

Kavyitri Bahinabai Chaudhari North Maharashtra University, Jalgaon
Moolji Jaitha College ,Jalgaon (Autonomous Status)
Syllabus for **Mass Communication and Journalism (M.A.M.C.J)**
Two years Programme - Pattern (60/40)
Semester I wef. 2019-20

CBCS	course code	Area	Hours	Marks			Credits
				Int. Exam	Ext. Exam	Total	
		SEM- I					
DSC	MCJ101	Introduction to Reporting & Editing	40	40	60	100	4
	MCJ102	Introduction to Broadcast Journalism	40	40	60	100	4
	MCJ103	Communication for Social Development	40	40	60	100	4
SEC	MCJ104	Media Communication Research	40	40	60	100	4
DSE	MCJ 105	Practical - I	80	40	60	100	2
		SEM- II					
DSC	MCJ201	Introduction to New Media and ICT	40	40	60	100	4
	MCJ202	Advertising, Public Relation and corporate communication	40	40	60	100	4
	MCJ203	Media Laws and Ethics	40	40	60	100	4
SEC	MCJ204	Research Project (Dissertation)	100	40	60	100	4
DSE	MCJ 205	Practical -II	80	40	60	100	2
		SEM- III					
DSC	MCJ301	Specialized Reporting	40	40	60	100	4
	MCJ302	Documentary Production	40	40	60	100	4
	MCJ303	Digital Media Marketing	40	40	60	100	4
SEC	MCJ304	Media Management and production	40	40	60	100	4
DSE	MCJ 305	Practicals -III	80	40	60	100	2
		SEM- IV					
DSC	MCJ401	History of cinema	40	40	60	100	4
	MCJ402	Introduction of film making	40	40	60	100	4
DSC	MCJ403	Film appreciations	40	40	60	100	4
	MCJ404	Making a short film/documentary(practical)	40	40	60	100	4
SEC	MCJ 405	Practical -IV..	80	40	60	100	2
		Total	960	1040	960	2000	72

Semester	Hours	Int. Marks	Ext. Marks	Total	Credits
I	240	260	240	500	18
II	240	260	240	500	18
III	240	260	240	500	18
IV	240	260	240	500	18
Total	960	1040	960	2000	72

Title: Title of the degree shall be Master of Mass Communication and Journalism (M.A.M.C.J.)

Eligibility for Admission:

Candidate should have passed the Bachelor's Degree of this university or a university recognized by UGC in any faculty with at least 45% marks for general category and 40 % for reserved category as per rules of University and government,) Rules for admission framed by College, UGC, Govt. of Maharashtra and University will be applicable from time to time.

Selection Procedure:

Admission to the eligible candidates will be given as per the selection procedure laid down by the College from time to time.

Norms for appearing at M. C. J. Examination:

Students should have kept two terms with at least 80% attendance of theory periods in college. He should have completed all the practical work to the satisfaction of the Director /Principal and he should have obtained such certificate from the principal of the college. Unless and until he obtains such a certificate he will not be allowed to appear for university examination.

Examination Process:

A) The examination of degree will consist of four semesters. External Examination in theory courses of 60 marks as per syllabus, which will be conducted by the College /University at the end of each semester. Practical and Internal Assessment will be conducted by the college for 40 marks as per syllabus.

B) Allotment and distribution of marks:

The Examination will be of 100 marks and details are as per syllabus for all semester.

Medium of Instruction:

Marks	Grade	Grade Points
75 to 100	O	6
65 to 74	A	5
55 to 64	B	4
50 to 54	C	3
49 & less	F	0

The medium of instruction at the M. C.J. course will be Marathi or English.

Standard of Passing:

To pass the examination a candidate must obtain at least 40% marks in Internal and external examination of each course. The marks will be converted in grades and credits and finally C.G.P.A. will be displayed on the marks statement..

INTERNSHIP : candidates will be sent to various media organization like newspapers, television news channel ,online news channels, knowledge and information base channels, radio stations, news portals,public relation departments of government and NGOs depending upon interest of the candidates.they will be assessed on the basis of

1.internship report,

2.recommendation/ /certification from the immediate person under whom the candidate have completed his/her internship and

3.a viva by field expert .

INTERNSHIP: Internship provides candidates with practical knowledge about the work culture, roles responsibilities of the professional and kind of work done in the institute. The students have to complete internships during their MA Program.

VISITS AND STUDY TOUR: Visits to media organizations, NGOs, and Government offices enable students to know new areas, new positions, and new aspirations for their career. The program also included Study Tour of 2-3 days in either state capitals or national capital.

Paper Name: Introduction to Reporting & Editing

Course Code: MCJ101

Course Objective: On completion of the course students should be able to

- Find the sources for the news
- Demonstrate the skill of writing news
- Perform various functions of the news reporting
- Edit and prepare copies for newspaper and magazines

Unit 1: News: Meaning & definition, Sources and elements of News, Characteristics of news. News-concepts, determinants (values), structure and perspectives. Reporting for print, radio, television and digital media.

