

University of Pune
Subject: Communication and Journalism
Faculty: Mental, Moral and Social Sciences

Course: Master of Journalism and Mass Communication (MJMC)
(Post-graduate, semester pattern course)

The Master's course is designed for students desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching.

The objectives of the course are:

- 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, workshops and to acquaint students with advanced journalism and media practices.
- 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
- 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century thereby broadening the world view of the future media practitioners.
- 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

Note: Students enrolling for this course may write their assignments and final examination in Marathi or English ONLY.

Outline of syllabus of MJMC Semester Pattern Course (offered in colleges affiliated to University of Pune)

Sem. I :

No.	Title	Marks		
		Int.	Exam	Total
101	Language Skills for Media	10	40	50
102	News Reporting and Writing (1)	10	40	50
103	News Editing (1)	10	40	50
104	Feature Writing (1)	10	40	50
105	World View: Issues, Ideas and Challenges (1)	20	80	100
106	Practical Work	40	60	100
	Total	100	300	400

Sem. II:

No.	Title	Marks		
		Int.	Exam	Total
201	News Reporting (2)	10	40	50
202	News Editing (2)	10	40	50
203	Feature Writing (2)	10	40	50
204	World View: Issues, Ideas and Challenges (2)	10	40	50
205	Trends in Journalism	10	40	50
	Any two out of 206, 207, 208	10	40	50
		10	40	50
206	TV Journalism (1)			
207	Radio Journalism (1)			
208	New Media (1)			
209	Practical Work	20	30	50
	Total	90	310	400

Sem. III:

No.	Title	Marks		
		Int.	Exam	Total
301	Communication: Theory and Practice	20	80	100
302	Media Research Methods	10	40	50
303	World View: Issues, Ideas and Challenges	10	40	50
	Any two out of 304, 305, 306¹	10 10	40 40	50 50
304	TV Journalism (2)			
305	Radio Journalism (2)			
306	New Media (2)			
	Any one out of 307, 308, 309, 310	10	40	50
307	Agriculture Journalism			
308	Development Journalism			
309	Environment Journalism			
310	Science Journalism			
311	Practical work	20	30	50
	Total	90	310	400

Sem. IV:

No.	Title	Marks		
		Int.	Exam	Total
401	Media Management and Laws	10	40	50
402	Principles and Ethics of Journalism	10	40	50
403	World View: Issues, Idea and Challenges	10	40	50
	Any two out of 404, 405, 406, 407	10 10	40 40	50 50
404	Advertising			
405	Public Relations			
406	Film Appreciation			
407	Magazine Journalism			
	Any one out of 408 to 411	10	40	50
408	Business Journalism			
409	Culture Journalism			
410	Law, Order and Crime Journalism			
411	Sports Journalism			
	Any one out of 412 and 413	40	60	100
412	Research Dissertation			
413	In-depth Reporting Project			
	Total	100	300	400

Norms of Passing and other examination rules as decided by University of Pune for semester pattern course.

¹ Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)
MJMC- Semester Pattern

Details of units to be covered in each subject.

Assignments for Internal Assessment have been suggested. It is advised that at least three assignments of 10 marks each should be given in a semester. They should ideally be submitted by students and checked by teachers at regular intervals.

Suggested reference sources have also been indicated. (Pl. note that no text books have been recommended. The sources indicated serve as reference material to supplement classroom teaching. Respective teachers may suggest more reference sources.)

Sem. I :

No.	Title	Marks		
		Int.	Exam	Total
101	Language Skills for Media	10	40	50
102	News Reporting and Writing (1)	10	40	50
103	News Editing (1)	10	40	50
104	Feature Writing (1)	10	40	50
105	World View: Issues, Ideas and Challenges (1)	20	80	100
106	Practical Work	40	60	100
	Total	100	300	400

MJMC (Sem. I)

101: Language Skills for Media (Lectures: 30)

Total Marks: 50 (*Internal Assessment: 10, sem-end examination: 40*)

Language is the basic tool a media person has to use. Students from diverse backgrounds enroll for this course and not all of them have the necessary language skills. This paper is designed to help students to look at language more consciously and teach them to use it with more responsibility. The paper aims to improve students' written, spoken and aural language skills.

This paper should be run as an intensive training programme in the first semester to help students perform better in language-oriented subjects like News Reporting, Editing and Feature Writing etc.

The syllabus given below, is for both Marathi and English, however separate lectures have to be scheduled for Marathi and English.

- Some may colleges may offer MJMC course in both the languages, giving students the choice to write their assignments in either of the two languages. Therefore students of one language have to attend lectures for the other language.

