

पुणे विद्यापीठाच्या संज्ञापन व वृत्तपत्रविद्या विभागात जुलै २०१० पासून सुरू झालेल्या एमजेएमसी (मास्टर ऑफ जर्नलिझम अँड मास कम्युनिकेशन) या संज्ञापन व वृत्तपत्रविद्या या विषयातील श्रेयांक पध्दतीवर आधारित अभ्यासक्रमाच्या सत्र चारच्या विषयांचा तपशील.

**Detailing of syllabus for Sem. IV of MJMC (Master of Journalism and Mass Communication) under credit-point based course which was introduced in Department of Communication and Journalism, University of Pune in July 2010 for the subject Communication and Journalism.**

**Sem. IV:**

No.	Title	Marks		
		Int.	Exam	Total
401	Media Management and Laws	25	25	50
402	Principles and Ethics of Journalism	25	25	50
403	World View: Issues, Idea and Challenges	25	25	50
	<b><u>Any two out of 404, 405, 406, 407</u></b>	25	25	50
404	Advertising			
405	Public Relations			
406	Film Appreciation			
407	Magazine Journalism			
	<b><u>Any one out of 408 to 411</u></b>	25	25	50
408	Business Journalism			
409	Culture Journalism			
410	Law, Order and Crime Journalism			
411	Sports Journalism			
	<b><u>Any one out of 412 and 413</u></b>	50	50	100
412	Research Dissertation			
413	In-depth Reporting Project			
	Total	200	200	400

**MJMC (Sem. IV)**

**401: Media Management and Laws (Credits: 2, Lectures: 30)**

**Total Marks: 50 (Internal Assessment: 25, sem-end examination: 25)**

**Unit 1- Contemporary media scenario:** Proliferation of Media in India, digital technology, fast-moving media market, new technology, convergence and its effect on consumer behaviour and potential of content. Striking a balance between business and 'mission'.

**Unit 2- What is Media management?:** Media unit as a corporate entity. Organisational structure of print, broadcast and social media. Different management functions- Editorial management, Business management, Human Resources Management and Technical Management. Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, media chains. Role of Managing Director. Editorial Board and Editorial Policy, Role of Managing Editor.

**Unit 3- Economics of Print and electronic media:** Management, business, legal and financial aspects of media

management. Revenue generation strategy. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

**Unit 4- Constitution of India:** Fundamental rights, freedom of speech and expression; and their limits. Directive principles of state policy; provisions of declaring emergency and its effects on media. Provisions for amending the constitution. Provisions for legislature reporting; parliamentary privileges and media. Media and public interest litigation. The Press Council Act 1985- provisions, scope etc.

**Unit 5- Media Laws:** History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955;- Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act. IT Act- information technology, convergence. Nature of Cyber Crimes. Legislations including cyber laws and Cable Television Act.

**Internal Assessment (25 marks):** Visits to media houses, interaction with managers. Study of cases heard by PCI, and/or heard in the court of law etc.

## **MJMC (Sem. IV)**

### **402: Principles and Ethics of Journalism (Credits: 2, Lectures: 30)**

**Total Marks: 50** (*Internal Assessment: 25, sem-end examination: 25*)

**Unit 1- What is Journalism?:** Role in democracy, power of the press. Main objectives- to entertain, educate, analyse. Old news values, changed news values. Old principles versus new principles. Influence of politics, interference of market forces in editorial policies.

**Unit 2- Elements of journalism:** Editor and his responsibilities, editorial policy, changing role of editors. Difference between journalism and literature, role of media in socialization process. Truth, loyalty to citizens, verification of facts, compassion for those affected by news, commitment to democratic values, examining the other side of the story. Use of photographs; taste and acceptability. Reporting rapes, riots and other sensitive matters.

**Unit 3- Ethics:** Philosophy of journalism and its ethics. Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record. Ombudsman. Code of conduct for journalists. Press council of India and its role in maintaining ethical journalistic standards. Difference between investigative and sensational journalism, yellow journalism, sting operations and morality.