Unit 2: Types of news writing: Writing for newspaper and magazines: Nature & Difference, Feature writing: Meaning, definition & nature, Editorial: Importance & art of writing, Writing column, Reportage, analysis etc. National and international news agencies and feature syndicates, functions and role. Translation and transcription.

Unit 3: Reporting: Definition, scope, concept & principles of news reporting, Types & techniques of news reporting, Functions of reporting: Interview, collection of data, research, Qualities & Responsibilities of a reporter, Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues. Journalism as profession, reportage of contemporary issues, ethics of reporting. Critique of western news values, effect of new technology on global communication flows . Niche Reporting.

Unit 4: Editing: Theories and Principles of Editing, Preparing good copies for Newspaper, Magazine & others, proof reading & Copy desk, Role, functions and responsibilities of Copy editor. Editing and presentation techniques for print, television and digital media.

Unit 5: Indian political system: Nature of India's Constitution and its achievement, Fundamental Rights - Directive Principles, Federalism, Executive - Legislature Judiciary, Elections and Political Parties, Regionalism ,Politics of Secularism and Communalism, India's Political economy, Social Movements, Major Issues: Population Explosion, Corruption, Illiteracy, Public Health and Hygiene, Poverty, Caste Conflicts, Communal tensions, Gender Inequality, Reservation Issues

CCE Activity

1. Analysis of different sections and pages of the 5 newspapers and write a summary report on the structure of Newspapers.
2. Writing and editing 5 news for newspaper with headline
3. Visit to Newspaper organization and writing a visit report

Practical

Sr. No.	Practical	Hours
1.	Writing News using Inverted pyramid	25
2.	Editing of News and Headlines	25
3.	Finding story and covering with photographs	30
		80

Reading Material:

- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- Bruce Westly – News Editing
- Ken Metzler – News Writing Exercise
- Rivers William – The Mass Media , Reporting , Writing
- Warren C – Practical Newspaper Reporting
- Campbell L.R. – How to Report and Write the News
- The Newspaper's Handbook, Richard Keeble, Routledge Publication
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003 Sage Publications
- Reporting for the Print media (2nd Ed). ; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Paper Name: Introduction to Broadcast Journalism

Course Code: MCJ102

Course Objective :On completion of the course students should be able to

- Understand the organization structure of TV News channel
- Produce video content for broadcasting
- Demonstrate the skills of News Anchoring
- Use various microphones for editing and producing radio programs

Unit 1: Introduction to TV organizations: Organization structure, Organization culture, Work specialization, Overcoming Organizational Communication Barriers, The Indian Media business, Channel News strategy.

Unit 2: Reporting Skills: P to C, Bytes, Voxpop, Walk Through, Phono, Phone In, LIVE

Unit 3: News Anchoring: Voice Culture, Studio Anchoring, Teleprompter use, Makeup and Costumes, Breaking News situation

Unit 4: Radio Programming: Basic concepts of Audio production. Microphones – Designs, Categories and Applications. Understanding sound recording / Perspective of sound. Editing software's

Practical

Sr. No.	Practical	Hours
1.	Piece to Camera	30
2.	Writing for television	40
3.	Covering a Live Stories	10
		80

CCE Activity

1. Prepare organizational chart of TV News channel
2. Produce 5 video content for broadcasting (30 seconds to 90 seconds)
3. Record and edit 5 audio script

Reading Material: Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010

- Television Journalism By Ivor Yorke, Routledge
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Style Book AIR
- Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
- Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
- Broadcasting and the People, MehraMasani, NBT, New Delhi, 1985
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010

Paper Name : Communication for Social Development

Course Code: MCJ103

Course Objective: On completion of the course students should be able to

- Understand and define Mass and Mass Society
- Use theories of press in writing news
- Understand media effects on society
- Explain media convergence and its conceptual framework

Unit 1: Understanding 'Mass' and 'Mass Society': characteristics of 'Mass Communication', Development of communication models, Modernity and mass communication. role of media and journalism in society, characteristics of Indian society – demographic and sociological impact of communication, media and journalism. Media and specific audiences

Unit 2: Theories of the Press: Media Norms, The political-economic perspectives, persuasion and propaganda . Development and social change. Issues and post-colonial conceptions. Corporatization of development - Corporate Social Responsibility, non-state actors in development, mass campaigns by NGOs, Government of India, international agencies and corporate. Paradigms and discourse of development communication.

Unit 3: Media Effects in Audiences: Centrality Audience behaviour- Uses and gratification, Need to reach, measure audiences, Media Effects: The premise of the central concern, phases of effect discourses, Agenda setting, Framing, Cultivation, Diffusion, Spiral of silence. Leading influencers of social reform in India - Raja Rammohan Roy, Pandit Madanmohan Malviya, Bal Gangadhar Tilak, Mahatma Jyotiba Phule, Mahatma Gandhi, Acharya Vinoba Bhave, Dr B. R. Ambedkar, Deendayal Upadhyay, Dr Ram Manohar Lohia etc.