Unit 1- Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2- Spelling: basic principles, common errors, UK and US spellings

Unit 3- Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 4- Paragraph: Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Unit 5- Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis.

Unit 6- Style: Purpose, Focus, Various devices - Deviation, Topicalisation

Unit 7-Types of writing: Essay, Feature, Business Letter, Editorial comment.

Unit 8- Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence-connectors, the structure of paragraphs and the stylistic features; checking the material for simplicity and precision of expression of the intended meaning.

Unit 9- Spoken language: pronunciation, intonation, inflection, stress

Unit 10- Listening skills: Comprehension through listening, listening to various programmes and analysing them for their language and presentation

Unit 11-Translation: basic theories of translation, precautions to be taken, different types of translations.

Internal Assessment: at least 5 tests of 5 marks each covering different aspects of the syllabus.

Sem-end exam: One question (10 marks) on writing a piece on a given topic; One question (10 marks) on translation: one passage from Marathi into English and one passage from English into Marathi; one question (5 marks) on punctuation, spelling, grammar, vocabulary etc.

Suggested reading:

1. Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
2. Seely John. *The Oxford Guide to Writing & Speaking*.
3. *Cambridge Advanced Learner's Dictionary*.
4. *Oxford Learner's Word finder Dictionary*.
5. Evans, Harold. 1972. *Newsman's English*, Heinmann Publication.
6. Menon k.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers
7. Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.
8. gm_§V gËderbm. 2008. ì`mH\$aUewÜX boIZàUmb. S>m`_§S> nãbrHo\$eÝg.
9. dmi\$~o, _mo. am. _amR>r ewÕboIZ àXrn. {ZVrZ àH\$meZ
10. A{¾hmoÏr J. h. (g\$nm.) A{^Zd _amR>r eãXH\$moe. I§S> 1 Vo 5. ìhrZg àH\$meZ
11. Omoer à. Z. (g\$nm) AmXe© _amR>r eãXH\$moe. {dX^©-_amR>dmS>m ~wH\$H§\$nZr
12. \§S>Ho\$ AéU. ewÕboIZ _mJ©àXrn. A\$Hw\$a àH\$meZ.

MJMC (Sem. I)

102:News Reporting and Writing (1): (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10, sem-end examination: 40*)

Unit 1- Understanding news: Definitions, purpose and importance of news, Qualities of news-accuracy, clarity, objectivity, balance, directness, etc.; media-specific nature of news: cross platform discussion.

Unit 2- News Reporter: Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities, Qualities of a news reporter, rights and responsibilities

Unit 3- Evaluating news: News sense and news values, 5 Ws and H, importance of 'what next?'; changing concepts: readers, relationship, relevance and utility, News beats: introduction, beat mapping.

Unit 4- News gathering and Sources: Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives; Right to information: Concept, provisions, how to use it; Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls

Unit 5- Writing News Reports: Conventional style: the inverted pyramid: What is most important?, Choice of one W or H for focus; lead of a news story, types of leads, Writing techniques: Processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, Style- individual and organizational, stylebook; changing trends in news writing: new styles, diminishing importance of inverted pyramid.

Internal assessment (25 marks): writing stories from news releases, seeking more information, attending press conferences, reporting speeches and other events under deadline pressure.

Suggested reading:

1. Hw\$bH\$Uu Eg.Ho\$. , 2004. n`IH\$m[aVm _mJ©Xe©H\$, nwUo {dÚmWu J¥h àH\$meZ.
2. _mir, gwZrb. 2008. ~mV_rXmar.
3. Lewis James. *The Active Reporter*. Vikas Publication
4. Warren Carl. *Modern News Reporting*. Harper and Row.
5. Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
6. Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
7. Mudgal, Rahul. *Emerging Trends in Journalism*. Sarup and Sons.
8. Kamath, M.V. *Behind The By-Line*. Vision Books.
9. Kamath, M.V. *Reporter at Large*.

