Master of Arts (Journalism and Mass Communication) [MA (JMC)]

Objectives:

- To impart basic knowledge of mass communication processes to students from diverse backgrounds.
- To imbibe skills required to work effectively in various fields of mass communication.
- To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.
- To develop an analytical approach among students for critical evaluation of the mass communication media.

Brief overview of the credit-point based semester pattern course

<table>
<thead>
<tr>
<th>Total semesters</th>
<th>04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total credits</td>
<td>64 (@16 per semester)</td>
</tr>
</tbody>
</table>

Distribution of credits

<table>
<thead>
<tr>
<th>Core subjects</th>
<th>40 credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Electives</td>
<td>06 credits</td>
</tr>
<tr>
<td>Elective stream</td>
<td>08 credits (with electives within the streams)</td>
</tr>
<tr>
<td>Elective Project work</td>
<td>08 credits</td>
</tr>
<tr>
<td>Internship and Field Visits</td>
<td>02 credits</td>
</tr>
</tbody>
</table>

Each credit is for 25 marks, and involves one hour per week of interaction (teaching and learning) with facilitators for 15 hours in a semester.

Evaluation

Students will be awarded marks (25 marks for one credit) which will be converted into grades. The grade points will be calculated to arrive at the grade point average (GPA) at the end of the course. (for details visit [http://www.unipune.ac.in/university_files/pdf/CBCS-Handbook-28-7-15new-14-5-16.pdf](http://www.unipune.ac.in/university_files/pdf/CBCS-Handbook-28-7-15new-14-5-16.pdf)).

Note

*The suggested reading is only indicative and not exhaustive. There are no prescribed text books for any subject. Facilitators and students have to refer to latest books and other resources to enhance their knowledge about the respective subject. The hours of teaching suggested for each unit also are indicative, but they may help the facilitators balance and plan the paper properly.*
<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Internal Assessment</th>
<th>End-of-semester exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 101</td>
<td>Fundamentals of Communication</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 102</td>
<td>Journalism: Principles, Process and Practice</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 103</td>
<td>Understanding Society (1)</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 104</td>
<td>Media Technology</td>
<td>04</td>
<td>75</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

**Semester II**

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Internal Assessment</th>
<th>End-of-semester exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 201</td>
<td>Print Journalism</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 202</td>
<td>Audio and Video Journalism</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 203</td>
<td>Digital Journalism</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 204</td>
<td>Research Methodology</td>
<td>04</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>
# MA (JMC) Syllabus Outline

**Semester III**

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 301</td>
<td>Understanding Society (2)</td>
<td>04</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>JMC 302</td>
<td>Journalism and Mass Communication: Theories and Practice</td>
<td>04</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Common Elective 1</td>
<td>Any two* from JMC COM 1 to JMC COM 7</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Common Elective 2</td>
<td></td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Stream Elective 3</td>
<td>Any two** from JMC JR 1 to JMC JR 9</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Stream Elective 4</td>
<td>OR from JMC MC 1 to JMC MC 8</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>

* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.
** Students have to choose an elective stream from Journalism (JR) or Mass Communication (MC), and choose any two subjects from the list of elective subjects in the respective stream. The university department/college may decide how students will be divided into the two streams.

**Semester IV**

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC 401</td>
<td>Internship and Study Visits</td>
<td>02</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Individual Project</td>
<td>(any one of the below)</td>
<td>08</td>
<td>100</td>
<td>200</td>
</tr>
<tr>
<td>JMC 402</td>
<td>Research Dissertation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC 403</td>
<td>In-depth Reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC 404</td>
<td>Documentary Production</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC 405</td>
<td>Translation Project</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC 406</td>
<td>Podcast Production</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>JMC 407</td>
<td>Web-based Content Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC 408</td>
<td>Advertising Campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Elective 1</td>
<td>Any one* from JMC COM 1 to JMC COM 7</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Stream Elective 1</td>
<td>Any two** from JMC JR 1 to JMC JR 9</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Stream Elective 2</td>
<td>OR from JMC MC 1 to JMC MC 8</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>

* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.
** Students have to continue the stream chosen in Sem. III.
Common Elective Subjects

Students have to study any THREE papers (two in Sem. III and one in Sem. IV)* from JMC COM 1 to JMC COM 7.

*The department/college may decide which electives to offer in which semester.

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC COM 1</td>
<td>Advertising</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 2</td>
<td>Development Communication</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 3</td>
<td>Gender and Media</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 4</td>
<td>Magazine Production</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 5</td>
<td>Mass Communication Pedagogy</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 6</td>
<td>Public Relations</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC COM 7</td>
<td>Radio Broadcasting</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>

Elective Streams

Students have to elect one of the two streams, namely Journalism (JR) or Mass Communication (MC) for further advanced studies in the respective stream*.

Stream once selected in Sem. III will have to be continued in Sem. IV.

*The university Department/college may decide how students will be divided into the two streams.

Elective Stream: Journalism (JR)

Those who select this stream will have to study any FOUR elective papers (two in Sem. III and two in Sem. IV)* from JMC JR1 to JMC JR 9

*The university department/college may decide which papers to offer in which semester.

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>JMC JR 1</td>
<td>Agriculture Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 2</td>
<td>Business Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 3</td>
<td>Crime Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 4</td>
<td>Culture Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 5</td>
<td>Data Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 6</td>
<td>Environment Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 7</td>
<td>Investigative and In-depth Reporting</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 8</td>
<td>Science Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>JMC JR 9</td>
<td>Sports Journalism</td>
<td>02</td>
<td>25</td>
<td>50</td>
</tr>
</tbody>
</table>
**Elective Stream: Mass Communication (MC)**

Those who select this stream will have to study any FOUR elective papers (two in Sem. III and two in Sem. IV)* from JMC MC 1 to JMC MC 8.

*The university department/college may decide which papers to offer in which semester.*

<table>
<thead>
<tr>
<th>Paper no.</th>
<th>Paper title</th>
<th>Credits</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMC MC 1</td>
<td>Audio Visual Production</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 2</td>
<td>Book Editing</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 3</td>
<td>Technical Writing</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 4</td>
<td>Film Studies</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 5</td>
<td>Intercultural Communication</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 6</td>
<td>Political Communication</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 7</td>
<td>Social Media Communication</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>JMC MC 8</td>
<td>Translation Skills</td>
<td>02</td>
<td>25</td>
<td>25</td>
</tr>
</tbody>
</table>
**JMC 101: Fundamentals of Communication**

**Total Credits: 4. Interaction/Teaching-learning hours: 60**
**Internal Assessment: 50 marks, End-of-semester exam: 50 marks**

*(Teaching and learning of this paper has to focus more on practice sessions along with theory classes)*

**Unit 1. Language**: beginning and development; oral and written forms; importance in communication and in mass media; standard language; impact of technology on language. (5 hours)

**Unit 2. Language skills for media- written** (English and Marathi): writing styles-audience/subject/medium/writer driven; vocabulary- conversational, journalistic, literary; grammar: basic rules and their application; spellings: basic norms, standard rules of writing. (15 hours)

**Unit 3. Language skills for media- spoken** (English and Marathi): pronunciation, intonation, inflection, enunciation, pace, pauses, pitch. (15 hours)

**Unit 4. Interpersonal communication**: informal and formal situations; gestures, posture, facial expression; personal space; tactile communication; interview skills (10 hours)

**Unit 5. Group communication**: public speaking; presentations: with or without external aids; group discussion- attentive listening, expressing agreement/disagreement. (10 hours)

**Unit 6. Mediated communication**: Difference from face-to-face communication; types- written, audio, audio-visual; etiquettes; do's and dont’s. (5 hours)

**Internal assessment: 50 marks**

Objective test of vocabulary, grammar and spellings (English/Marathi); writing about the same topic for different audiences and for different media; collection of words coined and/or popularized by the media; critical appreciation of a famous person's speech; critical evaluation of a book for its writing style, developing subject-specific vocabulary etc.

Giving a presentation before the class with external aid; conducting an interview/participating in a group discussion, observation of non-verbal communication etc.

**End-of-semester exam (50 marks)** will evaluate written language skills (English/Marathi), and theoretical understanding of fundamentals of communication.

**Suggested reading:**
Cambridge Advanced Learner's Dictionary.
Oxford Learner's Word finder Dictionary.
बाहिरीं, मी. रा. सुगम मराठी व्याकरण लेखन, निलिंग प्रकाशन: पुणे.
सांते, सच्चांत. 2014. मराठी भाषा आणि गूढलेखन. ड्रायवेंड पब्लिकेशन्स: पुणे.
JMC 102: Journalism: Principles, Process and Practice

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Basics of Journalism: Journalism as a form of mass communication; Gathering, assessing, creating and presenting news and information; difference between news and views; importance on analysis of news for empowering the informed; helping audiences make correct choices; elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc; role and function of journalism in a society and democracy; (6 hours)

Unit 2. Development of journalism: a) India: journalism in pre-independence era; journalism after independence: supporting development process, during emergency, in globalised environment; role of radio in disseminating news; changes brought about by Doordarshan news; rise and spread of news channels; impact on newspaper journalism; internet and journalism: internet edition, e-paper to news portals; convergent journalism.
b) World: role of journalism in major events in different countries (Vietnam War, Pentagon papers, Watergate, Panama Papers, Wikileaks etc.). (12 hours)
c) Types of journalism: investigative, in-depth, advocacy, citizen etc.