Unit 4 : Folk Media : Introduction to traditional folk media in India and Maharashtra, Folk lore and folk arts: tradition in Khandesh. Lifestyle of tribal and their festival an social functions.

Unit 5: Media Convergence: Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'.

CCE Activity

1. Analyses of any 3 research studies related to media effects
2. Writing an article of 800 words related to media and communication
3. Classroom Presentation on Media theories by an individual student.

Reading Material:

- McQuail's, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
- Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
- Communication research. Newbury Park, Calif: Sage Publications.
- Ghanekar, A (1998) Communication skill for effective management. Everest Publishing House. Gilligan, Pune.

Paper Name: Media Communication Research

Course Code: Mcj104

Course Objectives: On completion of the course students should be able to

1. Discuss Need, Role, and Importance of Research
2. Discuss Major Aspects of Research
3. Apply skills and techniques to study problems in specific media sector/field
4. Conduct research on any media topic and prepare dissertation

Unit1: Elements of research

Scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research. Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – correctional designs and quasi experimental, variables and hypotheses; types and methods of research; basic, applied, descriptive, analytical, historical, case study, longitudinal studies. Research in journalism, Public Relations, advertising, cinema, animation and graphics, television, Internet, social media practices, magazines, children's media. Communication, journalism and media research in India.

Unit2: Methods of communication research

Content Analysis: definition, uses and limitations; steps, unit and categories, Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection, Analysis; Longitudinal research: types: trend analysis, cohort analysis, panel studies; Experimental Research: Laboratory experiments, design; field experiments.

Unit3: Sampling

Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings, Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, diary, and internet based tools, media specific methods such as exit polls, opinion polls, telephone, SMS surveys and voting with regard to GEC (general entertainment content). Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research.

Unit3: Report writing

Data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – univariate –bivariate – multivariate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages. Ethical considerations in communication, media and journalism research, writing research reports, plagiarism.

Uni4: Media research as a tool of reporting.

Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses, ethical perspectives of mass media research.

CCE Activity

1. Writing Research Aim and Objective
2. Preparing a questionnaire.

Reference Books

1. Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition). California: Sage. Hansen, Anders et al. (2004).
2. Qualitative Communication Research Methods. California: Sage. Murthy, DVR. (ED.) (2008). Media Research: Themes and Applications. New Delhi: Kanishka. Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook. New York: Routledge.
3. Sparks, Glenn B. (2006). Media Effects Research. (Third Edition) Boston: Wadsworth (International Edition).
4. Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage

Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth (Indian Edition).

Paper Name: Practical - I

Course Code: Mcj105

(first semester) (External- 60 + 40 Internal) 100marks

- 1 Production of Laboratory Journal (Reporting, Editing & Page layout on computer. Every student has to produce at least three issues under the supervision of the teacher Designing Newspaper pages) 20
2. Practical examination of News-gathering & writing for print & electronic media. 10
3. Practical examination of Pagination: 10
4. Writing at list five Models of Communication & diagram on Kinds of communication and submission of file 20

visit to tribal padas and studies related to their folk media submitted project report.

SEM- II -

Paper Name: Introduction to New Media and ICT

Course Code: MCJ201

Course Objectives: On completion of the course students should be able to

1. Discuss New Media as new emerged media and its characteristics and applications in various areas.
2. Work in a rapidly evolving world where diverse forms of media increasingly converge
3. Discuss social issues and social activism on internet
4. demonstrate various ways journalists have taken up digital media

Unit 1: Basics of New Media and ICT

Technology, New Media, Convergence, Network Society, Dynamics of social media networks, novelty, strength and weakness; Characteristics of New Media, Growing personal sphere and online using social media , ICT and media - definition, characteristics and role. Effect of computer mediated communication. Impact of ICT on mass media. Digitisation.

Unit2: New Media Application

New Media Revolution, Browsing and searching resources, video conferencing and telephony, ecommerce: m-commerce, e-learning and m-learning, e-governance, advertising on Internet, online transactions. Social networking. Economics and commerce of web enabled media. Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance. Animation - concepts and techniques.

Unit3:Internet and Social Activism

Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues, Mobile adaption and new generation telephony by media, ethics and new media. ICT in education and development in India, online media and e-governance. Animation - concepts and techniques.