MJMC (Sem. I)

103: News Editing (1) , (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1-Newsroom: Organization of a traditional newspaper, structure of an editorial department, hierarchy and division of work, edition planning, split editions, shifts and coordination, relation of editorial department with other departments; Gate keeping function; Editor as policy-maker and keeper of public conscience, freedom of the editor and his changing role; Study of newspapers, page structure and their readership profile

Unit 2-Sub-editor: Need for editing and role of the news-desk, functions of a sub-editor, basic editing tools, editing and proof-reading symbols, spell-check, house style and use of style book; Sorting and selection of news, editing and translating agency copy, slug; Editing different types of copy-correspondents, local and rural reporters, handouts and publicity materials, press releases, telephone message

Unit 3-Copy and schedule: Meeting timelines, checking facts for accuracy, correcting language-sentence structure, paraphrasing, avoiding repetition; Rewriting leads- copy, value addition, rearranging sequence; Consistency of style, art of condensing copy, continuation, integration of a developing story; Writing headlines, types of headlines

Unit 4-Newspaper design: Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper design, page organization; Basic elements: typography (fonts, size, leading, kerning), use of color, column and grid structure, white space, contrast, style palette; Page layouts: Reflecting news priorities, reading habits and page design; kinds of layouts- horizontal, vertical, quadrants and diagonal frame layout, brace layout, circus layout, symmetrical and asymmetrical layout; front page, back page, opinion page and section pages layout; Kinds of headlines: banner, sky line etc.

Unit 5-Photojournalism: Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction; Photo as a 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.

Internal assessment (25 marks): Editing different types of copies, rewriting, proof-reading exercises; giving headlines; writing captions to photographs, newspaper design exercise etc.

Suggested reading:

1. Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
2. Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.
3. Saxena Sunil. *Headlines Writing*. Sage publication.
4. T.J.S. George: *Editing – A Handbook for Journalists*.
5. William Strunk & E. B. White – *Elements of Style*.
6. Kamath, M.V. *The Journalist’s Handbook*.
7. Kamath, M.V. *The Professional Journalist*.
8. Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).
9. AH\$byOH\$a, àgPHw\$_ma. d¥ÎmnÌ{dÚm. lr{dÚm àH\$meZ.

MJMC (Sem. I)

104: Feature Writing (1), (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- Defining a feature: What is a feature?; Difference between feature and news report (Compare with examples); From facts to narratives; Originality and literary quality;

Types of features (Overview); discuss various feature stories published in newspapers and magazines

Unit 2- Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

Unit 3- Elements of feature: Kinds of features: Interview (QA or QPA format), utility, personal experiences, confessions, narrative, columns and columnists; types of features: Human interest story, news features, brights, sidebars, colour stories, personality profiles, professional profiles, seasonal stories, enterprise stories, saturation feature stories, Fact box, Chronology, Backgrounder, Fly on the wall/ Behind the scenes, Testimony, Vox Pop/ Expert views/ Opinion poll, Reviews, Analysis

Unit 4- Writing the features: Gathering and organising information; Structure: Title, body, transitions, closing; Feature leads: Summary lead, narrative lead, descriptive lead, quotation lead, combination lead, teaser lead, question lead; Tools and techniques of writing: Focus, anecdotes, description, quotations.

Internal assessment (25 marks): Writing different types of leads/intros for features; writing different features: personality, institutional, topical, interview-based etc., discussion and analysis of features

Suggested reading:

1. Contractor, Huned. *The art of Feature Writing*. Icon Publication.
2. Williamson, Daniel R. *Feature Writing for Newspapers*. Hastings House.
3. AH\$byOH\$a, àgPHw\$_ma. '\$sMa am¶/qQ>J.. lr{dÚm àH\$meZ.

MJMC (Sem. I)

105: World View: Issues, Ideas and Challenges (1), (Lectures: 60)

Total Marks 100 (*Internal Assessment: 20 and sem-end examination: 80*)

Part 1: Making of Maharashtra: Joining the dots

Socio-political and cultural ideas and trends which homogeneously shaped the identity of Maharashtra and its people.

Unit 1- Saint poets and Bhakti Movement: Early history of Maharashtra; Development of language, culture and identity; Contribution of Saint poets like Dnyaneshwar, Tukaram etc., their social and progressive messages; Evolution and spread of Bhakti Movement

Unit 2- Chatrapati Shivaji and Foundation of Swarajya: Medieval Maharashtra: Social and political dimensions; Concept and spread of Swarajya; Message from Chatrapati Shivaji's life and its relevance

Unit 3- The Maratha Period: Role of Marathas in Indian Affairs in the 17th and 18th century; Rule of the Peshwas; Influence in North India and the third Battle of Panipat; Fall of the Maratha Kingdom

Unit 4- Social Reform Movements: Early British rule and spread of modern education; Need for social reforms; Contribution of leaders like Mahatma Phule, Lokhitwadi, Justice Ranade, Rajsheer Shahu Maharaj, Maharshi Shinde, Agarkar, Dr. Ambedkar and others.

