

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

Course: Master of Journalism and Mass Communication (MJMC) (Credit and Semester System)

(Post-graduate, credit-point based, four semester course)

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

The objectives of the course are:

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

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

Outline of syllabus of MJMC (Credit and Semester System) in Communication and Journalism for university department and colleges affiliated to University of Pune

Sem. I :

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 101	Language Skills for Media	2	25	25	50
CJ 102	News Reporting and Writing (1)	2	25	25	50
CJ 103	News Editing (1)	2	25	25	50
CJ 104	Feature Writing (1)	2	25	25	50
CJ 105	World View: Issues, Ideas and Challenges (1)	4	50	50	100
CJ 106	Practical Work	4	50	50	100
	Total	16	200	200	400

Sem. II:

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 201	News Reporting (2)	2	25	25	50
CJ 202	News Editing (2)	2	25	25	50
CJ 203	Feature Writing (2)	2	25	25	50
CJ 204	World View: Issues, Ideas and Challenges (2)	2	25	25	50
CJ 205	Trends in Journalism	2	25	25	50
	Any two out of 206, 207, 208	2	25	25	50
		2	25	25	50
CJ 206	TV Journalism (1)				
CJ 207	Radio Journalism (1)				
CJ 208	New Media (1)				
CJ 209	Practical Work	2	25	25	50
	Total	16	200	200	400

Sem. III:

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 301	Communication: Theory and Practice	4	50	50	100
CJ 302	Media Research Methods	2	25	25	50
CJ 303	World View: Issues, Ideas and Challenges (3)	2	25	25	50
	Any two out of 304, 305, 306¹	2	25	25	50
		2	25	25	50
CJ 304	TV Journalism (2)				
CJ 305	Radio Journalism (2)				
CJ 306	New Media (2)				
	Any one out of 307, 308, 309, 310	2	25	25	50
CJ 307	Agriculture Journalism				
CJ 308	Development Journalism				
CJ 309	Environment Journalism				
CJ 310	Science Journalism				
CJ 311	Practical work	2	25	25	50
	Total	16	200	200	400

Sem. IV:

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 401	Media Management	2	25	25	50
CJ 402	Principles of Journalism and Media Laws	2	25	25	50
CJ 403	World View: Issues, Idea and Challenges (4)	2	25	25	50
	Any two out of 404, 405, 406, 407	2	25	25	50
		2	25	25	50
CJ 404	Advertising				
CJ 405	Public Relations				
CJ 406	Film Appreciation				
CJ 407	Magazine Journalism				
	Any one out of 408 to 412	2	25	25	50
CJ 408	Business Journalism				
CJ 409	Culture Journalism				
CJ 410	Law, Order and Crime Journalism				
CJ 411	Sports Journalism				
CJ 412	Public Journalism				
	Any one out of 413 and 414	4	50	50	100
CJ 413	Research Dissertation				
CJ 414	In-depth Reporting Project				
	Total	16	200	200	400

Norms of Passing and other examination rules as decided by University of Pune for credit-point based semester system.

¹ Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)
MJMC- Credit and semester system- current syllabus

Details of units to be covered in each subject.

Assignments for Internal Assessment have been suggested. They should ideally be submitted by students and checked by teachers at regular intervals.

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

Sem. I :

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 101	Language Skills for Media	2	25	25	50
CJ 102	News Reporting and Writing (1)	2	25	25	50
CJ 103	News Editing (1)	2	25	25	50
CJ 104	Feature Writing (1)	2	25	25	50
CJ 105	World View: Issues, Ideas and Challenges	4	50	50	100
CJ 106	Practical Work	4	50	50	100
Total		16	200	200	400

MJMC (Sem. I)

CJ 101: Language Skills for Media (Credits: 2, Lectures: 30)

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

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

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

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

- The department offers MJMC course in both the languages, giving students the choice to write their assignments in either of the two languages. Therefore students of one language have to attend lectures for the other language.