Unit4: Online Journalism

The Social and Technological Contexts of Digital Journalism ,“news” in the digital environment, A Taxonomy of Digital News, News Community, On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, e-publishing;

CCE Activity

1. Critical and analysis of 5 blogs on various issues and subjects and writing critical review.
2. Creating and maintaining personal blog
3. Writing and editing 3 news for online publishing on personal BLOG

Practical

Sr. No.	Practical	Hours
1.	Effective use of Blogging and Micro-Blogging	15
2.	Search Engine Optimization	15
3.	Google Apps	15
4.	Analyzing online videos	15
5.	Producing online videos	20
		80

Reference Books

- Rao, Bojkovic&Milovanovic (2009), Multimedia Communication Systems, New York, Phi Learning
- Judith Jeffcoate, Multimedia in Practice, New Delhi, Pearson Education
- Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi
- Pavlik J.V. Media in the Digital Age. Columbia University Press.

Paper Name: Advertising, Public Relation and corporate communication

Course Code: MCJ202

Course Objective: On completion of the course students should be able to

- Understand the concept of advertising.
- Explain the different job functions and responsibilities of those employed in advertising.
- Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioural science
- Outline the history of public relations

Identify key publics involved in public relations

Unit1:Introduction to Advertising

Meaning, Evolution ,Features, Functions of Advertising as a Communication process, Overview and scope of advertising industry in India ,Trends in advertising and advertising industry in India, Challenges faced by advertisers in India in the era of globalization .

Unit2:Creativity in Advertising

Role of Creativity in Advertising , Determining the message theme / major selling idea, Introduction to Unique Selling Proposition (USP) , AIDA formula, Buying motives and selling points Positioning Strategies ,Persuasion and Types of Advertising Appeals, Role of Source in ads and celebrities as source in India ads, Executional styles of presenting ads Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration, etc. copywriting for print, out of home, television, radio and web Objectives and methods of pre-testing and post-testing ads. Advertising management - agency-role, structure and function, client-agency relationship, media planning and budgeting. Advertising and creativity, language and translation. Advertising campaign and marketing. Advertising and marketing research.

Unit3: Development of PR and corporate communication -definition, concept and scope. Historical Perspective, Present status of PR and future scope, Distinction between PR, Propaganda, Advertising, publicity, Marketing PR as a Management Function, Development of PR in Indian Public sector-historical perspective, Objectives of PR in Public sector vis-à-vis

Private sector Govt., Information System, Public Opinion: How it is formed, winning Public Opinion - Pressure groups

Unit4:PR Process

Planning and Programming, Implementation of Plans, Anticipating crisis and handling disasters, PR for internal Communication: Publics in Internal Communication, Objectives of Employee relations, Building Organizational culture, Media for Internal Communication. Crisis communication and crisis communication management. Ethics of Public Relations. International Public Relations, communication audit.

Unit5: PR for public

Defining publics, various publics PR, Mass Media of Communication: Role of new technology, various technical equipment, and Audio visual presentation, Ethics and PR: Code of ethics, Professionalism in PR, Growth of Professional bodies: PRSI, IPRA. Role of Writing in PR: Press Releases and Press Communiqué, Backgrounders, Feature Writing, and Rejoinder Writing. Structure of PR in State, Public, Private and non-government sectors. Tools and techniques of PR and Corporate Communication.

CCE Activities

- Conducting a group wise role play of press release and writing a press release
- Analysis of 5 print and television advertisements related to PR and to write
- Analysing 5 print advertisements and 5 video advertisements and writing creative process of producing advertisement

Reading Material

- Public Relation Management, Jaishri Jethwaney & N NSarkar, ND. Sterling 2010.
- Effective Public Relation, Scott Cutlip et al, London 1995.
- Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
- Communication in Organizations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
- Advertising Management, Jaishree Jethwani, Oxford University Press, New Delhi, 2010
- Creative Strategy in Advertising, Bonnie L Drewniany, Wordsworth Cengage, 2010
- What is Big Idea, George Lois, Plume, 1993
- Making of Advertising, Ghoshal Subhash, McMillan, 2002
- Brand Sense, Martin Lindstrom Kogen Page Publication

Paper Name: Media Laws and Ethics

Course Code: MCJ203

Learning Objectives: On completion of the course students should be able to

1. Create awareness about Entertainment Industry, Media and law.
2. Demonstrate workings of Entertainment Industry and Media.
3. Critically examine the constructive role of Media in facilitating the cause of Democracy in India.
4. Develop an awareness and appreciation of the foundations of Entertainment and Media Law and ethical issues in the media.

Unit1: Government systems and Media environments

Media environment across the world, Media theories and their application to various media, British legacy in India – Vernacular Press Act, Salient features of Indian Constitution, Freedom of Speech and expression. Judicial Remedies. Concept of law and ethics in India and rest of the world. The Constitution of India, historical evolution, relevance. Concept of freedom of speech and expression in Indian Constitution.

Unit2: Media Obscenity and censorship

Definition of obscenity, vulgarity, indecency, sex and nudity and pornography, Test of obscenity Hicklin test, aversion test and the existing test, Emergency of 1975-77 and its impact on media. Defamation, Libel, Slander-IPC 499-502, Sedition IPC 124(A), Contempt

of Courts Act 1971, Official Secrets Act 1923, Press and Registration of Books Act 1867, Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards, Law of Obscenity (Section 292-294 of IPC); the Miller test, the Hicklin test, Indecent Representation of Women (Prohibition) Act 1986, Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989, Parliamentary Privileges. Famous cases involving journalists and news media organizations.