Unit 5- Struggle for Freedom: Early political movements against the British rule, beginning from Lokmanya Tilak to Mahatma Gandhi and the role of Maharashtra in the national freedom struggle; Revolutionary struggle: Vasudev Balwant to Sawarkar and others

Unit 6- Modern Maharashtra (1): Post-Independence national scenario, the framing of the Constitution, Principles of Democracy, building the institutions, ambitions and aspirations of the people; Identity politics: movement for the formation of Maharashtra as a linguistic state

Unit 7- Modern Maharashtra (2): Development of Maharashtra as a socially progressive, economically developed, industrially advanced and culturally rich and diverse state; Its various problems, issues, strengths and weaknesses, like regional imbalance, agrarian crisis, water disputes, population migration and urbanization, issues of social justice and Dalit movements, quality of education, devolution of political powers and decentralization leading to Panchayat Raj; emergence of new political leadership, its class and caste characteristics, their dreams and visions.

Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

Internal assessment (25 marks): Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Suggested reading:

1. \SS>Ho\$`. {X. {dgmì`m eVH\$mVrb _hmamîQ'. lr{dÚm àH\$meZ.
2. ghó~wÕo nw. J. _hmamî`> g\$ñH¥\$Vr.

MJMC- Semester Pattern

3. dig\$JH\$a H¥\$. Zm. {dgmdo eVH\$ Am{U g_mOdmX. _hmamî'>> amÁ` gm{hË` g\$ñH¥\$Vr_\$\$>i.
4. nierH\$a, gwhmg d gwhmg Hw\$bH\$Uu (g\$nm.) 'hmamîQ`>mVrb gÎmmg\$Kf©. g'H\$mbrZ àH\$meZ.
5. Sunthakar, B.R. *Nineteenth Century History of Maharashtra*. Shubhada-Saraswat.
6. Deshpande, S.H. *Economy of Maharashtra*. Samaj Prabodhan Sanstha.
7. Reading newspapers, news periodicals, specialised journals regularly.
8. Watching TV news, discussion programmes regional, national and international channels.
9. Listening to radio news, discussion programmes
10. Following websites of reputed institutions and blogs/other writing of prominent personalities.

MJMC (Sem. I)

106: Practical Work (Lectures: 60)

Total Marks: 100 (*Internal Assessment: 40, Sem-end viva-voce by External examiner: 60*)

Internal assessment

40 marks

1 Experimental Journal

Each student must be involved in the production of at least three issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer. Each institute may decide the size (recommended tabloid, 4 pages) and frequency of the journal. However minimum 60% content should be news based.

30 marks

2 Basic Photography and Photo-editing Skills

Each student must be trained in using a digital photography camera, downloading the pictures and edit them using a latest software like Adobe Photoshop. Marks will be awarded after testing these skills. Students will also be expected to use their photography skills in the production of the experimental journal.

10 marks

Sem-end evaluation

60 marks

External Examiner appointed by University of Pune will assess each student as per the details given below.

1 Test of Typing and Using Pagemaking Software

Each student must be able to type his/her work in latest version of MS Word. Those working primarily in Marathi also have to learn Marathi word processing (preferably Shree Lipi) and be able to type their own work.

20 marks

Each student must be able to use a pagemaking software.

(PageMaker/InDesign/Quark Express or any other latest software).

Test of typing and page layout will be conducted in External Examiner's presence and marks will be awarded for speed, accuracy and knowledge.

2) Presentation Skills

20 marks

Each student has to select a topic related to Paper 105 and has to make a computer assisted (e.g. Power Point) presentation before the External Examiner. Marks will be awarded for content and presentation skills.

3 Viva-voce

20 marks

1) Visits and other activities: During the semester at least four visits (two to media units and two to social organisation/ educational institute/ research institution/ industrial unit/historical site) will have to be arranged.

Students have to submit a file containing a consolidated report on all visits (around 1000 words) and all the written assignments for other subjects to the external examiner.

Using the file as reference, the External Examiner will interview the student about the organisations visited, as well as other activities during the semester.

Sem. II:

No.	Title	Marks		
		Int.	Exam	Total
201	News Reporting (2)	10	40	50
202	News Editing (2)	10	40	50
203	Feature Writing (2)	10	40	50
204	World View: Issues, Ideas and Challenges (2)	10	40	50
205	Trends in Journalism	10	40	50
	Any two out of 206, 207, 208	10	40	50
		10	40	50
206	TV Journalism (1)			
207	Radio Journalism (1)			
208	New Media (1)			
209	Practical Work	20	30	50
	Total	90	310	400

MJMC (Sem. II)

201:News Reporting and Writing (2): (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- Categorization of news coverage: On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, analytical coverage etc.; Types of stories: press conferences, personal briefs, speeches, community activities, grievances; events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories; Changing styles of News Reporting

Unit 2- News Beats: Traditional beats: Civic bodies (Corporation & Zilha Parishad), Infrastructure & transport, Education: KG to PG, Court & crime, Literature, culture & communities, Science & technology, Entertainment, etc; New Beats: Health, Weather, Environment, Consumers, Space etc.; Coordination among beat reporters; briefing & debriefing; planning & teamwork; Changing News Values: How and Why?

