdisciplinary Studies of
Swami Ramanand Teerth Marathwada University, Nanded**

Sr. No.	Name of the Member	Designation	Address for Correspondence	Contact No.
01	Prof. Dr. Rajendra Gonarkar	Chairman	School of Media Studies, SRTM University, Nanded	9890619274
02	Dr. Suhas Pathak	Member	School of Media Studies, SRTM University, Nanded	9326778410
03	Prof. Dr. Ramanand Vyavhare	Member	Shri Shivaji College, Parbhani	8308993825
04	Dr. Balaji Shinde	Member	P. A. H. Mahavidyalaya, Ranisawargaon	9420176582
05	Prof. Dr. Dinkar Mane	Member	Department of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	9850741114

Abbreviations:

- | | | |
|-------------------|---|---|
| 1) DSC | : | Department/Discipline Specific Core (Major) |
| 2) DSE | : | Department/Discipline Specific Elective (Major) |
| 3) DSM | : | Discipline Specific Minor |
| 4) GE | : | Generic/Open Elective |
| 5) SC/VSEC | : | Vocational and Skill Enhancement Course |
| 6) AEC | : | Ability Enhancement Courses |
| 7) MIL | : | Modern Indian Languages |
| 8) IKS | : | Indian Knowledge System |
| 9) VEC | : | Value Education Courses |
| 10) OJT | : | On Job Training (Internship/Apprenticeship) |
| 11) FP | : | Field Projects |
| 12) CEP | : | Community Engagement and Service |
| 13) CC | : | Co-Curricular Courses |
| 14) RM | : | Research Methodology |
| 15) RP | : | Research Project/Dissertation |



SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Interdisciplinary Studies

Credit Framework of Four Years Multidisciplinary Degree Program with Multiple Entry & Exit

Program: Bachelor of Arts

Course: Journalism and Mass Communication

Year & Level	Semester	Optional- 1	Optional- 2	Optional- 3	Generic Elective (GE) [Select from Basket 3 of Faculties other than Humanities]	Vocational & Skill Enhancement Course	Ability Enhancement Course (AEC) (Basket 4) Value Education Course (VEC) Indian Knowledge System (IKS) (Basket 5)	Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	Credits	Total Credits
1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)
1 st Year	1 st Sem.	IJOUCT1101 (2 Cr) History of Indian Journalism	HXXXCT1101 (2 Cr)	HXXXCT1101 (2 Cr)	IJOUGE1101 Digital Journalism 2 Credits	IJOUSC1101 Agriculture Journalism 2 Credits	AECENG1101 (2 Cr) English	---	22	44
		IJOUCT1102 (2 Cr) Reporting 4 Credits	HXXXCT1102 (2 Cr)	HXXXCT1102 (2 Cr)			AECXXX1101 (2 Cr) (MAR, HIN, PAL, URD, KAN) IKSXXX1101 (2 Cr) Indian Knowledge System 6 Credits			
	2 nd Sem.	IJOUCT1151 (2 Cr) Communication Theories	HXXXCT1151 (2 Cr)	HXXXCT1151 (2 Cr)	IJOUGE1151 Film Appreciation 2 Credits	IJOUSC1151 Environmental Journalism 2 Credits	AECENG1151 (2 Cr) English			
		IJOUCT1152 (2 Cr) Editing 4 Credits	HXXXCT1152 (2 Cr)	HXXXCT1152 (2 Cr)			AECXXX1151 (2 Cr) (MAR, HIN, PAL, URD, KAN) VECCOI1151 (2 Cr) Constitution of India 6 Credits			
Cum. Credits		08	08	08	04	04	12	00	44	
Exit Option: UG Certificate in Opt. 1, Opt. 2 and Opt. 3 on completion of 44 Credits and additional 4 Credits from NSQF / Internship										