Unit3: Cinema and law

Difference between films and press. History of Indian cinema, Cinematograph Act 1952, Right to Information Act 2005, Copyright Act 1957, Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Various regulatory bodies for print, TV, Advertising, PR, and Internet.

Unit4: Broadcasting Law and Regulation

Types and history of Broadcasting, Prasar Bharti objectives, Cable Television Networks Regulation Act, Condition Access System. Telecom Regulatory Authority of India. Rules, regulations and guidelines for the media as recommended by Press Council of India, Information and Broadcasting ministry and other professional organizations, adversarial role of the media, human rights and media.

Unit 5: Advertisement and Law in India

Types of advertisement, Regulation of advertisement, Indecent Representation of Women Act (1986), Advertisement Standards Council of India, Advertising Agencies of India

CCE Activity

- Analyzing any 5 cases related to media laws and writing a report.
- Writing 2 articles on media censorships in the context of current scenario
- Group discussion on the judgment given by the supreme court related to media

Reference Books

- Madhavi Goradia Divan, Facets of Media Law , Eastern Book Company, Lucknow
- Media Law by Dr. S.R. Myneni Media Law Asia Law House

Paper Name: Project (Dissertation)

Course Code: MCJ204

Media Research Dissertation

Every student will have to do a dissertation/project report in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should Endeavour to create new knowledge in any area of mass communication.

Aim-To conduct an original investigation of an issue relevant to the content research under the supervision of an academic member of staff

Objectives

- To construct a detailed plan of a research project.
- To review relevant literature on the selected issue.
- To identify relevant research questions.

- To operational the research questions.
- (In the case of an empirical dissertation) to select and justify an appropriate research design in relation to an area of theory, to select and employ suitable methods/techniques to investigate the empirical questions, and to analyse relevant data.
- (In the case of a theoretical dissertation), to set out a coherent and focused argument that advances, clarifies and (where appropriate) reframes the theoretical questions.
- To write a dissertation covering a review of the relevant theoretical and empirical literature, the research questions, an explanation and justification of the research conducted, and a discussion of the findings in relation to the background literature.

The role of the supervisor is to advice on all aspects of the research project including:

- the topic area and relevant literature;
- the feasibility of the topic;
- the time scale of the research;
- the specification of the research questions; (in the case of an empirical dissertation) the design and adequacy of methods, sources of data and access to fields of observation, and the analysis and interpretation of results;
- (in the case of a theoretical dissertation) the focus of the argument, its relation to and implications for the theoretical literature on which it draws, including its implications for future empirical research;
- The structure and style of the dissertation.

Chapter writing guidelines

Chapter1: Introduction (approx. 700 words)

Chapter2: Review of Literature (approx. 200 words)

Chapter3: Research Design and Methodology (approx. 800 to 1000 words)

Chapter4: Data Analysis (2000 words)

Chapter5: Results and Interpretation (approx. 1,000 words)

Chapter6: Conclusion (250 word)

Dissertation Assessment

Sr. No	Project phases	Marks
1.	Project Proposal and presentation	15
2.	Review of Literature	15
3.	Research Tool design and Data Collection	15
4.	Analysis of Data	15
5.	Writing dissertation	20
6.	Viva	20
Total		100

Paper Name: Practical - II

Course Code: Mcj205

(second semester) (External- 60 + 40 Internal) 100 marks

1. Writing development News items (5), Article (3), News stories (3) and Publishing them and Writing a sustainable development News- item (5), Articles (3) & News-stories (3) 20

2. Practical examination of public relation. 05

3. One audience research surveys: on print media. 10

4. One comparative study report of the two management (Small, medium Newspapers) 10

5. One content analysis either of print or electronic media (Content of the period of at least one month) 15

Internal Assessment - 40

Internal Assessment (Internship at least 2 months) Each student will have to undergo a eight-week or more Internship (attachment) in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations / corporate communication, or any other identified by the students and faculty jointly / individually facilities for which are easily available locally or regional

SEM- III –

Paper Name: Specialized Reporting

Course Code: MCJ301

Course Objectives: On completion of the course students should be able to

1. Understand the role of specialized journalism and its changing role in Indian media.
2. Equip students to the issues and institutions associated with specialized reporting.
3. Demonstrate emphasize accuracy and ethical conduct in reporting
4. Write for different formats of news.

Unit1: Working of newspaper organization

Various divisions of newspaper organization, understanding various beats and their categories, supplier of raw material for writing news stories and understanding growing importance of specialized reporting, Advantages and challenges of specialized reporting

Unit2: Crime reporting, political reporting and diplomatic reporting

Crime Reporting: sources and related laws, Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Functions of a diplomat, diplomatic immunity, India's foreign policy and famous leaders.