Unit 3- Political and Business Reporting: Legislative bodies, Panchayat Raj, Cooperative movement, Semi government and voluntary organizations, political events and developments; Covering elections: parties, leaders and issues; Industry & business: Fundamentals of economy, terminology, business press conferences, Stock Exchange, commodity market, media and industry relation; Analysis of some of the best news stories being published during the academic year from various newspapers

Unit 4- Writing News reports: Storytelling (Why and how), lead and nut graph, analytical and explanatory writing, value addition; Investigative Reporting; Crowd sourcing; using blogs, social network communities, twitter, etc. for reporting major events; Comparative style of different newspapers and their personalities

Unit 5- Interview: Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview; interview on phone, through e-mail or chat, dos & don'ts

Internal assessment (25 marks): Writing stories covering various beats, writing follow-up stories, writing interview-based news stories, studying and analysing investigative stories etc.

Suggested reading: (Same as 102)

MJMC (Sem. II)

202: News Editing (2), (Lectures: 30)

Total Marks 50 (Internal Assessment: 10 and sem-end examination: 40)

Unit 1- Convergent Newsroom: Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; New role of editor, Use of other media platforms, (SMS, updates, online forums and links, e-mail, blogs, readers' participation); Study of convergent newsrooms

Unit 2- Creative Sub-editor: Creative editing, not just news- relevant information, value addition, use of additional sources (professionals, websites, news channels, etc), Concept of second day headline, Alternative story forms (secondary elements); Adopting new technology, special stories- planning and coordination, need for specialization; Specialized subbing: metro (city), sports, crime, business, science, columns, reviews and features; Readers' letters and photos, utilizing feedback, Citizen journalism, reader-generated content

Unit 3- Newspaper design: Write-Edit-Design: writing and editing copy with a view to its final display and layout, news list and dummy, placing ads, editorial sequence, text flow; features layout; Redesign: basic concept, growing trend in western media, why and how?

Unit 4- Photojournalism and Info-graphics: Information graphics: concept and process, Use of numbers, graphs, photos and maps, teamwork of sub-editor and artist; Ethics of photojournalism: Issues of invasion of privacy, copyright, authenticity of digital photos available on web; portrayal of nudity, violence, accidents and gruesome events, responsibilities of photo editor.

Internal assessment (25 marks): Exercises in news layout; writing letters to the editor; advanced exercises in photojournalism.

Suggested reading: (same as 103)

MJMC (Sem. II)

203: Feature Writing (2), (Lectures: 30)

Total Marks 50 (Internal Assessment:10 and sem-end examination: 40)

Unit 1- Editorial writing: Importance of edit page, place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing; Tools: Reading, library, clippings and research; Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers

Unit 2- Writing editorial features: Structure of editorials; Types of editorials: Explain or Interpret, Criticize, Persuade, Praise; In-depth, interpretative, investigative articles; Planning of editorial page; Editing the opinion articles, do's and don'ts; Selecting and editing letters to the editor

Unit 3- Writing columns: Planning and writing columns, Interests and specialization; Reviews: Books, dramas, films and art exhibitions; Special features, series of articles

Unit 4- Multimedia, Multitasking: Planning and working for supplements, editing and rewriting features; Writing for daily, supplements and magazines; Writing for other mediums (Radio, TV, Web); Basics of script writing

Unit 5- Running a Feature agency: Editorial outsourcing, expectations of media houses, credibility, timeliness and objectivity; Market for feature agencies and content providers; Entrepreneurship, management and economics

Internal Assessment (25 marks): Reading and analysing editorials, opinion articles on a particular issue by various newspapers; writing opinion pieces; reviewing books/films etc

Suggested reading:

1. Nicolls, Brian. *Features with Flair*. Vikas Publication.
2. Stonecipher, Harry. *Editorial and Persuasive Writing: Opinion functions of News media*. Hastings House, New York.
3. VidbH\$a, JmoqdX.AJ«boI. àopñQ>O npãbHo\$eÝg, 1981.
4. Rystrom, Kenneth. *The why, who and how of the Editorial Page*. Random House, New York, 1983.

