परिचय

या परिपक्वता ये सर्व संबंधितां क्षेत्रात घेते की, प्रस्तुत विद्यापीठात्मक संलग्न महाविद्यालयांतून खालील विषयांत "C.B.C.S (Choice Based Credit System) Pattern" या अभ्यासक्रम शैक्षणिक वर्ष २०१८-१९ पासून लागू करण्याबाबत.

1) B.A.-III Year-Mass Communication & Journalism.

सदस्यीय परिपक्व व अभ्यासक्रम प्रस्तुत विद्यापीठात्मक www.srtmun.ac.in या संकेतस्थापनांच्या उपलब्ध आहेत. तरी यददेखील बाबी हे सर्व संबंधितांच्या निर्देशानांसाठी आगून दाखवी.

'शास्त्रीय' परिपक्व,
विश्वविद्यालय, 
नांदेड - ४३३ ०६६,
म.अ.शैक्षणिक-०९/परिपक्व/पद्धती-सी.बी.सी.एस अभ्यासक्रम/ 
२०१८-१९/१३४०

dिनांक : ११.०१.२०१८.

प्रत माहिती व पूर्वी कार्यवाहीलवऱ्य:
1) म. क्लियर्सलिफ पाच्या कार्यवाही, प्रस्तुत विद्यापीठ.
2) म. संवात, परीक्षा व मूल्यांकन मंडळ, प्रस्तुत विद्यापीठ.
3) प्रारंभ, सर्व संबंधित संलग्न महाविद्यालयेचे, प्रस्तुत विद्यापीठ.
4) उपक्रमस्थित, प्रदेशीय विभाग, प्रस्तुत विद्यापीठ.
5) सहायक क्लियर्सलिफ, प्रदेशीय विभाग, प्रस्तुत विद्यापीठ.
6) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.
Swami Ramanand Teerth
Marathwada University, Nanded

CBCS Semester Pattern Syllabus
(Choice Based Credit System)

B.A. Third Year
(Semester V and VI)
Subject: Mass Communication and Journalism
(Optional Subject)

(With effective from June 2018)
# B. A. MASS COMMUNICATION AND JOURNALISM

(Optional Subject)

Third year – V & VI Semester

## SYLLABUS STRUCTURE

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core Course</th>
<th>Paper Name</th>
<th>Lectures</th>
<th>Total No. of Lecture</th>
<th>CA</th>
<th>ESE</th>
<th>Total Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>DSE-I IX</td>
<td>Radio (Theory) OR Newspaper Management &amp; Press Law (Theory)</td>
<td>04</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td>GE- I X</td>
<td>Writing Skill for Radio (Practical) OR Newspaper Management &amp; Press Law (Practical)</td>
<td>04</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td>SEC-III</td>
<td>Rural &amp; Agriculture Journalism</td>
<td>03</td>
<td>45</td>
<td>25</td>
<td>25</td>
<td>50</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td><strong>Total V Semester</strong></td>
<td><strong>11</strong></td>
<td><strong>155</strong></td>
<td><strong>95</strong></td>
<td><strong>105</strong></td>
<td><strong>200</strong></td>
<td><strong>08</strong></td>
<td></td>
</tr>
<tr>
<td>VI</td>
<td>DSE-I XI</td>
<td>Public Relations (Theory) OR Development Journalism &amp; Communication(Theory)</td>
<td>04</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td>GE-II XII</td>
<td>Public Relations(Practical) OR Development Journalism &amp;Communication(Practical)</td>
<td>04</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>75</td>
<td>03</td>
</tr>
<tr>
<td></td>
<td>SEC-IV</td>
<td>Environment Journalism</td>
<td>03</td>
<td>45</td>
<td>25</td>
<td>25</td>
<td>50</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td><strong>Total VI Semester</strong></td>
<td><strong>11</strong></td>
<td><strong>155</strong></td>
<td><strong>95</strong></td>
<td><strong>105</strong></td>
<td><strong>200</strong></td>
<td><strong>08</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Grand Total V &amp; VI Semester</strong></td>
<td><strong>22</strong></td>
<td><strong>310</strong></td>
<td><strong>190</strong></td>
<td><strong>210</strong></td>
<td><strong>400</strong></td>
<td><strong>16</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Practical Batch should not consist of more than Ten (10) Students