Unit 3. The journalist: Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism. (6 hours)

Unit 4. Understanding News:
a) Criteria defining news: new, unusual, significant, about people; news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; news in different forms: braking, developing, follow-up, speculative etc.
b) News sources: coverage by reporters and correspondents: tools, developing sources, developing nose for news; publicity mechanism of government and private entities; websites; social media feeds; informers; news agencies etc.
c) News processing: selection- audience, relevance, utility; verification; presentation: accuracy, clarity, objectivity, balance, directness; media-specific requirements- photos, audio clips, visual material, hyperlinks etc. (12 hours)

Unit 5. Views and comment: Importance: traditional and in present 24 hour connectivity era; journalism and opinion making; formats in different media: features, editorials, panel discussions, interviews, open forums, interactive chats; influences on views: individual ideologies, organisational beliefs/interests, government restrictions, commercial interests etc.; importance of audience feedback; (8 hours)

Unit 6. News Media Management: structure of news media organisations: newspaper, radio newsroom, TV news channel, digital platform; laws and rules governing ownership, investment, newsprint/bandwidth etc.; cross-media ownership; present hiring policies. (8 hours)

Unit 7. Legal and ethical Framework: constitutional provisions; various laws governing journalism- IPR, defamation, sedition, slander, IT Act etc.; ethical norms set by, and role of statutory and self-regulatory bodies (PCI, NBA etc.) (8 hours)

Internal assessment: essay writing, case studies of journalism in different countries, critical analysis of journalism in different media, interviewing senior journalists, visits to media news rooms,

Suggested reading:
Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
आकलूजकर, प्रसन्नकुमार. वृत्तपत्रवद्या. श्रीळवद्या प्रकाशन माधूरी, सुनील. २०१८. बािमीदारी.
JMC 103: Understanding Society (1)

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Note:
- The syllabus works as a guideline. The facilitators are expected to discuss fundamentals of various knowledge streams and discuss contemporary issues while teaching.
- Teaching may include discussion, activities, individual and group projects, visits etc.
- Different modules may have to be taught by different teachers. Special lectures and seminars may also be organized related to specific topics.
- Students from other states and other countries should learn the unit 6 as the history of their own states/countries. Some part of their internal assessment and written exam should be based on this unit.

Unit 1. Conversation with the society: Jack of all and master of few!, Journalists’ profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education (2 lectures)

Unit 2. Understanding the Universe and environment: The Cosmos: Our galaxy and the Solar system, Our planet, basic concepts in geography, the evolution and biodiversity, natural resources and their exploitation, fundamentals of climatology and Indian Monsoon, environment and its protection, Geography of India: Major Physical Regions: Geology, Geomorphology and Drainage, Global warming, climate change and related challenges, laws and treaties related to environment, NASA, ISRO and space missions, reporting nature, space missions and environmental issues (8 lectures)

Unit 3. Basics concepts in sociology: Community, society, religion and culture, development of languages; social organizations, social structure, concept of agency, social stratification, caste and class, socialization and media’s role; understanding Indian society through sociological concepts. (8 lectures)

Unit 4. Understanding philosophy: What is philosophy? Importance of philosophy in human life, Western thinkers and philosophy, Oriental thinkers and philosophy, Vedic literature (Veda, Upanishads and Six Darshanas, Advait philosophy), Charvak and atheist views, Baudhha, Jain and other traditions, Basic tenets of Christianity and Islam, Modernism and post-modernism, secularism. (8 lectures)

Unit 5. Understanding science and technology: What is science? What is technology? Role of science and technology in human development, the scientific temperament, fundamentals of physics (Newton's principles), chemistry (Basic elements and periodical table) and biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science and technology (Nobel prizes, space endeavours, etc). (8 lectures)

Unit 6. Understanding history:
- The world: Timeline of history, ancient civilizations, characteristics of medieval society; industrial revolution, European renaissance and colonization, French and American revolutions, the World Wars and the cold war. (8 lectures)
- India: Timeline of Indian history, major dynasties and empires in India, Foreign invasions and its socio-political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance, Indian Constitution: Preamble and major features, India after independence: Major landmarks. (8 lectures)
- Maharashtra: Timeline of Maharashtra's history, major dynasties and rulers, saint-poets and social transformation; Chatrapati Shivaji, Hindavi Swarajya and Maratha Confederation, Maharashtra's contribution in freedom struggle; social reforms in Maharashtra, linguistic states and the fight for Samyukta Maharashtra, Contemporary Maharashtra: Achievements and challenges. (8 lectures)

Revision: Holistic and interdisciplinary approach to learn current affairs (2 lectures)
**Internal assessment:** Students’ seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

**Suggested reading:**
- Rajaram, Kalpana. Basic Concepts of Science and Technology. Spectrum Publication.

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मीरे, डॉ. सदानंद. (2013). गर्जा महाराष्ट्र. संस्कृति प्रकाशन, पुणे.
सांस्कृतिक महाराष्ट्र (खंड 1 व 2), महाराष्ट्र राज्य साहित्य व संस्कृति प्रकाशन, मुंबई.
खडसे, डॉ. भ.कि. (1996). आधुनिक समाजशास्त्र, श्री मंगेश प्रकाशन, नागपूर.
JMC 104: Media Technology

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 75 marks, End-of-semester viva-voce: 25 marks

Unit 1. Word processing
Word and Image Processing: Desktop Publication; Text Editing Tools; Page Layouts; types of Pages; Fonts; Text alignments; Content links; Design Infographics; Panelling; Header/ Skyline; Anchor/ Side Story/ Main Lead/ Second Lead/ Short News Still Camera and DSLR; functions of still camera • Camera: Aperture, ISO and Image sensor • Single-lens Reflex (SLR) camera; functions of DSLR • Digital SLR camera; Images file Formats; Photo Editing; Photo Captions; Final Copy, Print, Export as Image, PDF.; Share/ Link file with various formats, File Compressions. Software’s- Adobe InDesign/Quark express/Corel Draw/Photoshop/Photo Edit. (15 hours)

Unit 2. Audio Technology
Audio: Advanced Tools (Hardware and Software); Standard Operating Procedures; Sound Recorders; Functions of Sound Recorder; Record Sound using various gadgets and tools; Sound Recording; Sound Editing; Sound Editing tools; Audio Filters; Mics; Audio Project; Sound Mixer; Sound Editing Softwares: Audacity, Sound Forge and mobile based applications; Audio Presentations; Input-Process-Output-Share; File Formats; File Compressions. (10 hours)

Unit 3. Video Technology
Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras; Demonstration of video camera, its anatomy and functions; Operational characteristics; Video camera handling practice on tripod, shoulder & hand; Teleprompter; understanding sound, light and colour; Video recording formats; Camera, Shots and Composition; Practicing different type of shots, movements, angles, and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions. (20 hours)

Unit 4. Digital Technology
Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website management; designing; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and Publishing, fact checking. (15 hours)

Internal Assessment (75 marks)
At least one assignment for each technological skill: word processing (in English and Devnagari), page designing, photography, photo-editing, exporting/importing/converting files; audio recording, audio editing, basic sound mixing; video recording, video editing, preparing a package; website development, running a blog, uploading/downloading content, providing links, fact checking, SEO, links formation etc.

End-of-semester viva-voce (25 marks): By an external examiner who will examine students orally as well as practically regarding media technology and its application. The university department/college should make a computer, audio and video recording equipment, photo camera and internet connection available to the examiner during the viva-voce.

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JMC 201: Print Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Organization of the Newsroom: Basic features of newspapers and magazines; target audience and page structures (including special sections, supplements); organization of single/multi-edition/multi-media newspaper; coordination and management functions; structure of traditional and modern newsrooms; role and responsibilities of the Editor and others; changes in technology and work practices, challenges before print organizations. (8 hours)

Unit 2. News Writing: what is news (revision of JMC 102); changes in news values; transition from basic to advanced news writing (storytelling and new forms); news reporters: categories, rights, roles and responsibilities; news beats: introduction, mapping and new beats; cultivating sources; investigative and development reporting; use of Internet, new media and technology for reporting; use of RTI for reporting; reporting for digital editions. (12 hours)

Unit 3. News Editing: importance of editing; value addition to news stories; news desks: roles and responsibilities; sorting and selection of agency copies; sources of news; basics of news translation; editing different types of copies; writing and editing developing stories; writing headlines and types of headlines; Visual journalism: selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper; Write-edit-design philosophy; editing in convergent and multimedia setup, multi-media assignment desk. (12 hours)

Unit 4. Feature and editorial writing: Difference between news and views; basic elements of features; types of features, news pegs and story ideas; research and references; writing columns and editorials; feature writing for special supplements; editing features and articles; freelance feature writing and running a feature agency. (12 hours)

Unit 5. Magazine journalism: Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India and Maharashtra. (8 hours)

Unit 6. History, trends and challenges: Early history of journalism; invention of printing and emergence of newspapers; brief history of newspapers in India, brief history of Marathi journalism, role of Indian press in freedom struggle; role of the Press in democracy, development and nation-building; impact of technology on media and journalism, challenges before newspapers and media organizations. (8 hours)

Internal assessment (50 marks)
Each student should be involved in the production of at least two group experimental journals, working as reporters, editors, feature writers, and one individual newspaper.
Other assignments can include: Writing news stories from news releases; translating agency copies; attending press conferences and writing news reports; going to the spot, attending functions and writing news stories; writing and editing news stories/features/editorials; visit to newsrooms and interaction with the journalists; visit to printing units and circulation centres; analysis and case study of newspapers etc.

Suggested reading:
Barns, Margarita. ‘The Indian Press’. George Allen and Unwin Ltd.
Carole, Rich ‘Writing and Reporting News A Coaching Method’. Wadsworth
Garcia, Mario R. 'Contemporary Newspaper Design: A Structural Approach'. Prentice Hall, USA

Useful links:
http://grammar.about.com
http://www.editteach.org/
http://www.copyeditor.com/
http://www.poynter.org/

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JMC 202: Audio and Video Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Part 1: Audio Journalism

Unit 1. Understanding audio: Types: conventional radio, internet radio, convergent news production; importance of sound and spoken word in audio journalism; using sound effectively in audio journalism; News Services Division of AIR; news on other types of radio; news podcasts; BBC, NPR etc. (6 hours)

Unit 2. Writing for the ear: simple, conversational, clutter free writing; difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; addressing linearity of presentation in radio scripts; (6 hours)

Unit 3. News-based programmes: types of news presentations: duration, frequency, coverage, topic; structure of a news programme; selection of news; use of actuality, sound bytes and reports etc.; Other formats: interviews, features, documentaries, live commentaries, magazines, news reels etc. (8 hours)

Part 2: Video Journalism

Unit 4. Understanding the medium: invention and development; strengths and weaknesses of the medium; Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, breaking news; MOJO. (8 hours)

Unit 5. Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers; Convergent Newsroom; Backroom researchers, reference library or archives people, graphic artists. (8 hours)

Unit 6. TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information; 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. (12 hours)

Unit 7. TV Interview and TV Documentary: 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; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production; (6 hours)

Unit 8. Overview of News Television Industry and Its Impact on Society: 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 Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends. Impact on society, Overview and introduction of all programme formats in fiction, non-fiction/news based/ entertainment, role and effect of TV on society, Television Ratings. (6 hours)

Internal assessment (50 marks)
Part 1 (20 marks): Students have to produce at least two news-based programmes in such a way that each student gets to write the script and present it; Analytical essays on news programmes;
Part 2 (30 marks): Students have to record individual piece-to-camera, tick tock, news anchoring; production of news bulletin documentary or interview; written assignments on news channels or News Programs Study, Analysis.