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

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

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

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

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

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

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

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

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

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

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

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

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

Suggested reading:

1. Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
2. Seely John. *The Oxford Guide to Writing & Speaking*.
3. *Cambridge Advanced Learner's Dictionary*.
4. *Oxford Learner's Word finder Dictionary*.
5. Evans, Harold. 1972. *Newsman's English*, Heinmann Publication.
6. Menon k.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers
7. Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.
8. gñ_V gEderbm. 2008. *ì`H\$UeÜX b IZàUm b. Sñ`_S nãbrH\$e'g*.
9. dñ i~, _m. am. *_amRr eÖb IZ àXrn. {ZVrZ àH\$meZ*
10. A{¾hñ Ìr J. h. (gnm.) *A{^Zd _amRr eãXH\$e. I S 1 V 5. ìhrZg àH\$meZ*
11. Omer à. Z. (gnm) *A`Xe _amRr eãXH\$e. {dX^- _amRdmSñ ~H\$ H\$ñZr*
12. \SH\$ AéU. *eÖb IZ _JàXrn. AH\$a àH\$meZ*.

MJMC (Sem. I)

CJ 102: News Reporting and Writing (1): (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

Suggested reading:

1. H.S.B.H. Eg.H., 2004. *nH\$mfavm_JXeH\$, nU {dUmWu Jh àH\$meZ.*
2. *_i r, gZrb.* 2008. *~V_rXmar.*
3. Lewis James. *The Active Reporter.* Vikas Publication
4. Warren Carl. *Modern News Reporting.* Harper and Row.
5. Rangaswami, Parthasarathy. *Basic Journalism.* Macmillan India.
6. Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
7. Mudgal, Rahul. *Emerging Trends in Journalism.* Sarup and Sons.
8. Kamath, M.V. *Behind The By-Line.* Vision Books.
9. Kamath, M.V. *Reporter at Large.*

MJMC (Sem. I)

CJ 103: News Editing (1) , (Credits: 2, Lectures: 30)

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

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

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

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

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

Unit 5-Photojournalism: Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction; Photo as a News: Text vs. photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper; Photo editing: coordination between photographer, reporter and sub-editor, instructing and guiding photographers, selection, deciding placement and size, cropping, use of cutouts, photo features, photo stories and photo essays, archive photos, photos from readers; Caption and outlines: writing photo captions, names and designations, function and significance of outlines.

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

Suggested reading:

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

MJMC (Sem. I)

CJ 104: Feature Writing (1), (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

Suggested reading:

1. Contractor, Huned. *The art of Feature Writing*. Icon Publication.
2. Williamson, Daniel R. *Feature Writing for Newspapers*. Hastings House.
3. अहोबला, अग्रवाल. *खीचर राइटिंग..*। रदुम अहमेड.

MJMC (Sem. I)

CJ 105: World View: Issues, Ideas and Challenges (1), (Credits: 4, Lectures: 60)

Total Marks 100 (Internal Assessment: 50 and sem-end examination: 50)

Part 1: Making of Maharashtra: Joining the dots

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

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

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

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

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

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

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

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

Part 2: Current events during the study period

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

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

Suggested reading:

1. अहोबला, अग्रवाल. *खीचर राइटिंग..*। रदुम अहमेड.

2. ghó~Õ n. J. _hmanîi gñH\$Vr.
3. digJH\$a H\$. Zñ. {dgdd eVH\$ A/U g_OdX. _hmanîi amÁ` gñ{hE` gñH\$Vr _Si.
4. ni erH\$a, ghmg d ghmg H\$bH\$Uu (gnm.) झहाराष्ट्रातील सत्तासंघर्ष. सङ्कालीन प्रकाशन.
5. Sunthankar, B.R. *Nineteenth Century History of Maharashtra*. Shubhada-Saraswat.
6. Deshpande, S.H. *Economy of Maharashtra*. Samaj Prabodhan Sanstha.
7. Reading newspapers, news periodicals, specialised journals regularly.
8. Watching TV news, discussion programmes regional, national and international channels.
9. Listening to radio news, discussion programmes
10. Following websites of reputed institutions and blogs/other writing of prominent personalities.

MJMC (Sem. I)

CJ 106: Practical Work (Credits: 4, Lectures: 60)

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

Internal assessment

50 marks

1 Experimental Journal

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

30 marks

2 Basic Photography and Photo-editing Skills

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

20 marks

Sem-end evaluation

50 marks

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

1 Test of Typing and Using Pagemaking Software

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

20 marks

Each student must be able to use a pagemaking software.
(PageMaker/InDesign/Quark Express or any other latest software).

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

2 2) Presentation Skills

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

10 marks

3 Viva-voce

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

20 marks

arranged.