MJMC (Sem. II)

204: World View: Issues, Ideas and Challenges (2) (Lectures: 30)

Total Marks 50 (Internal Assessment: 10 and sem-end examination: 40)

Part 1: Key concepts: understanding basic concepts in various spheres

Unit 1- Key Concepts: State, Nationality and Modern Nation-state; Civil society, Community, Ethnicity; Liberty, Equality, Justice; Secularism, Multiculturalism, Feminism, Gender justice, Development; Violence - patterns of violence like communal, caste, fundamentalist, domestic, state, ethnic, etc.; study of 'isms': communism, socialism, capitalism, post modernisms etc.

Unit 2- South Asia and Colonial Background: Freedom from the colonial rule: New hope in Afro-Asian region; State - Nation building, Development process: Agriculture, industry, services, economy; different models of development; Burning issues: Terrorism, Ethnicism, Women, Religion, Separatism, Regional conflicts; Bilateral Relations between the countries with emphasis on India

Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

Internal assessment (25 marks): Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Suggested reading:

1. Raychaudhuri, Tapan and Irfan Habib. *The Cambridge Economic History of India*. Orient Longman
2. Bhambhri, C.P. *Bureaucracy and Politics in India*. Vikas Publication
3. Nayyar, Kuldip. *India after Nehru*. Vikas publication
4. Hansen, Thomas Blom. *Urban Violence in India*. Permanent Black
5. Thaper, Romilla. *A History of India*. Penguin Books.
6. Reading newspapers, news periodicals, specialised journals regularly.
7. Watching TV news, discussion programmes on regional, national and international channels.

8. Listening to radio news, discussion programmes
9. Following websites of reputed institutions and blogs/other writing of prominent personalities.

MJMC (Sem. II)

205: Trends in Journalism (Lectures: 30)

Total Marks 50 (Internal Assessment: 10 and sem-end examination: 40)

Unit 1- Beginning of the Press in India: Technological development, invention of printing and movable type in Europe, early newspapers in England and America; the coming of printing press in India; Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press legislations from 1799 to 1878; Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement and journalism- Raja Rammohan Roy, etc.

Unit 2- Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit 3- Role of the language press with emphasis on Marathi newspapers and editors: Bal Shastri Jambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar, etc.; Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc.; Status of district newspapers, changing face of Marathi newspapers; Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

Unit 4- Emergence of the fourth estate: Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India

Unit 5- Changing Indian Media scenario: Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

Internal Assessment (25 marks): Individual projects on different newspapers; objective type tests, analytical essays etc.

Suggested reading:

1. Mitra, Mohit and Sunil Basu. *A History of Indian Journalism*.
2. Murthy, N.K. *Indian Journalism*,
3. Miller, Carl G. and others. *Modern Journalism*.
4. bobo, am. Ho\$. 'amR>r d¥ÎmnÌm\$Mm B{Vhmg. H\$m±{ Q>Z|Q>b.
5. Parvate, T.V. *Marathi Journalism*.
6. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
7. Rau, Chalapathi. *The Press*. National Book Trust.
8. Madhavrao L .R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.

MJMC (Sem. II)

206: TV Journalism (2), (Credits: 2, Lectures: 30)

Total Marks 50 (Internal Assessment: 10 and sem-end examination: 40)

Unit 1-Understanding the medium: invention and development; strengths and weaknesses of the medium;

Production and transmission technology;

working of a TV camera: various camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour

TV editing software: uses and limitations

Unit 2- Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies;

news priorities for TV, comparison with other news media

breaking news: definition and practice

Unit 3-Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors;

Backroom researchers, reference library or archives people, graphic artists

Unit 4- TV reporting: reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert,

presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes;

Unit 5-Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script,

writing headlines, drafting of news scrolls; updating information

Unit 6-News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc.,

compilation of a bulletin, live feed, anchor's responsibilities;

Skills required of a news anchor: screen presence, presence of mind, interview skills etc.

Internal assessment (25 marks): Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Suggested reading:

1. Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
2. Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.
3. Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
4. Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
5. Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
6. Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.
7. Lewis, Bruce. *Technique of Television Announcing*. Focal Press.
8. Watching TV news channels (regional, national and international)
9. Reading newspaper and magazine articles on current trends in TV.

MJMC (Sem. II)

207 Radio Journalism (1), (Credits: 2, Lectures: 30)

Total Marks 50 (Internal Assessment: 10 and sem-end examination: 40)

Unit 1- Understanding the medium: Invention and development; strengths and weaknesses of the medium;

sound recording and editing,

Unit 2- Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos,

anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc.