Suggested reading
Awasthi, G. C. *Broadcasting in India*. Allied Publications.
Mehta, Nalin. *India on Television*. Harper Collins
Yorke, Ivor. *Basic TV Reporting*. Focal Press
Millerson, Gerald and Jim Owens. *Television Production* Focal Press.
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JMC 203: Digital Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60
Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Introduction to Digital Journalism: What do you mean by Digital media?; Concept of internet and its functioning; Concept of Web 2.0 and concept of interactivity; Mobile 2.0; Social networking websites; Concept of media convergence; Four types of convergence in media – technological, business, professional, content; What is multimedia content?; Web browsers and RSS Feed; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals. (12 hours)

Unit 2. Digital Story Telling: Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Multi-media content generation techniques- Interactive content generation; News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance; Use of interactive info-graphics; Use of Crowdsourcing and aggregation; Use of Social Media platforms; Use of hyperlinks and related data while writing and presenting a new story. (12 hours)

Unit 3. Data Journalism: Defining Data Journalism; Concept and its use in current scenario; Importance of data journalism; Understanding and finding data sources; Defining data story; Playing with numbers and presenting them into words; Data Analysis and understanding Data Patterns; Writing data story; Data visualisation and its importance; Introduction to softwares like MS Excel, Infogram etc. (12 hours)

Unit 4. Mobile Journalism: Understanding the features of Smart- phones; Telling compelling stories/photo stories using mobile devices, rich multi-media enabled apps, storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms; Mobile Journalism and its advantages; Understanding the skills required for mastering in mobile journalism; Managing the journalistic work flow with mobile (12 hours)

Unit 5. Business of Digital Journalism: Understanding impact of digital media and social media on journalism; Shrinking size of newsrooms and digital news business; Economics of digital journalism; Understanding the business models for digital platforms, Emerging trends related with business of digital platforms; Corporate and their interests in Digital Journalism: Facebook Journalism Project, Google News Initiative. (6 hours)

Unit 6. Socio-Political impacts of Digital Journalism: Digital Journalism and digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practises and impacts; Digital media and elections; Social media and elections in India (6 hours)

Internal assessment (50 marks):
Analysis of various news portals/internet editions; production of news bulletins in various digital formats and platforms; cast studies of news portals across the world; objective tests; group discussions and visits etc.

References:
Al Jazeera Media Training and Development Centre, Mobile Journalism.
Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
Handbook for Media, General Elections To The 17 th Lok Sabha 2019, Election Commission of India
New Media and Politics, Sage
The Routledge Handbook of Developments In Digital Journalism Studies
The Handbook of Global Online Journalism, Wiley-Blackwell
गरुड, बिक्रमनाथ (२०१९), डिजिटल पत्रकारिता, गम्भर प्रकाशन.
बोस्टन, योगेश (२०१९), सोशल मीडिया, अवर्ष प्रकाशन.
**JMC 204: Research Methodology**

**Total Credits:** 4. Interaction/Teaching-learning hours: 60

**Internal Assessment:** 50 marks, End-of-semester exam: 50 marks

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**Unit 1. Basics of research:** Characteristics of scientific research, history; relevance and nature of media research; areas of media research; types of research; importance of review of literature; placing the research in a theoretical framework; hypothesis or research questions; types of variables etc. (10 hours)

**Unit 2. Qualitative research methods:** nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process. (12 hours)

**Unit 3. Quantitative research methods:** nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments. (12 hours)

**Unit 4. Sampling:** universe, population and sample; types of sampling methods: probability and non-probability sampling and their sub types; their advantages and disadvantages; measuring sampling error. (6 hours)

**Unit 5. Statistics for research:** importance of statistical analysis; descriptive and inferential statistics; basic statistical terms and tests: central tendency, standard deviation, Chi square, T test, hypothesis testing etc. (12 hours)

**Unit 6. Allied issues:** Research ethics; research report writing; bibliography; in-text citations etc. (8 hours)

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**Internal Assessment:** Preparing a questionnaire, analyzing content, studying research papers, dissertations, using statistical techniques, conducting surveys, focus groups etc.

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**Suggested Reading:**


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<td>Journalism and Mass Communication: Theories and Practice</td>
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* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.

** Students have to i) choose an elective stream from Journalism (JR) or Mass Communication (MC), ii) and choose any two subjects from the list of elective subjects in the respective stream. The university department/college may decide how students will be divided into the two streams.
JMC 301: Understanding Society (2)
Total Credits - 04
Internal Marks- 50, External Exam - 50, Total - 100 Marks
Total Lectures: 60

Syllabus Outline:
[This subject is in continuation of earlier subject JMC 103: Understanding Society (1)]

Unit 1. Understanding Politics: Meaning of political science, study of politics, State and its nature, theories of origin of state; state and individual; nation, nation-state and nationalism; Understanding isms and concepts: Liberty, equality and fraternity, capitalism, socialism, communism, fascism, Nazism, secularism, gender justice etc; forms of government, unitary and federal government, Indian democracy (Legislative, executive and judiciary), Constitution of India and some important amendments, Provisions and laws related to reservation and social justice, Panchayat Raj, Process of law making, Centre-state relation, Political parties in India (brief history and present status), Issues and challenges in Indian politics, reporting politics and elections.

Unit 2. Understanding National security and International relations: Concept of national security, India’s security apparatus, perceptions of internal and external threats (insurgency, terrorism, Maoism, etc), Idealism and realism in International relations, nature of diplomacy, concept of national interest, India’s national interest, balance of power; India and South Asia, Bilateral relations with neighbours, United Nations and other world organizations, India in world politics (Third world and non-alignment, regional cooperation, etc)

Unit 3. Understanding Economics: Basic concepts in economy, Thinkers and perspectives in economy; Nature and structure of Indian economy, mixed economy (Public and private sector), five years plans, Planning Commission to NITI Aayog: Globalization, Privatization and Liberalization, transformation and challenges, major economic reforms, Understanding GDP and central/state budget, banking and finance, fighting poverty, reporting economics.

Unit 4. Understanding development: What is development?, different models of development, Basic needs and infrastructure development, agriculture and rural development, crisis in agriculture sector, growing urbanization and challenges related to it, sustainable and inclusive development, reporting development issues.

Unit 5. Understanding Sports: Importance of sports in human life, Development of sports, Olympics and other international sports events, introduction and basics of some sports such as cricket, football, hockey, tennis, athletics, etc; Indian sports, sports tournaments and infrastructure in India, reporting sports events and challenges therein.

Unit 6. Understanding Music, Literature and Entertainment: Indian music, Marathi literature: different phases, important writers and their writing, All India Marathi Literature Meet and its role in development of Marathi language and literature, Drama and Films: Marathi folk theatre and sangit-natak (Music drama), Hindi cinema (Bollywood) and regional cinema: Brief history and major phases, achievements; reporting music, theatre, cinema and other cultural activities.

Revision: Review of what students learn during the two semesters (2 lectures)

Internal assessment: Students’ seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

Suggested resources:
JMC 302 Journalism and Mass Communication: Theories and Practice
Total Credits - 04
Internal Marks- 50, External Exam - 50, Total - 100 Marks
Total Lectures: 60

Syllabus Outline:
Introduction: Need for ‘Media Literacy’: Fundamentals and key concepts; media use, habits and addiction; understanding media and communication theories and practices

Unit 1: Basics of Communication. Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Language and Communication, Semiotics and Semiology; Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication, Ethnography of Communication (6 hours)

Unit 2. Rise of Mass Communication. Development of media technologies; Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Journalism as part of mass communication; New interactive media and its characteristics; Understanding Media: McLuhan’s perspectives (Medium is the Message), Global Village(6 hours)

Unit 3: Models of Communication. Use and limitations of models in understanding theories, Development of communication models and thoughts, Different models: Aristotle’s Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm’s models, David Berlo, Dance’s Helical Model, The Newcomb’s ABX Model, Riley and Riley’s Social System model, The Westley McLean Model, etc.(6 hours)

Unit 4: Media and Society. Socialization and media, Marxist perspective: Base, superstructure and media, Rosengren Typology; Concept of 'Mediation': Mediation of social relations and experience; Media as a social institution; Media and democracy; Functions and dysfunctions of media; Mass communication and social change, Gender and Media (4 hours)

Unit 5:
5.1 Theories of Media Effects. The premise of the central concern, phases of effect discourses, Hypodermic Needle or Magic Bullet theory, Mass society theory, Cultivation theory, Agenda setting, Spiral of silence, Dependency Theories; Framing, Priming; Rise of Moderate Effects; Two step and multi-step flow of information; Uses and Gratification; Minimal Effects, Media effects on children, women and others; media and violence


5.3 Critical and cultural theories: The media as an apparatus of ideology; Cultural hegemony; Frankfurt School; The political-economic perspectives, Manufacturing Consent

5.4 Cultural studies: Transmission versus ritual views of communication; Culture and Communication, Folk culture and Mass culture; Mass media as a culture industry – from critical theory to cultural studies, Birmingham School, Culture Industries, Cultural Indicators, Digital Cultures

5.5 Functionalism and other theories: Jurgen Habermas: Public sphere; Diffusion of innovation; Actor Network Theory (ANT); Media System Dependency; The Knowledge Gap theory; Computer-Mediated Communication, Theories of Network Society/Cyber Society, Cybernetics, Tele-community


Unit 6: Journalism and Media studies.
6.1 Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Public interest…, Entertainment and non-news media
6.2: Journalism and Society: NEWS media’s roles and functions: Gate-keeping, Journalists’ role perception: Messenger or monitor? Profession or public occupation?, Occupational roles and conflicts, Principles of journalism and their limitations

6.3 Normative Theories: Rights and obligations of news media, ‘Theories of the Press’ and alternative theories; Representation, constructing images and stereotypes; Media content and the NEWS genre, Centrality of NEWS; Effects of Frames on NEWS audiences; Analyzing media content

6.4 Technology and Journalism: Consequences of changing technology for journalism, media institutions and their relations with society, Interactivity and transparency as new principles; Media convergence and multimedia journalism: Different models and practices

6.5 New forms of journalism: Public and citizen journalism movements, Peace Journalism, Constructive Journalism…

Unit 7: Audiences and Reception studies. Centrality of audiences in communication; Media audience: Alternative concepts – as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market; Power of ‘Meaning making’, Audience behaviour: Uses and gratification, Reception studies, Need to reach, know and measure audiences; Fans, Fandom, and Fan Studies, Interpretive Communities; Passive versus active audience, Fragmentation of audience, Media users.