Unit3: Legal Reporting, Education, Art and Culture

Understanding legal terms, care to be taken while reporting courts, discussion on landmark judgements. Sources for covering stories related to education, reporting change in the Government policy/educational reforms, Reporting fashion & lifestyle, entertainment-music, films and other works of art.

Unit 4 Investigative Reporting and Human conflicts

Investigative reporting – purposes, sources, styles, basic principles of investigative journalism, sting operations. Reporting Conflicts: definition of conflict, types of conflicts- inter groups, family based conflicts, cultural conflicts, conflicts related to rights and justice, Social Conflict, Region, Community, country and Religion, Tips for Conflict Sensitive Journalism, Objectivity versus Subjectivity and Ways to be more Objective, Characteristics of a Good Journalist and Safety Precautions for the journalists working in the war and conflict.

Practical

Sr. No.	Practical	Hours
1.	Covering and Reporting Educational News/Events	15

2.	Covering and Reporting Cultural News/Events	15
3.	Covering and Reporting Infrastructure News/Events	15
4.	Covering and Reporting Political News/Events	15
5.	Covering and Reporting Crime News/Events	20
		80

CCE Activity

- Analyse 2 news stories each from crime, political, education and culture beat and write an article on beat reporting
- Write and 2 news stories from any beat up to 250-300 words with a headline
- Take an interview of any beat reporter and write opportunities and challenges in that particular beat.

Reference Books

- The investigative reporter's handbook: A guide to documents, database and techniques
- Brant Houston, Len Bruzzese, Steve Weinberg
- Published by: Investigative Reporters editor's and Inc (RE)
- Web links http://www.intermedia.org.pk/docs/conflict_reoprting_guide.pdf
- Essentials of Practical Journalism By VirBala Aggarwal
- Concept publishing company, New Delhi.

Paper Name: Documentary Production

Course Code: MCJ302

Course Objectives: On completion of the course students should be able to

1. Explain nature and formats of documentaries
2. Write and ideate the story and treatment for producing documentaries
3. Shoot and Produce a documentary footage
4. Edit and release of the documentary films

Unit 1: Introduction to TV Documentary:

Nature, Formats and Types

Unit 2: Stages of Documentary Making: Pre-Production

Idea and Story Development, Research and Detailing, Writing Techniques, Idea or story Pitching, RECCE, Planning and executions (shooting script), Screening and analyses of different videos as per the syllabus covered

Unit 3: Stages of Documentary Making: Production and Execution -Planning for execution-shooting, Shot composition, blocking and framing as per the scene/ script requirement, Roles and responsibilities of team members, Screening and analyses of different videos as per the syllabus covered

Unit 4: Stages of Documentary Making: Editing and Post Production- Narration, Background music, First cut to final cut, Students will learn to work with the following software on desktop computers: Final Cut Pro X, Adobe Premiere Pro Adobe Photoshop, and Screening and analyses of different videos as per the syllabus covered

Practical

Sr. No.	Practical	Hours
1.	Analysing different Documentary Films	15

2.	Selecting topic and research	15
3.	Devising Treatment to Documentary	15
4.	Producing a documentary	20
		80

CCE Activities:

1. Analysis of 5 documentary and writing a report on types and treatment of the documentary
2. Write a Proposal for producing documentary (Title, Need, Scope, Relevance, type, treatment, schedule and budget)
3. Research and data collection for the documentary and write a report of 100 words

Sample student projects during the semester include:

For internal (continuous) assessment, students will be working in groups under faculty guidance for researching and executing and making their Documentary films.

- Faculty/ Guide may select a variety of procedures for evaluation (depending on the Requirement of the subject)
- Selected videos will be screened during class throughout the semester to enhance the critique process.
- Participate in the process of making a Documentary
- To Plan, Shooting and Execution, Edit Documentary, Screening of student's projects & evaluation by ISBJ faculty Panel.

Reference Books:

1. The Film-maker's handbook by Steven Ascher & Company; Edward Pincus
2. Making Documentary Films and Videos: A Practical Guide to Planning, Filming and Editing Documentaries by Barry Hampe
3. 5C's of Cinematography - Joseph V. Mascelli

Paper Name- Digital media marketing

Course Code: MCJ303

Course Objectives: On completion of the course students should be able to

1. Develop effective social media marketing strategies for various types of industries and businesses.
2. Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.
3. Use Search Engine Optimization (SEO) and Collaborative Marketing to effectively market through Social Media
4. Work on a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.