- SEC = Skill Enhancement Course
- CA = Continues Assessment (Internal)
- ESE = End of Semester Examination
- DSE = Discipline Specific Elective
- GE = Generic Elective
B.A. III Year
Semester –V
Mass Communication and Journalism
Paper- IX / Theory
Radio

Unit I History of Radio

Unit II Radio News

Unit III Programs in Akashvani
Schedule of program. Writing for Akashvani: speech, feature and Interview Techniques, Working process of Program Department.

Unit IV F M Services
F M service of Akashvani, Nature of Program in F M. Importance of F M Radio, Commercial F M Station in Maharashtra, Radio Jockey.

Reference Books:
1. Mass Communication and Journalism – Keval J Kumar
2. This is all India Radio – D k Barooha
3. Electronic media law and regulation – Kenneth Creech
4. Radio aure Doordarshan Pathrkarta-Dr.Harimohan
5. Varta Sakalan – Chandarkant Thmahne
Unit –I

Newspaper Management: - Meaning, Definitions, Principles, Types, Responsibilities, Nature of Newspaper, Industry, Structure of Newspaper Office. Newspaper Advertisement: - meaning, Definition, Types, Importance, functions,

Unit – II


Unit – III


Unit –IV

Press of Registration of book Act, Copy right & write to information Act, the working Journalist Act, Press Council, Freedom of Press, Defamation and the contempt of Court, Fundamental Rights & duties, Media Freedom.
List of Reference Books

1) Newspaper Management – Golden J
2) Newspaper Organization and Management – Rucker F.W. & Willians H.L.
3) Newspaper circulation: - What, where and how- Rucker F.W.
5) Advertising in Modern Life – Geloag J.C.
6) Advertising – Nicholl D. 5
7) History of Printing & Publication (Vol. 1, 2, 3) – B.S. kesavan
8) Law and the media – Torn Crone.
9) ग्रामीण पत्रकारिता - डॉ. सुधीर गव्हाणे / कृषि पत्रकारित्वी संकल्पना आणि प्रयोजन - डॉ. सुधीर इंगाछे
10) आधुनिक पत्रकारित्वी नवप्रवाह - डॉ. सुधीर इंगाछे
11) वार्ता संकलन - नवन्द्रकांत तांम्हणे
12) विज्ञापन व्यवसाय एवम कला - डॉ. सरमन्द्र तिवारी/विज्ञापन - अशोक महाजन/ आधुनिक विज्ञापन -प्रेमचंद्र
13) ईस् विभी डॉ. नंदकिशोर त्रिखा / मुद्रण एवम् सज्जा - डॉ. शर्मा,/ प्रेस काळन और पत्रकारिता - डॉ. संजीव भानावल
14) ग्रामीण श्रेष्ठ की पत्रकारिता - डॉ. रेपुटका नयर./ आधुनिक सिपोटींग - डॉ. राजेंद्र गांधी.
15) समाचार संकलन और लेखन - नंदकिशोर त्रिखा / समाचार एवम् प्रकाश लेखन - डॉ. संजीव भानावल
16) भारत में प्रेस काळन और पत्रकारिता - गंगाप्रसाद ढाकूर.
17) मुद्रण के संकलनिकी सिद्धांत - नवन्द्रचंद पंत
Unit I Visit to Radio Station and write a Report
Visit to any Akashvani Radio Station and write in detail a report on working process in different Department in Akashvani.

Unite II Script writing
Radio Speech (two), News Bulletin (two), and Radio Feature (One).

Unite III Interview for Radio
Two Interviews Conduct in recoding form any person in the society like Politician, Social worker, Scientist, Administrator, Media Person, Poet, Singer, Literary person or Merit Students.

Unite IV Writing on Radio
Write on any program in detail.