Internal Assessment: Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

Suggested resources:
*Normative Theories of the Media: Journalism in Democratic Societies*  
By Clifford G Christians, Theodore Glasser, Denis McQuail, Kaarle Nordenstreng, Robert A. White  
(University of Illinois Press, Chicago)
McQuail, Denis. (2013). *Journalism and Society*. Sage; New Delhi

*Journalism in the Digital Age: Theory and practice for broadcast, print and online media*  

*Journalism: Principles and Practice*  
By Tony Harcup (3rd Edition, 2015, Sage, New Delhi)

*Global Journalism Ethics: Widening the Conceptual Base*  
By Stephen J. A. Ward, University of Wisconsin-Madison, USA  
[https://core.ac.uk/download/pdf/27213304.pdf](https://core.ac.uk/download/pdf/27213304.pdf)

*Journalism: Normative Theories*  
By Rodney Benson, First published:05 June 2008  
[https://doi.org/10.1002/9781405186407.wbiecj007](https://doi.org/10.1002/9781405186407.wbiecj007)

*Conversation through journalism: Searching for organizing principles of public and citizen journalism*  
By Seong-Jae Min, First Published March 2, 2015  
[https://doi.org/10.1177/1464884915571298](https://doi.org/10.1177/1464884915571298)

*Journalists as peacekeeping force? Peace journalism and mass communication theory*  
Thomas Hanitzsch (2004) Journalists as peacekeeping force? Peace journalism and mass communication theory, Journalism Studies, 5:4, 483-495,  
DOI: 10.1080/14616700412331296419

*Deconstructing Journalism Culture: Toward a Universal Theory*  
By Thomas Hanitzsch, Published: 23 October 2007  
Communication Theory, Volume 17, Issue 4, November 2007, Pages 367–385,  
[https://doi.org/10.1111/j.1468-2885.2007.00303.x](https://doi.org/10.1111/j.1468-2885.2007.00303.x)

*Communicative Politics and Public Journalism*  

*Constructive journalism: Proponents, precedents, and principles*  
By Peter Bro, First Published May 11, 2018  
[https://doi.org/10.1177/1464884918770523](https://doi.org/10.1177/1464884918770523)
Development Journalism/Communication: the Status of the Concept
Christine L. OganFirst Published February 1, 1982 Research Article
https://doi.org/10.1177/001654928202900101

Media and Journalism: new approaches to theory and practice

Putting theory to practice: A critical approach to journalism studies
David Skinner, Mike J. Gasher, James ComptonFirst Published December 1, 2001
https://doi.org/10.1177/146488490100200304

The New Ethics of Journalism: Principles for the 21st Century
edited by Kelly McBride (Poynter Institute), Tom Rosenstiel
2014, Sage & CQPRESS


Understanding Media Theory (2003) by Kevin Williams, Oxford University Press, New York, USA.


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* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.

** Students have to continue the stream chosen in Sem. III.
Semester IV
JMC 401: Internship and Study Visits
Total credits: 2. Internal assessment: 50 marks. NO end-of-semester exam.

i) Internship has to be evaluated for 25 marks. Norms of internship are as follows:
   • It should be done **before the end of Sem. IV** in one of the following types of organisations for minimum 180 hours (30 days @ six hours a day).
     Organisations: newspaper (print or internet edition), web news portal, radio channel, TV news channel, weekly magazine, advertising agency, public relations firm, book publishing company.
   • Students may work in two different types of organisations @ 90 hours each (15 days @ six hours a day) if they so wish.
   • After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organisation.
   • Norms of evaluation for 25 marks:
     Evaluation by the authority: 10, Volume and quality of work: 10, Quality of report: 5

ii) Study Visits have to be evaluated for 25 marks.
   • Minimum 10 visits and interactions have to organised over four semesters.
   • Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
   • Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.
   • Norms of evaluation for 25 marks:
     Attendance: 10, performance (behaviour during visit, written/audio-visual/digital reporting): 15.
### JMC 402 Research Dissertation

Students have to select a topic only about journalism/mass communication for research dissertation. They are expected to follow scientific research method/s for the research and present it in the form of a written dissertation, of 8000-10000 words. Established academic norms regarding structure of a research report have to be followed. Raw data may be asked for during the viva-voce.

### JMC 403 In-depth Reporting

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. 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.

### JMC 404 Documentary Production

Students have to select a topic of current relevance for an audio-visual documentary. The documentary must be of 20-30 minute duration. A written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the documentary.

### JMC 405 Translation Project

Students have to translate a non-fiction prose text preferably related to journalism/mass communication of 15000-20000 words. This can be a single prose or compilation of texts about the same topic by the same or different authors. The translated work should be submitted in print from with a note explaining the relevance of the topic, original author/s, the translation process and difficulties encountered should also be submitted along with the project.

*The translated work cannot be made public by the student/department/college without acquiring required rights from the original author/s.*

### JMC 406 Podcast Production

Students have to produce at least five 15 minutes episodes of a podcast. The podcast should be informative containing programmes in various formats. The podcast should be uploaded on the internet, and should be active at least till assessment. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the link of the podcast URL.

### JMC 407 Web-based Content Development

Students can create an informative website/app about a topic of their choice and of public interest. The website should be uploaded and active at least till assessment. Original articles, texts, videos should be posted on the website. Links to other websites can also be provided. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with website address.

### JMC 408 Advertising Campaign

Students have to create public service advertising campaigns about TWO current and relevant social issues. They have to create at least one ad in each medium (print: A4 size., audio: 20-30 seconds, and audio-visual: 20-30 seconds). A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the ads.
University department/college, based on their infrastructure, may decide which electives to be offered from the list of projects.

The final project has to be assessed by an internal examiner (who is the project supervisor/advisor working in the university department/college) and an external examiner who is an expert in the subject and type of project.

The division of marks to be awarded by the two examiners shall be as follows:

<table>
<thead>
<tr>
<th></th>
<th>Internal Examiner (Project advisor/supervisor)</th>
<th>External Examiner (Expert in the type of project)</th>
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<tbody>
<tr>
<td>Final Project</td>
<td>70</td>
<td>70</td>
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<tr>
<td>Process: efforts, regularity, punctuality, efforts taken</td>
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<tr>
<td>Viva-voce based on project</td>
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<td>30</td>
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</tbody>
</table>
COMMON ELECTIVES

JMC COM 1 - Advertising
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
Unit 1: Introduction. Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

Unit 2: Process of advertising. Understanding ‘brand’: personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

Unit 3: Creative Process. Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copy writing.

Unit 4: Advertising Media. Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

Unit 5: Advertising and Society. Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

Internal assessment: Comparative analysis of same product/service by different companies; developing fictitious brand and creating an ad campaign; visits to ad agencies and interactions with ad professionals; creating public service ads etc.

Suggested resources:
http://adtextonline.org/
JMC COM 2 - Development Communication
Total Credits - 02
Internal Marks - 25, External Exam - 25, Total - 50 Marks
Total Lectures - 30

Syllabus Outline:

**Unit 1: Understanding Development.** Concept of Development; Meaning and definitions of development; Process of development; Characteristics of developing societies; Difference between developed and developing nations; Role of UN Agencies in development; Millennium Development Goals; Sustainable Development Goals; Problems and issues in development.


**Unit 3: Development Communication.** Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Approaches to development: Modernisation Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

**Unit 4: Role of the Media.** Sustainable strategies in development communication; Media for development- Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development communication, ICT for development communication; Social media for development communication; Designing messages for development communication; Audio-visual content for development communication

**Unit 5: Development Journalism.** Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

**Internal assessment:**
Follow and analyse the development communication practices by UN agencies on different media platforms,
Work with any local government organisation and analyses the communication pattern followed by the organisation to communicate local development
Analyze the development communication practices adopted by any NGO
Develop a communication policy for a organisation working in development sector

**Suggested resources:**

E PG Pathashala – Media and Communication Studies – Development Communication
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24
Communication for Development
Asian Development Blog
https://blogs.adb.org/print/blog/power-videos-communicating-development-agenda
Consortium for Educational Communication
Development Communication
https://www.youtube.com/watch?v=WadaPmfIYE
https://www.youtube.com/watch?v=3-QEk5dm8XM
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JMC COM 3 – Gender and Media

Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

**Syllabus Outline:**

**Unit 1:** Concept of Social Construction of Gender; Concepts of Spheres - Public and Private, Division of Labour, Patriarchy, Equality, Equity, Empowerment, Participation, Discrimination, Violence, Rights

**Unit 2:** Gender inequality/Discrimination and Media: Issues of Visibility and Invisibility, Portrayal and Representation, Gender in MSM and Alternate Media; Sensitivity for Coverage of Gender issues: issues of class, caste, religion, poverty, sexual minorities; Subjectivity of Gender - Matters of: Bias, prejudice, perceptions of communicator.

**Unit 3:** Gender and Media: Women as news subjects, bodies and objectification; Media Professionals, Decision makers in Media organisations, Member of media audiences; Implications of Gender-Media Relationship: Socialisation, Stereotyping, Omission and commission.