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

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

Sem. II: Total Credits 16

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 201	News Reporting (2)	2	25	25	50
CJ 202	News Editing (2)	2	25	25	50
CJ 203	Feature Writing (2)	2	25	25	50
CJ 204	World View: Issues, Ideas and Challenges (2)	2	25	25	50
CJ 205	Trends in Journalism	2	25	25	50
	Any two out of 206, 207, 208	2	25	25	50
		2	25	25	50
CJ 206	TV Journalism (1)				
CJ 207	Radio Journalism (1)				
CJ 208	New Media (1)				
CJ 209	Practical Work	2	25	25	50
	Total	16	200	200	400

MJMC (Sem. II)

CJ 201: News Reporting and Writing (2): (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

Suggested reading: (*Same as 102*)

MJMC (Sem. II)

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

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

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

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

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

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

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

Suggested reading: (*same as 103*)

MJMC (Sem. II)

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

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

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

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

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

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

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

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

Suggested reading:

1. Nicolls, Brian. *Features with Flair*. Vikas Publication.
2. Stonecipher, Harry. *Editorial and Persuasive Writing: Opinion functions of News media*. Hastings House, New York.
3. तळवलकर, गोविंद. *अग्रलेख*. प्रेस्टिज पब्लिकेशन्स, १९८१.
4. Rystrom, Kenneth. *The why, who and how of the Editorial Page*. Random House, New York, 1983.

MJMC (Sem. II)

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

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

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

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

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

Part 2: Current events during the study period

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

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

Suggested reading:

1. Raychaudhuri, Tapan and Irfan Habib. *The Cambridge Economic History of India*. Orient Longman
2. Bhambhri, C.P. *Bureaucracy and Politics in India*. Vikas Publication
3. Nayyar, Kuldeep. *India after Nehru*. Vikas publication
4. Hansen, Thomas Blom. *Urban Violence in India*. Permanent Black
5. Thapar, Romilla. *A History of India*. Penguin Books.
6. Reading newspapers, news periodicals, specialised journals regularly.
7. Watching TV news, discussion programmes on regional, national and international channels.
8. Listening to radio news, discussion programmes
9. Following websites of reputed institutions and blogs/other writing of prominent personalities.

MJMC (Sem. II)

CJ 205: Trends in Journalism (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

Suggested reading:

1. Mitra, Mohit and Sunil Basu. *A History of Indian Journalism*.
2. Murthy, N.K. *Indian Journalism*,
3. Miller, Carl G. and others. *Modern Journalism*.
4. लेले, रा. के. *मराठी वृत्तपत्रांचा इतिहास*. कॉटिनेटल.
5. Parvate, T.V. *Marathi Journalism*.
6. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
7. Rau, Chalaphthi. *The Press*. National Book Trust.
8. Madhavrao L .R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.

MJMC (Sem. II)

CJ 206: TV Journalism (1), (Credits: 2, Lectures: 30)

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

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

Production and transmission technology;

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

MJMC- Credit and semester system- current syllabus

TV editing software: uses and limitations

Unit 2- Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media
breaking news: definition and practice

Unit 3-Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors;
Backroom researchers, reference library or archives people, graphic artists

Unit 4- TV reporting: reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert,
presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phonos, interview skills, instructing cameraman, significance of sound-bites, getting good sound-bites;

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

Unit 6-News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc.,
compilation of a bulletin, live feed, anchor's responsibilities;
Skills required of a news anchor: screen presence, presence of mind, interview skills etc.

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

Suggested reading:

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

MJMC (Sem. II)

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

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

Unit 1- Understanding the medium: Invention and development; strengths and weaknesses of the medium;
sound recording and editing,

Unit 2- Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, phonos,
anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; etc.