Unit1: Search Engine Optimization (SEO) -Basics of Search Engine Optimization (SEO) covers long-tail keyword research methods, on-page SEO for a focus keyword, inbound link building

Unit2: Online Advertising- Creating effective and engaging social media content, content management, creative campaigns across social media platforms

Unit3: Digital Marketing - Digital marketing strategies, Social Media Marketing tools, email marketing, content marketing on social media platforms, Online paid platforms like Google Ad Words and Face book Ads to map out target markets, acquisition costs, and retargeting campaigns. Cost-per-click, pay-per-click

Unit4: Social Media Measurement and matrices --Quantifying success of digital campaigns, data mining and social media, the role of social media in marketing research, Big data and social media, Social media and privacy/ethics.

Practical Work

Sr. No.	Practical	Hours
1.	Designing Digital Advertising Campaign	15
2.	Producing Content for the Campaign	15
3.	Google Analytics	15
4.	Face book Promotion	15
5.	YouTube promotion	20
		80

CCE Activity:

- Writing 2 SEO enabling article (500 words each)
- Evaluate 5 Digital Marketing campaign and write article on effective digital marketing campaign
- Produce 2 digital production for digital content marketing

Reference Books:

- Digital Marketing: Strategy, implementation and practices by Dave Chaffey and Fiona Ellis-Chadwick
- Digital Marketing Analytics by Chuck Hemann and Ken Burbary
- Digital Marketing: Integrating strategy and tactics
- Book by Chris Horton and Ira Kaufman

Paper Name : Media Management and production

Course Code: MCJ304

Course Objectives: On completion of the course students should be able to

1. Explain media businesses and understand the media ownership, economic drivers of the media economy
2. Present the media regulations and policy for media organizations, organizational structures and functions of different media organizations
3. Demonstrate appropriate management skills and an analytical perspective on the media industries

Unit1: Contemporary media scenario

Proliferation of Media in India, digital technology, fast moving media market, new technology, convergence and its effect on consumer behavior and potential of content, striking a balance between business and 'mission'. Grammar of electronic media. Definition, concept of media management. Communication design theories and practice. Media production techniques – print and electronic. Digital media production techniques. Economics and commerce of mass media in India.

Unit2: Principles of media management and their significance

Media as an industry and profession, Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures, Organization theory, delegation, decentralization, motivation, control and co-ordination

Unit3: Hierarchy, functions and organizational structure of different departments

General management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC, Changing roles of editorial staff and other media persons. Editorial – Response system.

Unit4: Economics of print and electronic media

Management, business, legal and financial aspects of media management, Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labor laws and PR for building and sustaining business and audience.

CCE Activity

- Visit to media organization and taking interview media professionals department
- Class-room presentations on various aspects of media management
- Analysis of 5 panel discussions conducted on Rajyasabha TV regarding media management and writing a summary report.

Reference Books

- Sylvie, George: Media Management, A Casebook Approach—4th Edition. ISBN: 978-0805861976, Routledge
- Media Management Manual: A Handbook for Television and Radio Practitioners in Countries in Transition Book by John Prescott Thomas
- **Media Management Manual:** A Handbook for Television and Radio Practitioners in Countries in Transition.

Paper Name: Practical -III

Course Code: Mcj305

(third semester) (External- 60 + 40 Internal) 100marks

1. Every Group of Student has to conceive plan & edit one radio News bulletin, one Documentary, one news based discussion or one interview based programme of 15 to 20 minutes duration & submission of CD (Minimum 3 student in a group) 20
2. Every group student has to conceive, plan & edit one video News bulletin, one Documentary, one news based discussion or interview based programme of 15 To 20 minutes duration & submission of CD (Minimum 3 student in a group) 20
6. Produced one Magazine in group (Max 5 student) 20

Internal Assessment - 40

SEM- IV -

MCJ: 401. History of cinema

Unit 1 History of Indian cinema

Introduction: India and Indian Cinema: How is cinema central to India? What are some of the basic terms and issues in Indian culture and cinema (including Bollywood, Tollywood, Kollywood, and Mollywood), Mythology and the Dawn of Indian Cinema, Why were mythological the most important genre in early Indian cinema? How did mythology and nationalism intersect in the Phalke era?

Screening: Raja Harischandra, Harischandraschi Factory (Marathi), A Game of Chess (Silent),

Golden Age (late 1940s–1960s)

Unit 2 Golden Age of Indian cinema.

The period from the late 1940s to the early 1960s is regarded by film historians as the Golden Age of Indian cinema.

Satyajit Ray is recognized as one of the greatest filmmakers of the 20th century.

This period saw the emergence of the Parallel Cinema movement, mainly led by Bengalis, which then accounted for a quarter of India's film output. The movement emphasized social realism. Early examples include Dharti Ke Lal (1946, Khwaja Ahmad Abbas), Neecha Nagar (1946, Chetan Anand), Nagarik (1952, Ritwik Ghatak) and Do Bigha Zamin (1953, Bimal Roy), laying the foundations for Indian neorealism^[73] and the Indian New Wave.^[74]

The Apu Trilogy (1955–1959, Satyajit Ray) won major prizes at all the major international film festivals and firmly established the Parallel Cinema movement. Pather Panchali (1955), the first part of the trilogy, marked Ray's entry in Indian cinema. The trilogy's influence on world cinema can be felt in the "youthful coming-of-age dramas that flooded art houses since the mid-fifties", which "owe a tremendous debt to the Apu trilogy".