**Unit 4:** Gendered audiences and fan cultures; gender, power and identity in the era of digital communication;

**Unit 5:** Media created by gendered groups - Women, Sexual Minorities; Role of Agencies and Institutions for Gender Equality - Projects and Organizations.

**Internal assessment:** Interviewing women/Dalits/LGBTQ working in media organizations for their experiences of being a media professional; Content Analysis of news reports in print or television about portrayal of women, representation of poor/disabled/dalits/religious-sexual minorities/children/elderly; Visiting organisations working in the area of gender and understanding issues dealt by them and their experiences; Surveying vulnerable audiences (women/poor/ disabled/dalits/religious minorities/children/elderly) about their opinions about media coverage about themselves.

**Suggested resources:**


https://www.indianmediastudies.com/gender-portrayal-in-media

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JMC COM 4 Magazine Production
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

Unit 1: Understanding Magazine. History of magazines, markets and audiences of magazines. Definitions. Newspaper supplements 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, Niche magazines, digital only and mobile magazines. Case studies- Marathi magazines such as Sakal Saptahik, Chitralekha, Lokprabha, etc. India Today, Outlook, The Reader's Digest, Time, National Geographic etc. Literary movement of irregular magazines in Maharashtra. Tradition of Diwali special issues in Maharashtra. (महाराष्ट्रातील अनियतकालिकीची चढवळ आणि दिळाळी विशेषकाळी परंपरा),


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. Sub-editing (marking copy for type, strap lines, by-lines, house style), Designing print, online, tablet and mobile editions: Photos, illustrations and other graphics, new design trends. Use of caricatures and cartoons. The post mortem after publication. Move from editing to content curation.

Unit 5: Magazine Management. Structure of editorial department. Magazine Production- layout and design, Master pages and templates, Paper used, Inserting Advertisements, Creative advertisements, Cover on cover, Flaps, Feature Cover, News Cover, Image Covers, Illustration Covers, Type Based Covers, Concept Covers, etc. 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. roles of marketing, publishing and advertising in establishing a successful magazine. Search of new revenue sources.

Internal assessment: Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc. Editing different articles. Producing a special magazine or Diwali special issue.

Suggested resources:
JMC COM 5 Mass Communication Pedagogy
Total Credits - 02
Internal Marks - 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus outline:
Unit 1: Teaching and learning. Role of teachers and learners; different learning styles: reading/writing, visual, aural, kinaesthetic; characteristics of learners; homogeneous and heterogeneous classroom; acknowledging cultural differences; bi-lingual teaching and learning in Indian classrooms

Unit 2: Teaching. concept, objectives, levels of teaching (Memory, Understanding and Reflective), teachers’ characteristics and basic requirements; importance of communication skills; teachers’ personality and interaction with students; Teaching Methodology: off-line vs on-line teaching; traditional, modern and ICT-based teaching; Teaching techniques: simulated, role play, discussions, Collaborative, integrated, interactive, co-learning;

Unit 3: Teaching mass communication. interdisciplinary/multidisciplinary nature; balancing conceptual, theoretical and practical skills-oriented; institute-industry interaction; subject-specific requirements; integrating contemporary content in teaching; use of visits, internships, interactions with professionals; simulation, experiential learning.

Unit 4: Assessment. Importance of continuous assessment; Bloom’s Taxonomy; assessment of information, knowledge, skills, analytical and critical thinking; modes: individual/group; objective/descriptive; presentations/role play/ discussions; projects etc.; evaluation rubric; providing feedback.

Unit 5: Technology for teaching. preparing presentations, models, clippings; audio lectures. Video lectures; EMMRC, Gyanwani; using MOOC/ MOODLE/ Swayam platforms. Norms of academic writing.

Internal assessment: Students opting for this course have to prepare lesson plans, conduct lessons on assigned topics and evaluate students’ work.

Suggested resources:
World Journalism Education Council https://wjec.net/
https://en.unesco.org/unesco-series-on-journalism-education
www.aejmc.org
jea.org
Curriculum Development (https://tophat.com/blog/curriculum-development-models-design/)
Learning through assignments (https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/learning-activities/active-learning/learning-activities-and-assignments-how-maximize-their)
https://uwaterloo.ca/centre-for-teaching-excellence/
JMC COM 6 – Public Relations
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
Unit 1: Understanding PR. definitions, purpose and utility; relevance to a 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 and external, different ways to address them. Concept of ‘Communications 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 and external, publics of PR, Communications audit, qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy or agency.
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 (yatras, melas, public gatherings etc.) PR campaigns, programmes and events, CSR projects; PR during the crisis; 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 press visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), Citizen Journalism.
Unit 6: Social media for PR. Blogging, LinkedIn, Facebook, Twitter, Instagram etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and Audio Visual material.

Internal assessment: Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing press releases etc.

Suggested resources:
Cutli, Scott M and Allen H Centre. Effective Public Relations. Prentice Hall.
Kaul, J.N. Kaul. Public Relations in India,. Nyay Prakashan: Calcutta
Syllabus Outline:

Unit 1: Development of radio broadcasting. Invention and spread; role in the world wars. India: beginning, development till independence, role and expansion of All India Radio in post-independence India; changing radio landscape in 21st century: public service broadcasting, private commercial radio and community radio.


Unit 3: Radio Programming. Purpose- to inform, to educate, to entertainment; programme strategies: spoken word, musical, dramatic; formats: interviews, discussions, plays, quizzes, phone-in, talks, running commentary etc.; innovative programme ideas, audience-centric programming, niche-audience programmes; programme scheduling: audience profile, habits, prime time etc.

Unit 4: Radio Presentation. Qualities of a radio presenter: communication skills, language proficiency, interview skills; Roles and responsibilities of an RJ; research and writing for radio; radio advertising: from concept to broadcast.

Unit 5. Management. differences in All India Radio, private FM and community radio; revenue sources; Radio Audiences: profile, listening habits and measurement, laws and regulations governing radio broadcasting.

Internal Assessment: production of different types of radio programmes, preparing programme schedule; comparative study of different forms of radio broadcasting.

Suggested resources:
www.allindiaradio.org
www.prasarbharati.nic.in
Community Radio Compendium.
https://mib.gov.in/sites/default/files/Community%20Radio%20Compendium%202019.pdf
www.radioandmusic.com
JOURNALISM STREAM ELECTIVS

JMC JR 1 Rural and Agriculture Journalism
Total Credits - 02
Internal Marks - 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
Unit 1: Rural society and structure: ‘Rural India’. Characteristics of rural society, Farming & allied communities (गावगाडा व बपूणकर) – their interdependence, family system and traditions, Festivals and fairs (Yatra-Jatras), remnants of feudal mindset, caste discrimination and other social issues, place of nomadic, semi-nomadic and de-notified tribes in village life; Idea of self-reliant villages – Gandhian and Sarvodaya perspectives; Role and structure of Local self-government: District Council (ZillaParishad) and other agencies, Village Panchayats, Gramsabha and local leadership, Role of tehsildar, Gramsevak, talathi, police patil, block development officers (BDOs), etc.

Unit 2: Rural development, politics and media. Issues of basic infrastructure – roads, electricity, water, rural housing and health. Rural livelihood and development programmes – Land reforms and related issues, Implementation of central and state schemes (Integrated Rural Development Programme, National Rural Employment Programme, Antyodaya, National Rural Health Mission, etc.); Politics at village level: Kinship and economic factors, elections of local bodies and cooperatives, dominance of few families & communities, new leadership and shifting party allegiance; Cooperative movement in Maharashtra; Availability and access of media – folk media, mass media to digital platforms, 'Digital divide'; urbanization of rural areas; Rural reporters and stringers of mainstream media – roles and responsibilities, issues and challenges in rural reporting – pressures from local leaders and communities, media as partner in rural development. Study of few model villages such as Ralegan Siddhi, Hivare Bazar, Nidhal, etc.

Unit 3: Agriculture in India and Maharashtra. Overview of Indian agriculture system, traditional methods and transformation; the Green revolution and aftermath; Problem of landholding and marginalization of farmers, issues of farm labour; Nature of Indian monsoon: frequent droughts and unseasonal rains, irrigation facilities and management, weather forecasting, role of IMD and regional weather stations, Agriculture universities in India and their role in Agri-development, use of technology and new methods in agriculture, Dairy development and the Amul story, Cooperative movement and sugarcane industry in Maharashtra, Indian Agriculture and Farmers Association (Case study – Sharad Joshi Shetkari Sanghatana)

Unit 4: Agriculture Economy of India. Share of agriculture sector in India’s GDP, share of the workforce employed in agriculture, Agriculture infrastructure, Kharip and Rabbi planning, cropping patterns (India/Maharashtra); Pre and post-harvest activities, supply of seeds and fertilizers; Agriculture finance: Role of NABARD, national banks and micro-finance institutes, private money lenders; crop insurance, cost of production and productivity issues; Agriculture marketing – prices of agricultural produce; APMC, weekly markets, intermediaries and value chain; government intervention and ‘Minimum support price’, import-export policy; issues of storage, logistics and supply; Agri-processing and allied industry, Allied businesses in agriculture (Horticulture, floriculture, dairy and animal husbandry, Goat farming, sericulture, poultry, fishery, etc.)

Unit 5: Agriculture crisis. Developing crisis in agriculture – reasons and solutions, Suicide of farmers; Impact of globalization on Indian agriculture: WTO, GATT and agriculture subsidies, effects of climate change on agriculture, Agri-credit, finance and insurance, failure of crops, Swaminathan Commission report, Loan waivers and party politics; Need for agriculture reforms and changes in legislation, demand for industry status to agriculture, Farmers’ strike and agitations

Unit 6: New trends in agriculture. Use of biotechnology and new practices, technology interventions (Blockchain in agriculture); New high-value crops, GM vs traditional seeds, towards organic and chemical residue-free farming, rainwater harvesting, drip and micro-irrigation, bio-fertilizers and bio-fuel; Restructuring agriculture marketing: eNAM (National Agriculture Market), Agriculture value chain – Seed
to plate approach, traceable food, Agriculture brand building and Agri-retail sector, Future trading of agricultural commodities, Export oriented agriculture system, Farmer Producers’ Company model: Opportunities and challenges (Case study – Sahyadri Farms, Godawari Farmers Company, etc.), Urban agriculture, Agritourism

**Indian agriculture post COVID-19:** Opportunities & challenges, Principles, mission and goals, Agriculture: Indian vs China, Bio-Sanitizer – Made in India technology

**Unit 7: Agri-journalism.** Information needs of farmers and rural communities, agriculture research and extension activities, nature of agricultural news, various sources of information in agriculture, Scope for Agri-journalism on different media platforms, coverage of agricultural activities for mainstream media, special supplements and columns in newspapers, addressing issues of farming communities and highlighting success stories, Case study of ‘Agrowon’- regional daily for farming community; Special programmes in radio, television and news channels (e.g. ‘AapliMati, AapliManase’), Increasing use of social media platforms for agri-information, crop-wise farmer community radio, The International Federation of Agricultural Journalists (IFAJ)

**Internal Assessment:** Study of media coverage of rural issues and agriculture, visits to farms and agricultural research centres, interviews with farmers etc.