Member

Member

Member

Member

Chairman
Board of Studies
Mass Communication & Journalism



B. A. First Year Semester 1 (Level 4.5)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional-01	IJOUCT1101	History of Indian Journalism	02	--	02	02	--
	IJOUCT1102	Reporting	02	--	02	02	--
Optional-02	HXXXCT1101		02	--	02	02	--
	HXXXCT1102		02	--	02	02	--
Optional-03	HXXXCT1101		02	--	02	02	--
	HXXXCT1102		02	--	02	02	--
Generic Elective (GE)	IJOUGE1101	Digital Journalism	02	--	02	02	--
Vocational & Skill Enhancement Course (SC)	IJOUSC1101	Agriculture Journalism	--	02	02	--	04
Ability Enhancement Course (AEC)	AECENG1101	English Language	02	--	02	02	--
	AECXXX1101	Second Language (MAR, HIN, PAL, URD, KAN)	02	--	02	02	--
Indian Knowledge System (IKS)	IKSXXX1101	Indian Knowledge System	02	--	02	02	--
Total Credits			20	02	22	20	04



B. A. First Year Semester 1 (Level 4.5)

Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA	CA	ESA	
			Test I	Test II	Avg. of (T1+T2) / 2	Total			
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional-01	IJOUCT1101	History of Indian Journalism	10	10	10	40	--	--	50
	IJOUCT1102	Reporting	10	10	10	40	--	--	50
Optional-02	HXXXCT1101		10	10	10	40	--	--	50
	HXXXCT1102		10	10	10	40	--	--	50
Optional-03	HXXXCT1101		10	10	10	40	--	--	50
	HXXXCT1102		10	10	10	40	--	--	50
Generic Elective (GE)	IJOUGE1101	Digital Journalism	10	10	10	40	--	--	50
Vocational & Skill Enhancement Course (SC)	IJOUSC1101	Agriculture Journalism	--	--	--	--	10	40	50
Ability Enhancement Course (AEC)	AECENG1101	English Language	10	10	10	40	--	--	50
	AECXXX1101	Second Language (MAR, HIN, PAL, URD, KAN)	10	10	10	40	--	--	50
Indian Knowledge System (IKS)	IKSXXX1101	Indian Knowledge System	10	10	10	40	--	--	50

IJOUCT1101: HISTORY OF INDIAN JOURNALISM

Course Objectives:

- ❖ The student learns to understand the evolution of different media forms in the Course Regional, national and global.
- ❖ Students should know about historical aspect of the Indian Media- Past and Present.
- ❖ Discuss the history of early printing era.

Course Outcomes:

- ❖ Students should able to understand Indian Freedom Struggle and role of the Media.
- ❖ The students will be able to understand the different phases of print and broadcast journalism in India.
- ❖ Students should acquire communication skills for personal and professional development.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Traditional Media	08
	1.1	Traditional Media: Meaning and Importance	
	1.2	Brief history of Traditional Media in India	
	1.3	Types of Folk Arts in Maharashtra	
	1.4	Functions of Traditional Media	
2.0		Growth of Print Media In India	07
	2.1	Early history of the Press in India	
	2.2	National Freedom Movement and Press	
	2.3	Prominent Newspapers & Magazines	
3.0		Brief History of Marathi Media	07
	3.1	Early history of Press in Maharashtra	
	3.2	Bal Gangadhar Tilak, Dr. B. R. Ambedkar, Dinkarrao Jawalkar, Prabodhankar Thackeray	
	3.3	Marathi Press: Present and Future	
4.0		Radio and Television	08
	4.1	History of Radio in India	
	4.2	Formation of Prasar Bharati	
	4.3	The Television: Past, Present & Future	
	4.4	The brief history of Audio-Visual Media	
Total			30

Reference Books:

1. डॉ. समीरण वाळवेकर, "आजच्या ठळक बातम्या", राजहंस प्रकाशन, पुणे, २०१९.
2. रा. के. लेले, "मराठी वृत्तपत्रांचा इतिहास", (तृतीय आवृत्ती), कॉन्टीनेन्टल प्रकाशन, पुणे, २००९.
3. प्रा. सुखराम हिवराळे, "लोकपत्रकार डॉ. बाबासाहेब आंबेडकर", आनंद प्रकाशन, जयसिंपुरा, औरंगाबाद, २०१६.
4. वनिता कोहली-खांडेकर, "भारतीय माध्यम व्यवसाय", Sage Bhasha Publication India Pvt. Ltd.
5. श्रीपाद भालचंद्र जोशी, "जनसंवाद आणि जनमाध्यम: सैद्धांतिक संकल्पना", मंगेश प्रकाशन, नागपूर.
6. वि. का. जोशी आणि रा. के. लेले, "वृत्तपत्रांचा इतिहास", युगवाणी, वाई, १९५१.
7. वि. ल. धारूरकर, "शोध माध्यमांचा", शुभदा प्रकाशन, औरंगाबाद.
8. गंगाधर पानतावणे, "पत्रकार डॉ. बाबासाहेब आंबेडकर", अभिजीत प्रकाशन, पुणे.
9. डॉ. राजेंद्र गोणारकर, "मूकनायक व बहिष्कृत भारत मधील वाचकांचा पत्रव्यवहार", प्रथमावृत्ती, शब्ददान प्रकाशन, नांदेड, २०१५.
10. डॉ. परमवीर सिंह, "भारतीय टेलीविजन", कल्पना प्रकाशन, जहांगीर पुरी, दिल्ली.
11. कामिल पारखे, "बदलती पत्रकारिता", सुगावा प्रकाशन, सदाशिव पेठ, पुणे, २०२०.
12. वीर बाला अग्रवाल, "पत्रकारिता एव जनसंचार", प्रथम संस्करण, Concept Publishing Company, New Delhi, 2020.
13. आलोक मेहता, "भारत में पत्रकारिता", सातवी आवृत्ती, नेशनल बुक ट्रस्ट, नई दिल्ली, २०११.
14. रमा गोळवलकर-पोटदुखे, "जनसंवाद सिद्धांत आणि व्यवहार", पहिली आवृत्ती, श्री मंगेश प्रकाशन, नागपूर, २०१४.
15. Robin Jeffrey, "India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press", Third Edition, OUP India, 2009.
16. Keval J. Kumar, "Mass Communication in India", 5th Edition, Jaico Publishing House, Mumbai, 2020.
17. R. C. S. Sarkar, "The Press in India", S. Chand & Co. Ltd., 1984.
18. R. Srinivasan (Edited), "Crusaders of the Fourth Estate in India", Bharatiya Vidya Bhavan, Bombay, 1989.
19. Swaminath Natarajan, "A History of the Press in India", Asia Publishing House, Bombay, 1962.
20. J. Natarajan, "History of Indian Journalism", Ministry of Information & Broadcasting, New Delhi, 2010.
21. Madan Gopal, "Freedom Movement and the Press: The Role of Hindi Newspapers", Criterion Publications, 1990.
22. Motilal Bhargava, "The Role of Press in Freedom Movement", Reliance Publication, New Delhi, 1987.
23. T. V. Parvate, "Marathi Journalism", Maharashtra Information Centre, Connaught Circus, New Delhi, 1969.
24. J. V. Vilanilam, "Growth and Development of Mass Communication in India", National Book Trust, New Delhi, 2003.

IJOUCT1102: REPORTING

Course Objectives:

- ❖ To understand the basics of news reporting and editing.
- ❖ To understand the news values and their significance while reporting.
- ❖ To teach students the techniques of news reporting & editing.

Course Outcomes:

- ❖ After studying the course students should know about value of reporting.
- ❖ Students should be able to write & edit the news, stories and articles.
- ❖ Students will be able to understand how to pursue a career as a journalist and to improve himself for given the headline and caption writing for print and online.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		News Concept	08
	1.1	News: Meaning, Definitions and Importance	
	1.2	5 Ws and H and its importance	
	1.3	Inverted Pyramid: Elements and Structure of News	
	1.4	Types of news: Hard and Soft	
2.0		Reporting	07
	2.1	News Reporter: Role, Qualities and functions	
	2.2	Nose for news, News values	
	2.3	News Reporting for Newspaper, TV, Radio, Web Portal	
3.0		News Sources	07
	3.1	News source: Meaning and Importance	
	3.2	News sources Verifying and Dealing	
	3.3	Ethical aspect of source	
4.0		News Beats	08
	4.1	Rural Reporting: Importance and Issues	
	4.2	Education, Health and Environment	
	4.3	Political, Crime, ZP, Municipal Corporation	
	4.4	Press Conferences, Events and Meets	
Total			30

