या परिप्रेक्ष्यवादी सर्व संबंधिता क्रमविवाह येते को, दिनांक 3 मे 2017 रोजी संपन्न शालेव्या 38वा मा. विद्या परिषद बैठकीलेल्या विषय क्र.924/38-2017 या उदारावस्थेत प्रस्तुत विद्यापाठात्म्य संलग्न महाविद्यालयातील मानविवेदन विद्याशैक्षणिक पदवी स्तरावरील तीनीय वर्षातील याची खालील विषयातील C.B.C.S. (Choice Based Credit System) Pattern गुस्तावे अभ्यासक्रम शैक्षणिक वर्ष 2017-18 पासून लागू करण्यावावर.

1) वी.ए./वी.कॉम./वी.एस/ि-इंजीनियर (अनिवार्य, तीनीय भाषा आतिरिक्त, एँचिक्क) - तीनीय वर्ष
2) वी.ए./-हिंदी (एँचिक्क) - तीनीय वर्ष
3) वी.ए./-कंद (तीनीय भाषा, एँचिक्क) - तीनीय वर्ष
4) वी.ए./-गणित (तीनीय भाषा, एँचिक्क) - तीनीय वर्ष
5) वी.ए./-पारी (तीनीय भाषा, एँचिक्क) - तीनीय वर्ष
6) वी.ए./-संस्कृत (तीनीय भाषा, एँचिक्क) - तीनीय वर्ष
7) वी.ए./-विज्ञान, प्रौद्योगिकी एवं विज्ञान (टेक्निकल) - तीनीय वर्ष
8) वी.ए.-फिल्ड इनेंशन - तीनीय वर्ष
9) वी.ए.-अर्थशास्त्र - तीनीय वर्ष
10) वी.ए.-वैज्ञानिक - तीनीय वर्ष
11) वी.ए.-विज्ञान - तीनीय वर्ष
12) वी.ए.-मानव विज्ञान - तीनीय वर्ष
13) वी.ए.-प्रगतिशील व भारतीयशास्त्र - तीनीय वर्ष
14) वी.ए.-जनसशक्ती - तीनीय वर्ष
15) वी.ए.-सांस्कृतिकशास्त्र - तीनीय वर्ष
16) वी.ए.-मानवशास्त्र - तीनीय वर्ष
17) वी.ए.-राजशास्त्र - तीनीय वर्ष
18) वी.ए.-सांस्कृतिकशास्त्र - तीनीय वर्ष
19) वी.ए.-शास्त्रीयशास्त्र - तीनीय वर्ष
20) वी.ए.-सामाजिकशास्त्र - तीनीय वर्ष

सर्वत्री विद्यालय व अभ्यासक्रम प्रस्तुत विद्यापाठात्म्य www.srtmun.ac.in या संकेतस्थायी उपलब्ध आहेत. तरी सर्वत्री बाबा ही सर्व संबंधितव्या निर्देशनांस आणून गृहीत.

'अन्तर्देश' परिषद,
विवेकानन्द, नगर - 431 606.
आ.क्र.: शैक्षणिक-09/परिषद/पदवी-स्वीकारोत्त अभ्यासक्रम/ 2017-18/२४
दिनांक: 05.06.2017.

प्रत माहिती व पुरुष कार्यक्रमाध्यम:
1) मा. क्लीनिकल वार्षिक कार्यक्रम, प्रस्तुत विद्यापीठ.
2) मा. संयोग, प्राङ्गण व मूल्यपाक मंडळ यांचे कार्यक्रम, प्रस्तुत विद्यापीठ.
3) प्रारंभ, सर्व संवेदन संवैचारिक महाविद्यालय, प्रस्तुत विद्यापीठ.
4) उपकुलमार्ग, पुस्तकासंग्रह, प्रस्तुत विद्यापीठ.
5) साहित्य तथा संस्कृत विभाग, प्रस्तुत विद्यापीठ.
6) सिस्टम एक्सपेर्ट, यू.जी.सी. कार, प्रस्तुत विद्यापीठ.
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 conducted at the end of the year (Annual Pattern).
- Practical should be examined 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 be job oriented.
- The subject structure is as following...

Subject Structure

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core Course</th>
<th>Paper Name</th>
<th>Lectures / Week</th>
<th>Total No. of Lectures</th>
<th>CA</th>
<th>ESE</th>
<th>Total Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>III Sem.</td>
<td>CCJOUR-III</td>
<td>New Media &amp; Online Journalism</td>
<td>4</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Section A</td>
<td></td>
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<tr>
<td></td>
<td>CCJOUR-III</td>
<td>Practical Writing Skill for New Media</td>
<td>4</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Section B</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SEC-I</td>
<td>Photo Journalism</td>
<td>3</td>
<td>45</td>
<td>25</td>
<td>25</td>
<td>50</td>
<td>2</td>
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<tr>
<td></td>
<td></td>
<td>Total-III Sem.</td>
<td>11</td>
<td>155</td>
<td>95</td>
<td>105</td>
<td>200</td>
<td>8</td>
</tr>
<tr>
<td>IV Sem.</td>
<td>CCJOUR-IV</td>
<td>Advertising</td>
<td>4</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>3</td>
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<td></td>
<td>Section A</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>CCJOUR-IV</td>
<td>Practical Writing Skill in Advertising</td>
<td>4</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Section B</td>
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</tr>
<tr>
<td></td>
<td>SEC-II</td>
<td>Film Studies</td>
<td>3</td>
<td>45</td>
<td>25</td>
<td>25</td>
<td>50</td>
<td>2</td>
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<tr>
<td></td>
<td></td>
<td>Total-IV Sem.</td>
<td>11</td>
<td>155</td>
<td>95</td>
<td>105</td>
<td>200</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Total-III &amp; IV Sem.</td>
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<td>22</td>
<td>310</td>
<td>190</td>
<td>210</td>
<td>400</td>
<td>16</td>
</tr>
</tbody>
</table>

(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

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
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

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

Unit-2
Product Advertising: Target Audience- Brand Image- Positioning; Advertising Strategies; Appeals, Advertising Spiral, Market Segmentation, Sales Promotion

Unit-3

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, 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:


* * * * *