Internship with agriculture newspaper, magazine or news portal.

**Suggested resources:**

अंगराराटा: शोध शरद जौशीचा (भानू काळे), उमी प्रकाशन, पुणे 2016

Handbook of Agriculture, (2006), Indian Council of Agriculture Research, New Delhi
Allen, William. ‘Agricultural Journalism’ in: Encyclopedia of Science and Technology Communication (Ed: Susanna Hornig Priest) DOI: http://dx.doi.org/10.4135/9781412959216.n8
http://agriculture.gov.in/ (This is to inform that official websites of Department of Agriculture, Govt. of India)
http://krishi.maharashtra.gov.in (official websites of Department of Agriculture, Govt. of Maharashtra)
Syllabus outline:

**Unit 1: Understanding Economy.** Basic principles of economy, important economic terms, growth and development, environmental concerns, employment generation, price rise and inflation. Economics of agriculture and rural economy, Urban economy, Gig economy (unorganized sector, self-employed people etc.), manufacturing, logistics, Start-Up COS and Finances, New age banks (SFB, NEO etc.), and service sector, small scale industry and micro-enterprises, shares, securities and commodity markets, Bullion market, Film Finance.


**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 the world economy, contemporary issues related to the world economy.


**Unit 5: Introduction and Overview of GST:** Concept of supply, Reverse Charge Mechanism (RCM), Composition Scheme, Valuation of GST, Payment of GST, Input Tax Credit, Returns under GST, Books of Accounts, (Interest, Penalty and Prosecution-I), (Interest, Penalty and Prosecution-II)

**Unit 6: Practicing Business Journalism.**

**6.1 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 the business sector.

**6.2 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 a news organization’s business section, Stock exchange, Covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.
Suggested resources:
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JMC JR 3 – Crime Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus outline:

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 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. Zero Fir.

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

Suggested resources:
http://osou.ac.in/eresources/DJMC-02-Block-03.pdf
https://ohrh.law.ox.ac.uk/drone-journalism-and-regulatory-challenges-in-india/
http://presscouncil.nic.in/OldWebsite/NORMS-2010.pdf
http://asu.thehoot.org/research/
https://www.aisfm.edu.in/blog/2014/the-art-of-reporting-1-crime/
http://www.mediacrimevictimguide.com/journalistguide.pdf
https://www.poynter.org/tag/police-and-crime-reporting/

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JMC JR 4 Culture Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
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. Culture and New media.

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 mediaT.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.

Suggested reading:
Barnet, Sylvan, (2005), A Short Guide To Writing About Art, Pearson, New York

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JMC JR 5 - Data Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
Unit 1: Introduction. Data and Public Interest Stories; Use of data for journalists; News values related with data; History of Data Journalism; Importance of critical thinking for a Data Journalist; Importance of Data Journalism; Finding a Data Story.
Unit 2: Getting Data. Common Data Formats; Finding and Cleaning the data; Building the data; Alternative Data Sources; Planning a Data Story: Hypothesis and Questions; Enriching Stories with Data; Analysing Fact Sheets.
Unit 3: Understanding Data. Organizing Data; Verifying Data; Summarizing and Simplifying Data Insights; Essential Statistics - Averages, Mean, Mode, Median, Percentage; Evaluating Data Interpretation; Data Privacy
Unit 4: Data Visualization. Working with Designers; Purpose of Data Visualization; Matching Data and Graph Types; Design and Colour Basics; Map Theory; Ethics of Data Visualization; Visual Storytelling.
Unit 5: Data-Driven Stories. Writing style of Data Stories; Sector-Specific Data Stories; Reaching your Audience; Data Driven Interviews; Anatomy of a Data Story; Data-Driven Leads; Data-Driven Writing; Solution Journalism.

Internal assessment: Collect and analyse data stories from regional and national level media outlets, plan interviews with data journalists from the city/ state, generate data stories based upon the city-level interactions and incidences.

Suggested resources:
DataJournalism.com
https://datajournalism.com/read/handbook/one/introduction/what-is-data-journalism
The Data Journalism Handbook

How to be a data journalist - Paul Bradshaw
Data Journalism: Global Investigative Journalism Network
https://gijn.org/data-journalism/
https://gijn.org/?s=Data+Journalism+
Google News Initiative – Data Journalism
https://newsinitiative.withgoogle.com/training/course/data-journalism
Data Journalism – American Press Institute

The Age of Insight: Telling Stories with Data
Google News Initiative
https://www.youtube.com/watch?v=TA_tNh0LMEs
How is data journalism changing the newsroom? | BaharehHeravi | TEDxUCD
https://www.youtube.com/watch?v=JKIWxYEAZI
Making data mean more through storytelling | Ben Wellington | TEDxBroadway
https://www.youtube.com/watch?v=6xvGYIxFjk
History of Data Journalism at The Guardian
https://www.youtube.com/watch?v=ilA5EOxyvZI
What is data journalism at The Guardian?
https://www.youtube.com/watch?v=IBOhZn28TsE
The 2020 Vision of Data Journalism
https://www.youtube.com/watch?v=1LZwSgv9dMA
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JMC JR 6 Environment Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:


Unit 2: National perspective. India’s national environment policy, background, principles, instruments and institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, peoples rights and environment, traditional practices and modern ways to protect environment, public awareness

Unit 3: Climate change. Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and other protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact of global warming on local level. 2019 UN Climate Action Summit, Global Climate Action Summit, United Nations Framework Convention on Climate Change, Paris Agreement


Unit 6: Environment and Energy. Energy security, energy and development, hydro and coal power generation, it’s impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

Internal Assessment: Analysis of environment news in the media, quizzes on environment-related issues, essay-type assignments.

Suggested resources:
Specialised publications about environment like Down To Earth. Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.
JMC JR 7 Investigative and In-depth Reporting

Total Credits - 02

Internal Marks- 25, External Exam - 25, Total - 50 Marks

Total Lectures: 30

Syllabus Outline:

Unit 1: Introduction to Investigative Journalism. Mission and objectives of investigative journalism; Difference between investigative journalism and routine journalism; Roles and responsibilities of an investigative journalist; Skills and personal qualities of an investigative journalist; Investigative journalism and its impact on society; History of investigative journalism in India and its contemporary relevance

Unit 2: Basic grounding for Investigative stories. Practice of exploring unknown and taking calculated risks for leading towards investigative journalism; Understanding importance of reading and researching for investigative journalism; Topics and approaches appropriate for investigative reporting; Thinking for investigative story ideas; Use of digital and social media to monitor news breaks and leads; Verifying hints, rumours and facts; Generating a concrete story idea

Unit 3: Planning the Investigation. Making a plan to work and execute; Asking the right questions to you and probing the sources; Pitching story idea, preparing budget and getting approval; Moving forward from an idea to hypothesis; Source mapping – Primary and secondary sources, Human sources and paper sources, Digital sources and crowd sourcing; Managing the time; Involving the team; Recognising reliable sources; Securing the information and data; Security measures while investigating a story

Unit 4: Working on Investigative Story. Accessing the information; Building own database; Data mining and dealing with numbers; Researching with the data and un-locking the secrets; Using trustworthy human sources for leading towards the big story; Evaluating the human sources: Experts, Whistleblowers, Gatekeepers and Door-openers, Spin Doctors, Lobbyists; Protecting sources and protecting yourself; Interviewing the right people for generating detailed insights; Overcoming the legal and ethical issues

Unit 5: Writing In-depth. Shaping story’s details into an interesting narrative through evidence based reporting; Updating facts; Using quotes from relevant and prominent people; Thinking Visually: Using graphs, charts, diagrams and explainers for investigative story; Writing to broadcast; Choosing the perfect format and

Internal assessment: Analysing the presentation and writing styles of selected investigative stories, group discussions and presentations about selected investigative stories in class, case studies of investigative journalists and their work.