Unit 3- Writing for radio: characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc.,

writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; function of headlines in a news bulletin, writing headlines

Unit 4- Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc.

Unit 5- Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based;

skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

Internal Assessment (25 marks): Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Suggested reading:

1. De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.
2. Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.
3. Hyde, Stuart. *Television and Radio Announcing*. Kanishka.
4. Masani, Mehra. *Broadcasting and the People*. National Book Trust.
5. Awasthi, G. C. *Broadcasting in India*. Allied Publications.
6. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.

MJMC (Sem. II)

208: New Media (1), (Credits: 2, Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- Spread of Internet: What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society;

Convergence and Multi-media: Print, radio, TV, internet and mobile

Unit 2- What is online journalism? : Earlier websites of newspapers, E-books and E-publishing

Basic knowledge of HTML and use of a content management system;

Hyper-textuality, Multi-mediality and interactivity

Use of various online tools to manage text, links, photos, maps, audio, video, etc.

Status of online journalism today

Unit 3- Digital storytelling: Tools of multimedia journalists;

Learn to report, write and produce in a manner that is appropriate for online media

Feature writing for online media: Story idea, development and news updates

Podcast and Webcast

Unit 4- Open source 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

Exploring Cyberspace:

Internal Assessment (25 marks): Individual Blog: News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites; Bring out a web edition of the experimental journal

Suggested reading:

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. Newspaper and magazine articles about New Media.

MJMC (Sem. II)

209: Practical Work (Marks: 50)

Total Marks: 50 (Internal Assessment: 20, Sem-end evaluation by External examiner: 30)

	Internal assessment	20 marks
1	Experimental Journal Students have to work in the production of at least one print journal and one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).	20

	Sem-end evaluation	30 marks
External Examiner appointed by University of Pune will assess each student as per the details given below.		
1	Viva-voce Internship and other activities: This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.	30

Sem. III:

No.	Title	Marks		
		Int.	Exam	Total
301	Communication: Theory and Practice	20	80	100
302	Media Research Methods	10	40	50
303	World View: Issues, Ideas and Challenges	10	40	50
	Any two out of 304, 305, 306	10	40	50
	Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)	10	40	50

304	TV Journalism (2)			
305	Radio Journalism (2)			
306	New Media (2)			
	Any one out of 307, 308, 309, 310	10	40	50
307	Agriculture Journalism			
308	Development Journalism			
309	Environment Journalism			
310	Science Journalism			
311	Practical work	20	30	50
	Total	90	310	400

301: Communication: Theory and Practice

Details for this paper will be provided later.

302: Media Research Methods

Details for this paper will be provided later.

MJMC (Sem. III)

303: World View: Issues, Ideas and Challenges (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Part 1: Global Politics

Unit 1- Insight into the 20th Century: European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement

Regional Cooperation

Towards a new world order

Unit 2- International Actors: UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organisations like SAARC, ASEAN, etc.

Unit 3- Major Issues: Globalisation, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Environment and Climate Change

Human Rights and other contemporary issues

Part 2: Current events during the study period

Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.

Internal assessment (25 marks): Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Suggested reading:

1. Huntington, Samuel P. *The Clash of Civilizations and the remaking of world order*. Viking
2. Menon, K.P.S. *Twilight in China*. Bhartiya Vidhya Bhavan.
3. Kenedy, Paul. *The Rise and Fall of the Great Powers*. Harper Collins.
4. Stiglitz, Joseph. *Globalization and Its Discontents*. Penguin Books

MJMC- Semester Pattern

5. Chomsky, Noam. *World Orders: Old and New*. Oxford.
6. Major national and regional newspapers
7. News periodicals
8. Watching news bulletins and news-based programmes on TV.

MJMC (Sem. II)

304: TV Journalism (2), (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- TV Interview: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer

Unit 2- TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

Unit 3-News Channels: Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room

Unit 4-Overview of TV industry in India: Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends

Unit 5-Impact of TV on society

Overview of and Introduction to all programme formats in fiction, non-fiction/ news-based/entertainment

Role and effect of TV on society

Internal assessment (25 marks): TV interview exercise, watching and analysing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

Suggested reading: (*apart from that suggested for 206*)

1. Skornia, Harry J. *Television and Society*. McGraw Hill.
2. Barry, Cole. *Television Today: A Close up View*. Oxford University Press.
3. Schramm, Wilbur. *Television in the Lives of Our Children*. Stanford University Press.
4. Fiske, John. *Television Culture*. Methuen.