Reference Books:

1. पी. के. आर्य, "समाचार लेखन", प्रभात प्रकाशन, असफ अली रोड, नई दिल्ली, २००९.
2. सुनील माळी, "बातमीदारी भाग १", राजहंस प्रकाशन, पुणे, २०१८.
3. एस. के. कुलकर्णी (संपा.), "पाऊले पत्रकारितेची", डॉ. नानासाहेब परुळेकर सकाळ चेरिटी ट्रस्ट, पुणे, २००१.
4. सुधीर गव्हाणे, "ग्रामीण पत्रकारिता", प्रचार प्रकाशन, कोल्हापूर.
5. जयदेव डोळे, "समाचार अर्थात प्रसारमाध्यमांची झाडाझडती", लोक वांडमयगृह, मुंबई, २०२०.
6. डॉ. रामानंद व्यवहारे, "बातमीदारी", Educational Publishers & Distributors, Aurangabad, 2018.
7. डॉ. हरिमोहन, "समाचार, फीचर-लेखन एवं सम्पादन-कला", तक्षशिला प्रकाशन/तक्षशिला प्रकाशन, नई दिल्ली, १९९९.
8. डॉ. रामानंद व्यवहारे, "मीडिया डेटलाईन", Educational Publishers & Distributors, Aurangabad, 2019.
9. सुधाकर पवार, "उपसंपादकाचा मित्र", दास्ताने रामचंद्र प्रकाशन, पुणे.
10. एस. मुस्तफा जैदी, "टेलीव्हिजन समाचार: लेखन और वाचन", विश्वविद्यालय प्रकाशन, वाराणसी.
11. उत्तम कांबळे, "माझी प्रयोगशील पत्रकारिता", मनोविकास प्रकाशन, मुंबई, २०२०.
12. Alfred Lawrence & John Vivian, "News Reporting and Writing", Dorling Kindersley (India) Pvt. Ltd., Delhi, 2006.
13. K. M. Srivastava, Dr. K. K. Rattu (Trans.), "News Reporting and Editing", Surubhi Publication, Jaipur.
14. T. J. S. George, "Editing: A Handbook for Journalists", IIMC, New Delhi, 1989.
15. Rich Carole, "Writing and Reporting News A Coaching Method", Wadsworth
16. Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork.
17. S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
18. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.
19. M. V. Kamath, "Professional Journalism", Vikas Publishing House Pvt. Ltd., New Delhi, 2009.

IJOUGE1101: DIGITAL JOURNALISM

Course Objectives:

- ❖ To understand the information & communication technology in creating social change.
- ❖ To know the different tools of information & communication technology.
- ❖ To make students to appreciate the importance of using ICT for development.

Course Outcomes:

- ❖ After studying the course students should know importance of ICT in Today.
- ❖ Students should be able to understand the future of digital journalism.
- ❖ The students will able to the adoption and implementation of ICT initiatives in different sectors for as a career.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Brief History of Internet	
	1.1	Internet: Introduction, History, Evolution, Development	08
	1.2	Internet Fundamentals: WWW, IP Address, Website	
	1.3	Internet Services: E-mail, Chatting, Chat Rooms	
	1.4	Working of Internet, Browsing Good Websites	
2.0		Introduction of Digital Journalism	
	2.1	Digital Media: Evolution, Characteristics	07
	2.2	Digital Media Revolution: Mass Media Adaptation	
	2.3	New Media: Web Portal; Blogs; Wikis; Short Reels	
3.0		Impact of Digital Media	
	3.1	New Roles of Journalists in the Digital Era	07
	3.2	Creating & Managing a Blog Trends in Web/Online	
	3.3	Economy of Digital Media	
4.0		Digital Media: Challenges & Ethical Issues	
	4.1	Challenges before Digital Media	08
	4.2	Basics of Digital Audiences, Search Engine Strategies	
	4.3	Copyright & Legal Issues in Cyber Space	
	4.4	Globalization & Emerging Cyber Cultures	
Total			30

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13. A. Athique, "Digital Media and Society: An Introduction", John Wiley & Sons, 2013.
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IJOUSC1101: AGRICULTURAL JOURNALISM

Course Objectives:

- ❖ To understand the basics of Agricultural Journalism.
- ❖ To understand the agricultural news values and issues.
- ❖ To teach students the techniques of agro based News reporting.