Unit 3 Commercial Hindi cinema began thriving, including acclaimed films Pyaasa (1957) and Kaagaz Ke Phool (1959, Guru Dutt) Awaara (1951) and Shree 420 (1955, Raj Kapoor). These films expressed social themes mainly dealing with working-class urban life in India; Awaara presented the city as both a nightmare and a dream, while Pyaasa critiqued the unreality of city life.

Epic film Mother India (1957, Mehboob Khan), a remake of his earlier Aurat (1940), was the first Indian film to be nominated for the Academy Award for Best Foreign Language Film. Mother India defined the conventions of Hindi cinema for decades. It spawned a new genre of dacoit films. Gunga Jumna (1961, Dilip Kumar) was a dacoit crime drama about two brothers on opposite sides of the law, a theme that became common in Indian films in the 1970s. Madhumati (1958, Bimal Roy) popularised the theme of reincarnation in Western popular culture.

Unit 4 Dilip Kumar (Muhammad Yusuf Khan) debuted in the 1940s and rose to fame in the 1950s and was one of the biggest Indian movie stars. He was a pioneer of method acting, predating Hollywood method actors such as Marlon Brando. Much like Brando's influence on New Hollywood actors, Kumar inspired Indian actors, including Amitabh Bachchan, Naseeruddin Shah, Shah Rukh Khan and Nawazuddin Siddiqui. The Golden age of cinema, Guru datt, Raj kapur, New Directions in Indian Cinema: Women Speak: How have women writers and directors fought objectification and presented new narratives based in female agency Screening: Kahaani, English-Vinglish, Piku,

MCJ: 402. Introduction of Film Making

Unit 1 Direction & Screenplay Writing, Concept – Story - Writing – Research – Final Screenplay, various types of narratives, The key elements of a treatment and script: Discussion, Write a treatment, Write a screenplay, Create a storyboard, Produce a short film, utilizing production steps and techniques, Reflect on the production process used.

Unit 2 Cinematography

Functions of key video camera controls and operations: Demo and Discussion, Basic cinematography terms: Web worksheet, The 9 different shot types: Scavenger hunt and Project, The 4 different camera movements: Scavenger hunt and Project,

The different frame composition rules: Discussion and Presentation, Basic lighting techniques: Demo/Discussion, Create a multi-shot sequence: Cinematography Project, Shot Types Analysis assignment

Unit 3 Editing, Sound, Art Direction & Production Design

Basic editing terms and techniques: Discussion, the evolution of film editing: Web worksheet, Demonstrate various editing techniques: Project Weeks Learning - Sound Design, Sound and narrative: Demo/Discussion, Sound effects VS music: Demo/Discussion, Online sound design resources: Web worksheet/Discussion, Create a soundtrack to fit a narrative: Project

Unit 4 Acting

Various acting styles of cinema, (realistic, styles, melodramatic etc. Tools of acting, body, voice, speech etc. study and discuss the worlds best actors, character, methods of acting. Presents a performance.

MCJ: 403. Film Appreciations

Unit 1- What is cinema?: Definition of cinema. The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

Unit 2- Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.

Unit 3- Film styles and Genres: Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & non- fiction, promotional, propaganda, corporate, educational, advertizing films.

Unit 4- Film history: Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. World cinema: D. W. Griffith, Sergie Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois Truffautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, Yashizoro Ozu, Steven Speilberg, Majid Majidi, etc. Indian cinema: V. Shantaram, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

Unit 5- Film Studies: 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.

Internal assessment : Watching films of different genres and reviewing them. Discussion: Screenings

MCJ: 404. Making A Short Film / Documentary Film (Student can do fiction or non fiction Film) (Project)

Unit 1 Pre-Production – Story Board – Shot Division (Break Down) - Casting – Location hunting- Production Schedules - Call Sheets - Documentary Research, Fair Use - Lighting Plans -Audio Field Recording Plans - Equipment scheduling –Costume Plan – Make up Plan – Property Plan

Unit 2 Production - Shooting – Following/Execution of Plan – Footage review -

Unit 3 Post Production Of Film

Editing - Rough Cut Screenings – Sound – Music- Audio Mixing and Color Correction

Paper Name: Practical - IV

Course Code: Mcj 405

(fourth semester) (External- 60 + 40 Internal) 100marks

1. Write and Published minimum two research article in any area of Mass Communication in reputed research journal/Newspapers/Magazine etc. 20

3. (Participation in Study tour) Every student has to participate in Out station study/fields visit to media centers and he/she submit their reports based on observations. Thus, study visits are compulsory to all students. 40

Internal Assessment - 40

1. Making A Short Film / Documentary Film