Suggested resources:
Global Investigative Journalism Casebook
https://www.pdfdrive.com/the-global-investigative-journalism-casebook-d157818970.html
Verification Handbook
Investigative Journalism Manual
https://www.pdfdrive.com/investigative-journalism-d97712945.html
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<th>Investigative Journalism</th>
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<td><a href="https://www.youtube.com/watch?v=bPL3tQlKm_E">https://www.youtube.com/watch?v=bPL3tQlKm_E</a></td>
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<td>What Is Investigative Journalism? - David Kaplan</td>
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<td><a href="https://www.youtube.com/watch?v=TCVU52T6Cbs">https://www.youtube.com/watch?v=TCVU52T6Cbs</a></td>
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<td>Investigative Reporting Basics</td>
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<td><a href="https://www.youtube.com/watch?v=OBp2FMLhHaE">https://www.youtube.com/watch?v=OBp2FMLhHaE</a></td>
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<td>Tips from Bob Woodward on Investigative Journalism</td>
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<td><a href="https://www.youtube.com/watch?v=VVKGUctuoXE">https://www.youtube.com/watch?v=VVKGUctuoXE</a></td>
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<td>TEDxPresidio - Robert Rosenthal - Investigative journalism in the 21st Century</td>
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<td>Lessons in investigative journalism: Carol Marin at TEDxMidwest</td>
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<td><a href="https://www.youtube.com/watch?v=niJJHZ7cjvo">https://www.youtube.com/watch?v=niJJHZ7cjvo</a></td>
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<td>Paradise Papers: The True Story Behind The Secret Nine-Month Investigation (HBO)</td>
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<td>Investigative Journalism: Silence is an Expensive Commodity</td>
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<td><a href="https://www.youtube.com/watch?v=VeISk6gV6F4">https://www.youtube.com/watch?v=VeISk6gV6F4</a></td>
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<td>The Lorana Sullivan Lecture Series - On Investigative Journalism</td>
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JMC JR 8 Science Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

**Unit 1: Understanding Science.** Philosophy of science and basics of scientific thought; Scientific attitude; Various domains of science: Emerging areas of science and technology; Evidence-based work in scientific domain; Importance of science to the society; Role of science and technology in human development; Science as an essential element in political, corporate and community news

**Unit 2: Science Communication in India.** Science Communication; Role of organizations like NCSTC, Vigyan Prasar in Science Communication in India; Science Journalism as a form of Science Communication; Importance of Science Journalism for popularizing science; Science Communication and Science Journalism in India; Science Journalism in regional languages; Special Science Supplements and Science Magazines in Maharashtra; Well-known science writers and science columnists from Maharashtra; Science journalists and their specialities; Knowing the content formats: Science News, Science Feature, Science Columns and Op-ed articles, Interviews and Profiles, Science Blog, Explainers, Science Fictions and Documentaries

**Unit 3: Doing Science Journalism.** Homework for understanding the scientific topic; Approaching, developing and communicating with the perfect source; Writing science for the readers: simplifying scientific information, analysis, classification, partition, formal definition, informal definition, expanded definition, describing and illustrating - general vs specific description; Communicating technical information to non-experts; Unity, coherence and logic in science writing; Guidelines for scientific translation, Adaptation: socio-cultural adaptations, technical/popular terminology; Communicating data properly; Fact checking and establishing the claims; Reporting and writing about controversies; Politicization of science – Health, Energy, Environment, Biodiversity

**Unit 4: Scientific Institutions: The Source.** Scientific Institutions as the major source for Science News; Understanding the basic working environment of scientific institutions in India; Process of communicating with organisations through Press Information Office and getting the official information; Scientific Institutions in India – Council of Scientific and Industrial Research - CSIR, Indian Institute of Science - IISC, Indian Institute of Science, Education and Research - IISER, Indian Space Research Organization (ISRO), Indian Science Congress Association, Noted science societies at state level; Scientific organisations and their role in popularizing science; Major Awards in the field of science; Awards for science communication and popularization; Local science laboratories

**Unit 5: Domain of Science Journalism. Health:** Health communication, Public health policies, Vaccination campaigns, General Hospitals, Patient care, New diseases, Epidemics and response of Government, WHO Guidelines, NARI, NCCS, NIV.

**Weather and agriculture:** Importance of weather, Monsoon and its impact, IITM, IMD, Crop patterns-Kharip, Rabi; Fertilizers; Genetically Modified (GM) Seeds and Crops; Seed banks; Irrigation patterns

**Environment:** Understanding the environment; Pollution; Global warming and climate change; Government policies and institutions about environment; Role of NGOs in bio-diversity; Green technology

**Energy:** Growing need of energy; Power generation sources; Conventional and non-conventional energy sources; Regulatory authorities

**Internal assessment:** Attending and reporting science talks and events, Profiling the different scientific institutions, visiting scientific institutions and getting the information about the communication channel, interviewing scientists, talking to science journalists, Publication of Science Newsletter, Writing science news pieces for university/college departments, Analyzing science news and science features, Profiling science writers- science journalists- science supplements and science magazines,

**Suggested resources:**
JMC JR 9 Sports Journalism
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

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. Beginning & development of modern leagues in various sports. National and state sports awards like Arjuna, Dronacharya, Shiv Chatrapati Purshkar, 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 and its present conditions- Kabaddi, Kho Kho, Wrestling, Malkhamb, 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. Olympics, Asian European and other sports association. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities. Role and duties of Sports Association. Different affiliation and legalities for association. Changing nature of sports management.

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. Sports channels and their functioning; Future of sports journalism, career opportunities. Case study of famous sports journalists from global to regional level.

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; Reporting sports for news channels; Live telecast, Sportscast, Web commentaries; Previews and Reviews of the match, 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 and 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: Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interviews of sports persons and officials, Analysis of sports sections/pages of newspapers and sports websites, Analysis of sports bulletins/commentaries, etc.

Suggested resources:
The Best American Sports Writing (yearly publications)
Legendary sports writer Dave Kindred’s “50 do’s and don’ts for sportswriters” and “50 More do’s and don’ts for sportswriters.”
MASS COMMUNICATION ELECTIVES

JMC MC 1 – Audio Visual Production
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

Unit 1: Basics of video production. Image-making, camera operations, compositions, camera movements, visual techniques, pre-production, production design and post-production.

Unit 2: Pre-production. Production and post-production planning, duties and responsibilities of producer/director. Set designing and make-up, visualization, composition: aesthetics, directing the actors, directing the crew.

Unit 3: Production. Single-camera shooting techniques, video display systems, multi-camera production, lighting systems: lighting methods and needs, mike positioning and arrangements, art direction, setups, casting, indoor and outdoor shooting, planning and management of live shows, production design – Production;

Unit 4: Production techniques. Importance of backgrounds; real, unreal and neutral backgrounds. Economical setting, location selection, post-production editing, script: length and style of scripts, storyboards and components, pre and postproduction techniques, effective camera shots, footages. Special effects- graphics and animation, Chroma key usage and Economy shooting methods.

Unit 5: Post-production. video editing, sound, voice-over, and background music, titles and subtitles, video formatting, production design- post-production.

Internal assessment: Students can produce a documentary, series of short videos; prepare production plan for a short story, writing scripts or storyboard etc.

Suggested resources:
De Fossard Esat and Riber John, ‘Writing and Producing for Television and Film’, Saga Publications.
Belavadi Vasuki, “Video Production”, Oxford University Press.
JMC MC 2 Book Editing  
Total Credits - 02  
Internal Marks- 25, External Exam - 25, Total - 50 Marks  
Total Lectures: 30

Syllabus Outline:

Unit 1: Overview of ‘Book Publishing’  
Definition of book; Invention of printing and its impact on society, Brief history of publishing (milestones); Books, culture and society; Size and nature of English, Indian languages and Marathi book publishing industry, Categories of books (by size, type, content, etc), Parts of book and sequential arrangement; ISBN, barcoding and basics of book cataloguing; Production, sales and distribution of books, New developments: Computer, digitization, E-books, self-publishing, digital publishing and E-delivery platforms such as Amazon, Flipcart; Some case studies of book publishing houses (4 hours)

Unit 2: Organization and Approvals.  
Philosophy and identity of the publishing house, Various departments and their interdependence, Nature and functions of the Editorial department; Commissioning and Acquisition Editors – roles and responsibilities, Publishing proposals and keeping track of intellectual activities, Assessing manuscripts: acceptance or rejection, consulting sales department, preliminary costing; Author-Publisher relations – contract and royalty agreements (4 hours)

News editing and book editing: similarities and differences; Essential qualities of the book editor, Substantive editing: House Style, Two readings – from readers’ perspective and critical but sympathetic approach, inconsistencies and incongruities of facts and details, literary style and grammar, checking plagiarism and authenticity. Discussions with author: editorial improvements and suggestions, consent and approval of author; data illustrations, graphs and figures, layout and design of books, Blurbs – importance and style; Legality of the content: checking legal aspects; proof reading and making print ready copy; Reprint and new editions: Differences between the two, feedback from sales, changes and updating content (10 hours)

Unit 4: Evolving Genres.  
Variety of content and genres for books – Novels and fictions, non-fiction, histories and biographies, general interest books, utility books, science and technology books, textbooks and study material, doctoral and reference works; Translation of books and related aspects; Changing tastes of audience and new markets; different genre may need differential editing (3 hours)

Unit 5: Book Production and its Economics.  
Overview of different stages – Manuscripts, typesetting, proofreading, dummy, designing, colour separation and platemaking, printing and binding; Different stakeholders in publishing industry; Economics of production: Paper – quality, size, types and cost; book cover – paperback and hardbound, estimation of price and print order, survey, distribution and marketing, reviews and promotions, discount and concessions, book exhibitions, readers’ movement and libraries, Role of government and institutions like NBT, Sahitya Academy, etc. (5 hours)

Unit 6: Publishing and Laws.  
Press and Registration of Books, Official Secrets Act, Shops & Establishment Act and relevant provisions; Intellectual Property Rights: Copyrights, translation rights, co-publishing, foreign rights, etc.; Piracy, plagiarism and ethics of publications; Provisions in the Indian Penal Code regarding harmful publications, defamation and libel, sedition, obscenity, public tranquillity, etc. (4 hours)
Internal assessment:
Visit to a book publishing house, libraries and printing units;
Internship with a book publisher,
Writing proposals for a book, collaborative project like production of a book/written document during the semester as group assignment

Suggested resources:
The Chicago Manual of Style (Latest edition from web)
Gallaway, Matthew. (December 13, 2010). ‘Five Writers Talk About Their Book Editors’. Available on the following link:
https://theawl.com/five-writers-talk-about-their-book-editors-438c8b9e9ad8#.1pkk8fbkv
https://www.barbarademarcobarrett.com/wp-content/articles/writing/Agent-EditorRelationship.html

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JMC MC 3 Technical Writing
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:
(Teaching and learning of this paper has to focus more on practice sessions along with theory classes)


Unit 4. Use of MS Word in Technical Writing: Book Building in MS Word, Working with paragraphs, tables, drawings tools, Including ToC, Index, Cross-references, Spelling & Language Check, Readability Check, Publishing as PDF/HTML, Advanced Features.

**Internal assessment:** Assignments based on
- Writing a Procedure
- Writing a Concept
- Preparing Document Outline
- Preparing Estimate
- Writing Document
- Reviewing a Document etc.