Course Outcomes:

- ❖ After studying the course students should know about value of agricultural.
- ❖ Students should able to write stories, news and articles on agricultural issues.
- ❖ Students will be able to describe use of different media in agriculture development.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Agriculture	08
	1.1	Agriculture: Meaning; Importance and Challenges	
	1.2	Information for Farmers and Rural Communities	
	1.3	Agriculture research and extension activities	
	1.4	Cooperative movement, Farmers Association	
2.0		New trends in Agriculture	07
	2.1	GM vs. Traditional Seeds, Bio-fertilizers and biofuel	
	2.2	Organic and Chemical Residue Free Farming	
	2.3	Rainwater Harvesting, Drip and Micro-irrigation	
3.0		Agriculture Crisis	07
	3.1	Developing Crisis in Agriculture: Reasons and Solutions	
	3.2	Suicide of farmers in Maharashtra	
	3.3	Demand for Industry Status to Agriculture	
4.0		Agro Journalism	08
	4.1	Nature of agricultural news, Various sources	
	4.2	Rural Reporter: Responsibilities, Issues and Challenges	
	4.3	Newspaper Columns, Programme in Radio & Television	
	4.4	Media as Partner in Rural Development	
Total			30

Reference Books:

1. सुधीर गव्हाणे, "ग्रामीण पत्रकारिता", प्रचार प्रकाशन, कोल्हापूर.
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B. A. First Year Semester 2 (Level 4.5)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional-01	IJOUCT1151	Communication Theories	02	--	02	02	--
	IJOUCT1152	Editing	02	--	02	02	--
Optional-02	HXXXCT1151		02	--	02	02	--
	HXXXCT1152		02	--	02	02	--
Optional-03	HXXXCT1151		02	--	02	02	--
	HXXXCT1152		02	--	02	02	--
Generic Elective (GE)	IJOUGE1151	Film Appreciation	02	--	02	02	--
Vocational & Skill Enhancement Course (SC)	IJOUSC1151	Sport Journalism	--	02	02	--	04
Ability Enhancement Course (AEC)	AECENG1151	English Language	02	--	02	02	--
	AECXXX1151	Second Language (MAR, HIN, PAL, URD, KAN)	02	--	02	02	--
Value Education Courses (VEC)	VECCOI1151	Constitution of India	02	--	02	02	--
Total Credits			20	02	22	20	04



B. A. First Year Semester 2 (Level 4.5)

Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA	CA	ESA	
			Test I	Test II	Avg. of (T1+T2) / 2	Total			
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional-01	IJOUCT1151	Communication Theories	10	10	10	40	--	--	50
	IJOUCT1152	Editing	10	10	10	40	--	--	50
Optional-02	HXXXCT1151		10	10	10	40	--	--	50
	HXXXCT1152		10	10	10	40	--	--	50
Optional-03	HXXXCT1151		10	10	10	40	--	--	50
	HXXXCT1152		10	10	10	40	--	--	50
Generic Elective (GE)	IJOUGE1151	Film Appreciation	10	10	10	40	--	--	50
Vocational & Skill Enhancement Course (SC)	IJOUSC1151	Sport Journalism	--	--	--	--	10	40	50
Ability Enhancement Course (AEC)	AECENG1151	English Language	10	10	10	40	--	--	50
	AECXXX1151	Second Language (MAR, HIN, PAL, URD, KAN)	10	10	10	40	--	--	50
Value Education Courses (VEC)	VECCOI1151	Constitution of India	10	10	10	40	--	--	50

IJOUCT1151: COMMUNICATION THEORIES

Course Objectives:

- ❖ The students will be able to understand concept in communication & implement it.
- ❖ Communication is integral to human expression and growth.
- ❖ To familiarize the students with the theories and models of communication.