MJMC (Sem. II)

305: Radio Journalism (2), (Lectures: 50)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- Production technology: audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting

Unit 2- All India Radio/Akashwani: Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations

News Services Division: functioning, network, Regional News Units

Critical evaluation of contemporary programming strategy, reach and impact

Unit 3- Opening up of skies: Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station

Community Radio: need for it in India, success stories, rules and regulations,

educational radio: Gyanwani, other university radio channels

Unit 4- Radio programme formats: overview of and introduction to all programme formats in fiction, non-fiction/ news-based/entertainment
 RJing, talks, talk shows, phone-in programmes

Unit 5- Radio Advertising: advantages, disadvantages; types, appeal
 Programme promos, Public Service Announcements

Internal assessment (25 marks): Visits to FM channels and community radio stations; production of radio ads and promos; critical analysis of radio programmes etc.

Suggested reading: (*apart from that suggested for 207*)

1. Ward, Qual L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
2. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka.

MJMC (Sem. II)

306: New Media (2), (Lectures: 30)

Total Marks 50 (*Internal Assessment: 10 and sem-end examination: 40*)

Unit 1- Alternative Journalism: The new breaking news medium; Changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Basics of web designing

Unit 2- New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Unit 3- Riding the Cyber wave: Multimedia storytelling on individual and group blogs; Media research and Internet;

Unit 4- Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues

Unit 5- Ethics of web journalism: Security and privacy concerns; Nature of Cyber crimes and Cyber laws; Net war and Terrorism; Need for a national ICT policy.

Internal Assessment (25 marks): Comparative study of websites of newspapers and news channels; Research projects in groups.

Suggested reading: (*same as 208*)

307 to 310:

Details for these papers will be provided later.

MJMC (Sem. III)

311: Practical Work (Lectures: 30)

Total Marks: 50 (*Internal Assessment: 20, Sem-end evaluation by External examiner: 30*)

	Internal assessment	25 marks
1.	Production of a magazine Students have to work in the production of a magazine, which can be a news-based magazine, a special issue or a research magazine. Students are expected to contribute to the content and lay-out of the magazine.	10

2.	Study Tour A study tour of considerable duration (4-7 days) has been arranged to a place (like a state or national capital) that will offer ample exposure to different media organisations, premier regulatory bodies, research institutions and prominent personalities. Marks have to be awarded for student's participation in the tour and report/test based on the tour.	10
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Sem-end valuation		30 marks
External Examiner appointed by University of Pune will assess each student as per the details given below.		
1	<p>Viva-voce Internship and other activities: This internship has to be done before the end of Sem. III. It is mandatory to do it in one of the organisations related TV/Radio/New Media. The minimum requirement is 60 hours of work for 15 days @four hours a day.</p> <p>A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of broadcast/uploaded and not broadcast/not uploaded material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted to the external examiner.</p> <p>Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.</p>	30

Sem. IV:

No.	Title	Marks		
		Int.	Exam	Total
401	Media Management and Laws	10	40	50
402	Principles and Ethics of Journalism	10	40	50
403	World View: Issues, Idea and Challenges	10	40	50
	Any two out of 404, 405, 406, 407	10	40	50
		10	40	50
404	Advertising			
405	Public Relations			
406	Film Appreciation			
407	Magazine Journalism			
	Any one out of 408 to 411	10	40	50
408	Business Journalism			
409	Culture Journalism			
410	Law, Order and Crime Journalism			
411	Sports Journalism			
	Any one out of 412 and 413	40	60	100
412	Research Dissertation			
413	In-depth Reporting Project			
	Total	100	300	400

401 to 411:

Details for these papers will be provided later.

MJMC (Sem. IV)

412: Research Dissertation (Lectures: 30)

Total Marks: 100 (*Internal Assessment: 40, Sem-end evaluation by External examiner: 60*)

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of minimum 10000 words must be submitted by the end of the semester.

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 40 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner, in the presence of the research guide. The external examiner will award marks out of 20 for the viva-voce.

MJMC (Sem. IV)

413: In-depth Reporting Project

Total Marks: 100 (*Internal Assessment: 40, Sem-end evaluation by External examiner: 60*)

Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic. (E.g. if the topic is 'Water Supply of a City' the five reports can be about i) water needs of a city, ii) sources of water, iii) water purification system, iv) water distribution system and v) attempts to save and recycle water etc.). Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

The reports will be evaluated by the guide and External Examiner, appointed by University of Pune. They will award 40 marks each for the reports.

Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the research guide. The external examiner will award marks out of 20 for the viva-voce.