**Unit 4- Modern Journalism:** News as an object? Changing role of journalism. Pressure groups, advertising, public relations pressures. Sensationalisation versus sensitive journalism. Use of New Media as a Fifth Estate competing with newspapers. Impact of new management practices: Hire and Fire policy, Converge or perish, foreign Investment. Ethics for different types of journalism- Cyber journalism, Citizen Journalism, Investigative journalism, Advocacy journalism.

**Internal assessment (25 marks):** Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

## **MJMC (Sem. IV)**

### **403: World View: issues, ideas and Challenges (4) (Credits: 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

#### Part 1: Politics in India and Maharashtra

**Unit 1- Political Process:** Constitution of India. Parties, leaders and groups. Ideologies and policies. Electoral politics. Communalism, casteism, class formations, regionalism, sub-nationalism, challenges and solutions.

**Unit 2- Politics of Maharashtra in above framework with added inputs on:** Geography of the state, natural resources, development issues, regional features. Agriculture, industrialisation, urbanisation, education and other issues relevant at present.

#### 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.

## **MJMC (Sem. IV)**

### **404: Advertising (Credits: 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

**Unit 1- Basics of advertising:** Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

**Unit 2- Advertising as Marketing Communication:** Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and building brand equity, developing brand personality.

**Unit 3- Types of advertising:** Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

**Unit 4- Advertising Planning and execution:** Brand positioning. Importance of research inputs- market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

**Unit 5- Advertising Creativity:** Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

**Unit 6: Copywriting:** Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

**Internal Assessment (25 marks):** Quiz on advertising, scrap book of ads, analysing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

## **MJMC (Sem. IV)**

### **405: Public Relations (Credits: 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

**Unit 1- Understanding PR:** Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

**Unit 2- Role of PR in different sectors:** government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

**Unit 3- Types of PR:** Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

**Unit 4- PR Tools:** Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

**Unit 5- Media Relations as a PR function:** Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

**Unit 6- Social media:** blogging, LinkedIn, Facebook, Twitter etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and A/V material.

**Internal assessment (25 marks):** Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing Press Releases etc.

## **MJMC (Sem. IV)**

### **406: Film Appreciation (Credits 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

**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 Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, Yashizoro Ozu, Steven Spielberg, 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 (25 marks):** Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

## **MJMC (Sem. IV)**

### **407: Magazine Journalism (Credits 2, Lectures: 30)**

**Total Marks: 50** (*Internal Assessment: 25, sem-end examination: 25*)

**Unit 1- Understanding Magazine:** History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. vii) literary Magazines. New trends like glossy magazines. Online and Web magazines.

Case studies- India Today, Outlook, The Reader's Digest, Time, National Geographic etc. Tradition of Diwali Numbers in Maharashtra.

**Unit 2- Content Management:** Understanding the target audience and positioning of the magazine. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas to articles. Cover Story. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, forecasting trends.

**Unit3- Writing for Magazines:** What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, Writing brights, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

**Unit 4- Editing a Magazine:** Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Photos, illustrations and other graphics. Sub-editing (marking copy for type, strap lines, by-lines, house style), use, The post mortem after publication.

**Unit 5- Magazine Management:** Structure of editorial department. Magazine Production- layout and design, Master pages and templates, Style sheet, special effects like bleed and trims. Economics: sales and subscription, production cost and pricing, distribution network, advertising, advertorials. Magazine Promotion and public relations through events, competitions etc. Assessing magazine impact.

**Internal assessment (25 marks):** Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.

## **MJMC (Sem. IV)**

### **408: Business Journalism (Credits: 2, Lectures: 30)**

**Total Marks: 50** (*Internal Assessment: 25, sem-end examination: 25*)

**Unit 1- Understanding Economy:** Basic principles of economy, important economic terms. Growth and development, environment concerns, employment generation, Price rise and inflation. Economics of agriculture and rural economy, Urban economy, manufacturing and service sector, small scale industry and micro-enterprises, Share, securities and commodity markets, Bullion market.