Course Outcomes:

- ❖ After studying the course students should know about communication power.
- ❖ The students will be able to identify the use of media in providing information.
- ❖ The students will be able to the introduced to community media and folk media.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Communication	08
	1.1	Communication: Definition; Elements & Process	
	1.2	Functions of Communication	
	1.3	Types of Communication	
	1.4	Mass Media Communication: Scope & Importance	
2.0		Theories and Models of Communication	07
	2.1	Communication Theory: Definition; Elements	
	2.2	Two-step flow theory, Mass Society Theory	
	2.3	Communication Models: Meaning, Nature	
3.0		Role of Communication in Development	07
	3.1	Development Communication and Indian Thoughts	
	3.2	Role of Communication in Family Welfare	
	3.3	KHEDA & SITE Projects	
4.0		Community and Folk Media	08
	4.1	Community Approaches: Plan; Implement	
	4.2	Traditional Media: Street Plays, Folk Songs, Folk Dance	
	4.3	Media as Vehicles of Inter-Cultural Communication	
	4.4	Case Studies of Community	
Total			30

Reference Books:

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16. Graeme Burton, "Media & Society Critical Perspectives", Tata McGraw-Hill, New Delhi, 2010
17. John D.H. Downing (Ed.), "Encyclopaedia of Social Movement Media", Sage Publications, London, 2011.
18. Ghanshyam Shaw, "Social Movements in India: A Review of Literature", Sage Publications, New Delhi, 2004.
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20. M. R. Dua & T. Manonmani, "Communication and Culture", Galgotia Publishing House, New Delhi, 1997.
21. P. V. Malhan, "Communication Media: Yesterday, Today & Tomorrow", Publication Division, New Delhi, 1985.

IJOUCT1152: EDITING

Course Objectives:

- ❖ To understand the basics of news editing technique.
- ❖ To understand the news values and their significance while editing.
- ❖ To teach students the techniques of news editing for different media platforms.

Course Outcomes:

- ❖ After studying the course students should know about importance of editing.
- ❖ Students should be able to re-write & edit the news, stories and articles & Press Note.
- ❖ Students will be able to give the headline and caption writing for print and online.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Editing Concept	08
	1.1	Editing: Concept, Process and Significance	
	1.2	Inverted Pyramid, News Leads, Headlines	
	1.3	Editing Tools & Techniques	
	1.4	Editing for Newspapers, TV, Radio and Web Portals	
2.0		Editorial Department	07
	2.1	Editorial Department Structure	
	2.2	Functioning of News Desk	
	2.3	News Value & News Selection	
3.0		News Agencies	07
	3.1	Brief History of News Agencies	
	3.2	Editing on News Agencies Information	
	3.3	Use of symbols while editing	
4.0		News Rewriting	08
	4.1	Writing and Rewriting	
	4.2	News Sense and News Values, 5 Ws & H	
	4.3	Proof Reading and its importance	
	4.4	Stylebook, Preparing Page Layout on computer	
Total			30

Reference Books:

1. सुनील माळी, "बातमीदारी", (भाग १), राजहंस प्रकाशन, पुणे, २०१८.
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17. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.

IJOUGE1151: FILM APPRECIATION

Course Objectives:

- ❖ To understand the basics of audio-visual language.
- ❖ To understand the film art, culture and different genres.
- ❖ To teach students the techniques of how to understand audio-visual frames.

Course Outcomes:

- ❖ After studying the course students should know about audio-visuals effects.
- ❖ Students should be able to understand film approaches and theories.
- ❖ Students will be able to understand the techniques of Film review, critics.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Early Indian Cinema	08
	1.1	Indian Cinema: Historical Approaches	
	1.2	Fundamentals of Film Narrative	
	1.3	Indian Popular Cinema	
	1.4	Basics of Filmmaking	
2.0		Cinema and Art	07
	2.1	Evolution of Cinema as Art	
	2.2	Sequence and Script Analysis	
	2.3	Basics of Visual and Sound	
3.0		Films Theory	07
	3.1	Early Film Forms, Different Genres	
	3.2	Film Theory	
	3.3	Contemporary Critical Theory	
4.0		Film Language	08
	4.1	Film Language: Introduction to Practical Criticism	
	4.2	Film Critic, Columnist, Review Writer	
	4.3	Song in Indian Cinemas	
	4.4	Television and Popular Culture in India	
Total			30

Reference Books:

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20. Marie Seton, "The Art of Five Directors: Film Appreciation", National Institute of Audio Visual Education, National Council of Educational Research and Training.
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22. Andrew Sarris, "Interviews with Film Directors", Avon Books, 1969.
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 - allmovie.com
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 - decentfilms.com
 - timeout.com
 - imagesjournal.com
 - filmforward.com

IJOUSC1151: ENVIRONMENTAL JOURNALISM

Course Objectives:

- ❖ To understand the basics of Environmental Journalism.
- ❖ To understand the environmental news values and issues.
- ❖ To teach students the techniques of environment based News reporting.