**End-of-semester exam (25 marks)** will evaluate Technical Writing skills, and capability to apply the knowledge learnt to real-life requirements

**Suggested resources:**
- Microsoft Manual of Style – Edition 4
- Science & Technical Writing, Philip Ruben
- NASA – Guidelines for Science & Technical Writers
- RCO & Estimation Part 1, 2, 3 by Makarand Pandit, Published in Indus, Society for Technical Communication – India Chapter
- Jaiprakash, Sajitha. Technical Writing. Everest Publication
- Pandit, Makarand. Technical Writing.

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JMC MC 4 Film Studies
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

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 colour, 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 4: Film history. Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.


Internal assessment: Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

Suggested resources:
- Villarejo Amy, Film Studies: The Basics. Routledge, 2013
- Piper Jim, Film Appreciation Book: The Film course, All Worth Press, 2018
JMC MC 5: Intercultural Communication
Total Credits: 02
Internal marks: 25, External exam: 25, Total marks: 50

Syllabus Outline
Unit 1: Defining culture. Tangible/intangible; learned/biological; static/dynamic, shared; what is subculture; major elements that make up a culture; taxonomies of culture; culture and identity.

Unit 2: Intercultural communication (ICC). Importance of ICC in globalised world; forms of ICC: direct/indirect/mediated; barriers to ICC: language, body language, context, prejudices, emotions etc.

Unit 3: Overview of different cultures in the world. Differences as per region, religion, gender, language; dominant cultures; Cultural diversity in India: between states, within a state; urban and rural; religion and culture.

Unit 4: Role of media in ICC. translational/cross cultural media content; spread of American culture; emergence of new culture; impact of digital media on culture at global level; emerging uniformity among cultures.

Unit 5: ICC competency. Phases of venturing into a different culture; competence: knowledge, awareness and sensitivity; respect for diversity, cultural self-assessment; ethics of inter-cultural communication; importance for media persons.

Internal assessment: Observation and simulation of different cultures; meeting people of different cultures and noting experiences etc.

Suggested resources:

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JMC MC 6–Political Communication

Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

Unit 1: Understanding Politics. ‘Politics’ as a term; Politics as a subject; Politics as a means of governance; Nature of politics expected in a democratic set-up; Characteristics of Indian Politics; Various political ideologies and their nature of politics; Political Leadership and politics as a lifestyle; Important factors for Politics: Religion, Caste, Economic Dominance, Social Status, Dynasty, Loyalty, Professional and educational background, Regional identity etc.; Factors related with Local, Regional, National and International politics; Politics and other fields.

Unit 2: Political Communication. Understanding the terms- ‘Communication’ and ‘Political Communication’; Importance of communication for politics; Politics related to communicating and not communicating something; Targeted and specific communication for politics; Political symbolism - Understanding the importance of Culture, Language, Signs, Symbols and Time for political communication; Communication the political image.

Unit 3: Media and Political Communication. Political economy of media; Media as the opinion maker; Agenda Setting; Agenda building; Framing; News and public opinion; Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication; Media and politics in India: Pre-independence situations in India, Political Development and Mass Media in Post-independence India, Government and private media, Impact of media on politics in India, Media and Indian Democracy.

Unit 4: Political Campaigns and Propaganda. Political advertisements: Understanding the political appeal, distinguishing characters as compared to general commercial advertisements; Various Political campaigns in India and their respective impacts; Propaganda: characteristics, types and its use with special reference to politics in India; Political PR and image management

Unit 5: Communicating Politics. Understanding the language of politics and political messages; Understanding political processes like filing nominations for communicating through media; Selecting proper form of content; Political news, views and opinion pieces; Events and media coverage; Building a political campaign; Campaigning for a leader and campaigning for a political party; Social and digital media for political campaigning; Understanding and analysing the representation of political events in mass media; Understanding the nature of professional organisations working for political communication and the related culture.

Internal assessment: Attending local political events and mapping its media coverage
Analysing the political speeches, agendas, brouchers and advertisements used for political purposes, analysing the media use by local political party in the city, analysing the media use by local political leaders in the city, studying and analysing different media platforms for availability of political content.

Suggested resources:

Has Media Become a Tool of Political Mobilisation?
https://www.youtube.com/watch?v=9erbnSuNEBw

Political Communication
https://www.youtube.com/playlist?list=PLQLmNvNnDjUNHseD_w7qplpvZvnj1LghNU

Media & Politics
https://www.youtube.com/watch?v=FX3eSQqO4gA&list=PLllgdaSzgusN2rSQy_YL-HjhNiP7kFa2

New Media and Political Communication
https://www.youtube.com/watch?v=y6l5QGuHqoy

How the Internet is Changing Politics | Vinay Nayak | TEDxKingsCollegeLondon
https://www.youtube.com/watch?v=BrvpD-5zwqk

How to Win an Election: Political Campaign
https://www.youtube.com/watch?v=d-X09-gbyQ

Political campaigning in the digital age: Lucian Despoui at TEDxBucharest
https://www.youtube.com/watch?v=sTgOUL0iYW8

How Social Media is Shaping Our Political Future | Victoria Bonney | TEDxDirigo
https://www.youtube.com/watch?v=9Kd99IIWJUw

The impact of social media in political debate | Mark Shephard | TEDxGlasgow
https://www.youtube.com/watch?v=l-YUVP7G524

Unboxing with Prashant Kishor | What it takes to plan, execute and win an election
https://www.youtube.com/watch?v=IldCA4JLehw

Political Communication: Our Past(s), Our Present(s)
https://www.youtube.com/watch?v=PWos2UvPSqg
JMC MC 7 Social Media Communication
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30

Syllabus Outline:

**Unit 1: The Network Society.** Internet-based communication revolution; Technological foundations of Network Society; Access and acceptance of digital technology; Characteristics of new media communication; Socialization and individualization of space and time; Connected spheres of living; Virtual communities and social relations; Evolution of Social Media Network; Economy of social media; Psychology and Sociology of Social Media; Pros and cons of social media; Impact of social media networks on human communication

**Unit 2: Understanding Digital Culture.** Meaning of being ‘Digital’; The culture of ‘Screen’; Understanding importance of speed and visualization; Changing media use and its impact on content generation; Impact of convergence; Hyper-mediation; Multi-functionality; Interactivity and creativity; New media and diversification of mass audience; Culture of real virtuality; Information Overload; Risks of over-communication; New trends in digital culture

**Unit 3: Social Media.** Social media – Emergence and history; Characteristics of social media; Categorization and types of social media - social Networks, media sharing networks, Discussion forums, Bookmarking and content curation networks, Consumer review networks, Blogging and publishing networks, Interest-based networks, Social shopping networks, Sharing Economy networks, Anonymous social networks; Social media networks in India and their socio-political impacts; Different social media networks and their characteristic features; Basic of social media marketing;

**Unit 4: Social Media for Personal Use.** Understanding the platform specific features for personal use; Understanding individual needs for social media use and prioritizing the social media platforms; Characteristics of content for social media platforms – Facebook, Twitter, Instagram and You-tube; Creating specific content for specific social media platform; Integrating social media platforms: Do’s and Don’ts; Social Media and Image building; Writing for social media

**Unit 5: Social Media for Business.** Knowing the different social media tools for business; Importance of social media policy for business; Need analysis and creation of social media policy for business; Social media integration with business websites; Social Media for branding: Facebook, Instagram, Twitter and You-tube for business; Social media and crises communication; Social Media and institutional branding; Social Media Campaigning

**Internal Assessment:** Write social media strategy for an individual political person.
Evaluate social media strategy for an NGO that you are following regularly.
Analyses social media use of any selected celebrity personality that you like.
Follow different business brands on different social media platforms and analyses the use of content and particular platform.

**Suggested resources:**
Network Society- Documentary
https://www.youtube.com/watch?v=7OwjgXkuypI
Manuel Castells: Communication power in the Network Societies
https://www.youtube.com/watch?v=xoMam-oFOzY
Cultures of the Internet
https://www.youtube.com/watch?v=QXdE6hJ1iUc
The Role of Social Media in our Lives | Jake Swayze | TEDxSouthPasadenaHigh
https://www.youtube.com/watch?v=BmV-4qx0sIs
Why Social Media Is Ruining Your Life | Katherine Ormerod | TEDxManchester
https://www.youtube.com/watch?v=sBeWrNgMVeM
Social Media Communication
https://www.5wpr.com/new/social-media-communication/
Social Media Agency
https://www.5wpr.com/new/category/social-media-agency/
How to maximize social media communication?
https://heidicohen.com/social-media-communications/
How social media is changing communication
https://www.walkersands.com/how-social-media-is-changing-communication/
Types of Social Media
https://blog.hootsuite.com/types-of-social-media/
Role of social media in business
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Syllabus Outline:

Unit 1: Understanding language. Biological, psychological and social aspects of language; word as a sign; word as a world view; functions fulfilled by language: communicative, imperative and aesthetic.

Unit 2: Nature of Translation. Complex communicative process; three stages involved in Translation: Decoding: Grammatical analysis; morphological meanings of words; lexical analysis; identifying semantic and semotactic markers of a word; lexical meaning; synonyms and their lexical analysis. Transfer: finding equivalences for various lexico – grammatical features of the Source Text; and Re-encoding: function of the source text; target audience; listing priorities while re-coding.

Unit 3: Types of texts translated. Fiction/non-fiction; informative/analytical/academic/ promotional; writing style: straightforward, satirical, parody, poetry, humorous; type of media: print: newspapers/magazines/specialised journals; audio-visual: radio, TV, films, websites etc.; dos and don’ts for each type; editing of translated works.

Unit 4: Skills of a translator. Language knowledge: of source and target language; writing skills; cultural knowledge; research skills; developing the skills.

Unit 5: Using resources. Dictionaries, encyclopaedia; online resources; experts and native speakers; basics of phonetics, introduction to phonetic script; transliteration of proper nouns and other non-translated words.

Internal Assessment: Translating news items, features, advertisement, film dialogues, official report etc. Editing of texts translated by other students also can be undertaken.

Suggested resources:
Various unilingual. Bilingual and specialised dictionaries; thesaurus.
Yashwantrao Chavan Maharashtra Open University. पातालस्मार्णम. YCMOU: Nasik.

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JMC MC 8 Translation Skills
Total Credits - 02
Internal Marks- 25, External Exam - 25, Total - 50 Marks
Total Lectures: 30