**Unit 2- Fundamentals of Indian Economy:** Growth and progress of Indian economy. Finance system in India, role of finance and planning commissions, role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and privatization. Information Technology, E-commerce, Issues related to SEZ, Central and state budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, anti-corruption mechanism. Company and industrial laws, labor and consumer issues. Contemporary issues related to Indian economy

**Unit 3- World Economy:** Capitalism, communism, socialism and other perspectives. Process of globalization and liberalization. New International Economic order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in world economy, contemporary issues related to world economy.

**Unit 4- Corporate World and Cooperative Movement:** Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance.. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

**Unit 5- Business Journalism:** Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in business sector Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

**Internal assessment (25 marks):** Visit to a news organization's business section, Stock exchange, Attending AGMs covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

## **MJMC (Sem. IV)**

### **409: Culture Journalism (Credits: 2, Lectures: 30)**

**Total Marks: 50** (*Internal Assessment: 25, sem-end examination: 25*)

**Unit 1- Theoretical background:** Traditional definitions of art. The real world vs. the artistic world. A model for the understanding of how art functions. The primary (creative) arts vs. the secondary (interpretive) arts. Classifications of the arts into the auditory, the spatial, and the symbolic.

What is culture? Importance of culture in a society and in an individual's life. Difference between culture and tradition. Understanding various aspects of Indian Culture and their scope.

**Unit 2- Introduction to various arts:** Dance, theatre, music, painting, sculpting, literature. Different forms- classical and folk, Indian and western, fusion etc. Origin and development of these art forms and their contemporary status.

**Unit 3- Cultural reporting:** Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

**Unit 4- Covering culture for other media:** Scope and pattern of Cultural reporting in other media- T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

**Internal Assessment (25 marks):** Time/ Space bound class room writing/ reporting assignments, interview exercises, reporting cultural events, attending workshops etc.

## **MJMC (Sem. IV)**

### **410: Law, Order and Crime Journalism (Credits: 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

**Unit 1- The ethics of crime and justice coverage:** Fairness and objectivity, sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence.

**Unit 2- Law enforcement machinery:** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. Terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

**Unit 3- Covering Crime:** Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions.

**Unit 4- Covering Courts:** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc.

**Unit 5- Contemporary crime journalism:** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

**Internal assessment (25 marks):** Visits to police station, control room, prison etc. Analysis of crime news in various media. Attending court trials etc.

## **MJMC (Sem. IV)**

### **411: Sports Journalism (Credits 2, Lectures: 30)**

**Total Marks: 50** (Internal Assessment: 25, sem-end examination: 25)

**Unit 1- History and Traditions:** Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. National and state sports awards like Arjun, Dronacharya, Shiv Chatrapati Purskar, etc. Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy. Sports Diplomacy: Use of sports in international relations, major cases in history and present trends.

**Unit 2- Sports Associations:** Traditional Indian sports- Kabaddi, Kho Kho, Wrestling, Malkhamb, Atya Patya, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities.

**Unit 3- Sports Journalism:** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

**Unit 4- Sports Reporting and Writing:** Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books,

Sports blogs. Writing from press releases. Importance of knowing and understanding a game;, research and background information; Importance of statistics, official record and history.

**Unit 5- Sports Editing:** Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

**Internal assessment (25 marks):** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interview of sports persons and sports officials, Analysis of sports sections/pages of newspapers, Analysis of sports bulletins/commentaries, etc.

## **MJMC (Sem. IV)**

### **412: Research Dissertation**

**Total Marks: 100** (*Internal Assessment: 50, Sem-end evaluation by External examiner: 50*)

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 8000-10000 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 30 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks out of 20 each for the viva-voce.

## **MJMC (Sem. IV)**

### **413: In-depth Reporting Project**

**Total Marks: 100** (*Internal Assessment: 50, Sem-end evaluation by External examiner: 50*)

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 30 marks each for the reports.

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

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