Course Outcomes:

- ❖ After studying the course students should know about value of Environment.
- ❖ Students should able to write stories, news and articles on Environmental issues.
- ❖ Students will able to understand about Environment and challenges before Globe.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Environment and Challenges	08
	1.1	Environment: Basic concepts; meaning	
	1.2	Environment: Global to Local	
	1.3	People's rights and environment	
	1.4	Emerging challenges, Environmental issues	
2.0		Importance of Biodiversity	07
	2.1	What is biodiversity?: Importance and impact	
	2.2	Wild life, Natural habitats and Communities	
	2.3	Renewable energy sources	
3.0		Climate Change	07
	3.1	Climate Change: Meaning, Scope, Impact, Importance	
	3.2	Global Warming: Challenges, Awareness	
	3.3	Developed vs. Developing Nations	
4.0		Environment Journalism	08
	4.1	Environment Journalism: Meaning, Practices & Writing	
	4.2	Need of environment journalism	
	4.3	Pollution: Water; Air; Soil; Sanitation and Media	
	4.4	Public awareness, Environment issues & New Media	
Total			30

Reference Books:

1. संतोष शिंदे, "भारतीय निसर्ग-पर्यावरण पत्रकारिता: माध्यमे, सामाजिक संस्था व नागरिकांसाठी", सकाळ प्रकाशन, पुणे.
2. सुनील माळी, "बातमीदारी", (भाग ३), राजहंस प्रकाशन, पुणे, २०१८.
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5. Madhav Gadgil & Ramchandra Guha, "Ecological Conflict and Environmental Movements in India", India in Development and Change, Vol. 25, 1994.
6. Julia B. Corbett, "Communicating Nature: How We Create and Understand Environmental Messages", Island Press, Washington, 2006.
7. Robert Cox, "Environmental Communication and the Public Sphere", (Second Edi.), Sage Publications, Thousand Oaks, 2010.
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9. James G. Cantrill and Christine L. Oravec, (Edi.), "The Symbolic Earth: Discourse and Our Creation of the Environment", University Press of Kentucky, Lexington, 1996.
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11. Richard R. Jurin & Danter K. Jeffrey, "Environmental Communication", Pearson Custom Publishing, 2000.
12. Y. G. Joshi & D. S. Verma, "Social Environment for Sustainable Development", Rawat Publications, Jaipur.
13. Ratna V. Reddy, "Environmental Movements in India", Same Reflections, Vol. 10, No. 04, Pune.
14. Andrew Goudie, "The Human Impact: Manis Role in Environmental Change", Basil Blackwell, Oxford, 1981.

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA Optional Subject (Journalism & Mass Communication) - (Affiliated Colleges)

Question Paper Pattern as per NEP-2020

Time: 2:00

Effective from academic year 2024-25

Max. Marks: 40

Note: Attempt any four questions.

Question no. 1 is compulsory.

Off the remaining Q. 2 to 6 attempt any Three (03) questions.

All questions carry equal marks.

कोणतेही चार प्रश्न सोडवा.

प्रश्न क्रमांक १ सोडवणे अनिवार्य आहे.

उर्वरित प्रश्न क्र. २ ते ६ पैकी कोणतेही तीन प्रश्न सोडवा.

सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on (Any two): 10 Marks

A)

B)

C)

D)

थोडक्यात टिपा लिहा (कोणत्याही दोन):

अ)

ब)

क)

ड)

Q. 2 10 Marks

Q. 3 10 Marks

Q. 4 10 Marks

Q. 5 10 Marks

Q. 6 10 Marks

Chairman

Board of Studies

Mass Communication & Journalism