Unite V Writing on News Bulletin
Prepare one news Bulletin in Student’s voice (submit in CD from)
Unit I
One Survey of Newspaper Readers. (100 Respondents) Submission of Survey Report.
(Minimum Ten Pages)

Unit II
Collection of various press Law with Newspapers and write their information (At least 05 Newspapers)

Unit III
Pagination, Layout of Newspapers 1,2,3,4 Pages.

Unit IV
Collection of various advertisements any one newspaper.
(At least 25 advertisements collection)

Unit V
Visit to Printing Unite and write a report in detail.
B.A. III Year
Semester – V
Mass Communication and Journalism
SEC PAPER – III – Rural & Agriculture Journalism

Credits: Two

Unit – I Rural Journalism:


Unit – III Success Story: - Success stories in Rural & Agriculture Journalism, Success Stories Structure, Language, Depth, Photographs, Importance of Visit to success story Location general Former Success Story, Ideal Village Success Story, and other success stories of agriculture.
B.A. III Year
Semester –VI
Mass Communication and Journalism
Paper- XI / Theory
Public Relation

Mark: 40
(Each Unite have 10 Marks)

Unit I Public Relation

Unit II Public Relation Officer
Internal and External factors in Public Relation, Skills of Public Relation, Responsibilities of Public Relation Officer, Nature of Public Relation Officer, Qualities of Public Relation Officer.

Unit III Tools of Public Relation

Unit IV Govt. Public Relation

Reference Books:
1. Effective Public Relation-Cuttlip and Centor
2. Handbook of Public Relation in India –Mehta D S
3. Jansapark: Sakalpa ani Swarup-Prof Suresh Puri
4. Shasan Sawad-Ajay Ambekar
5. Police Parshasan and Jansapark- Dr Deepak Shinde
Unit- I
Write Five Press Releases on different subjects with Covering Latter,

Unite- II
Prepare two Folders on any important subject

Unite -III
Prepare two Posters any social subjects and one wall Paper on Public Relation.

Unite -IV
Prepare five Pamplets on Educational subject

Unite -V
Prepare 10 pages Booklet (Pustika) on Success Story
Unit – I

Development Journalism :- History, Development, Meaning, concept, Scope, Importance, Problems of development of Marathwada, Characteristics of development Journalism, Sustainable development, Types of development Journalism, Qualities of development Journalist.

Unit – II


Unit – III

Development Communication – Meaning, Concept, Importance, Types, Barriers of development Communication, Role & Influence of AIR For Development Journalism & Communication,

Unit-IV

List of Reference Books.

1) Introduction to mass Communication- Emery E, Agree W.K., Ault P.H.
2) Mass Media and national Development – Scharmm W
3) Mass Communication- Chatarjee R.K.
4) Development Communication – Ahuja & Chabda.
5) Communication & National Development – Dr. P.C. Joshi
6) Research in Mass media – S.R. Sharma, Anil Chaturvedi
7) Meaning of sustainable Development- Carley Metal
8) संवादविज - सुपमा दातार./ संवादशक्ति - डॉ. सुधाकर पवार/ विकास पत्रकारिता - रघेशांकन शर्मा
9) संवाद सिद्धांत - डॉ. श्रीपाद भारुवन्द्र जोशी / जनसंवाद आणि जनमाध्यम : सूचनात्मक संकल्पना - डॉ. श्रीपाद जोशी
B.A. III
Semester-VI
Mass Communication and Journalism
Paper No. XII/ Practical
OR Paper
Development Journalism & Communication

Unit -I
Write Ten Development News (Each 2, 3,4,5,6 Colom)

Unit- II
Write Ten Development News Features (Each 2, 3,4,5,6 Colom)

Unit-III
Choose Any Twenty (20) Developmental News, News Features and Collect. Make a Clipping File with remarks and Opinions.

Unit-IV
Write a Script on any Five (5) developmental subject for AIR (3-5 Pager) -

Unit-V
Visit to Development Project and write a report in detail

Unit – II Environment Journalism: - Prepare following things

Unit – III Success Story: - Success stories in Environment Journalism, Success Stories Structure, Language, Depth, Photographs.