Unit 3- Writing for radio: characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc.,
writing radio news: rewriting news to suit brevity and clarity in radio news, editing news, types of leads; function of headlines in a news bulletin, writing headlines

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

Unit 5- Radio interview: types: interview for news gathering, vox-pop; structured interview programmes: personality, informative, issue based;
skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

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

Suggested reading:

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

MJMC (Sem. II)

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

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

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

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

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

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

Hyper-textuality, Multi-mediality and interactivity

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

Status of online journalism today

Unit 3- Digital storytelling: Tools of multimedia journalists;

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

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

Podcast and Webcast

Unit 4- Open source journalism:

Responding to the audience, Annotative reporting

Citizen Journalists

Problem of verification, accuracy and fairness

Use of blogs, tweets, etc. for story generation and development

Protecting copyright

Exploring Cyberspace:

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

Suggested reading:

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

MJMC (Sem. II)**CJ 209: Practical Work (Credits: 2, Marks: 50)**

Total Marks: 50 (*Internal Assessment: 25, Sem-end evaluation by External examiner: 25*)

	Internal assessment	25 marks
1	Experimental Journal Students have to work in the production of at least one print journal and one news-based production each of the two optional subjects chosen by the student (radio/TV/Internet).	25

	Sem-end evaluation	25 marks
External Examiner appointed by University of Pune will assess each student as per the details given below.		
1	Viva-voce Internship and other activities: This internship has to be done before the end of Sem. II. It is mandatory to do it in a newspaper office. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.	25

Sem. III:

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 301	Communication: Theory and Practice	4	50	50	100
CJ 302	Media Research Methods	2	25	25	50
CJ 303	World View: Issues, Ideas and Challenges (3)	2	25	25	50
	Any two out of 304, 305, 306 Students will have to continue the same two subjects chosen in Sem. II (i.e. 206/207/208)	2	25	25	50
		2	25	25	50
CJ 304	TV Journalism (2)				
CJ 305	Radio Journalism (2)				
CJ 306	New Media (2)				
	Any one out of 307, 308, 309, 310	2	25	25	50
CJ 307	Agriculture Journalism				
CJ 308	Development Journalism				
CJ 309	Environment Journalism				
CJ 310	Science Journalism				
CJ 311	Practical work	2	25	25	50
	Total	16	200	200	400

MJMC (Sem. III)

CJ 301: Communication: Theory and Practice (Credits 4, Lectures: 60)

Total Marks: 100 (*Internal Assessment: 50, sem-end examination: 50*)

Unit 1- The Rise of Mass Communication: Media as an important social institution, Concept of 'Mediation', Development of media technologies, The concepts of 'Mass' and 'Mass Society', the process and characteristics of 'Mass Communication', Development of communication models and thoughts, Modernity and mass communication.

Unit 2- Media: Role and Functions: The functionalist and normative issues, Theories of the Press, Media Norms: Range and levels of expressions of norms, The political-economic perspectives, Marxist view and the concept of cultural hegemony, persuasion and propaganda, Media as a democratic institution.

Unit 3- Media Structure and Organizations: Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Protection, Diversity, Public interest, economic pressures and cultural issues, Media Organization: Forms and goals, Pressure groups and dynamics of interests, Relations with society, clients and audiences.

Unit 4- Media Content: Freedom and gate-keeping, Content production- cultural production, Standardization and Genres, Issues: Bias, Representation, Commercialization, Ideologies: Modernity and post-modernity, Analyzing media content: Range of methods.

Unit 5- Audiences and Media Effects: Centrality of audiences in communication discourse, Audience behavior- Uses and gratification, Need to reach, know and measure audiences, three traditions of audience studies, Media Effects: The premise of the central concern, phases of effect discourses, Agenda setting, Framing, Cultivation, Diffusion, Spiral of silence.

Unit 6- Media Convergence: Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'.

Unit 7- Political Communication: Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations, Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms.

Unit 8- International and Political Communication: Issues of NWICO, Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.

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

Suggested reading:

McQuail, Denis. *McQuail's Mass Communication Theory*. Sixth Ed. (2010). London: Sage.

Agee, Warren and others. *Introduction to Mass Communication*. (1988). Harper Collins.

MJMC (Sem. III)

CJ 302: Media Research Methods (Credits: 2, Lectures: 30)

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

Unit 1- What is research? Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables.

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

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.

Unit 4- Sampling: population and sample, probability and non-probability samples, measuring sampling error. Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software.

Unit 5- Allied issues: Research ethics. Research report writing, bibliography, in-text citations etc.

Internal Assessment: Preparing a questionnaire, analyzing content, studying research papers, dissertations, using statistical techniques etc.

Suggested Reading:

Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.

Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.

Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.

Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.

Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.

Sparks, Glenn B. (2006). *Media Effects Research*. (Third Edition) Boston: Wadsworth (International Edition).

Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. New Delhi: Wadsworth (Indian Edition).

MJMC (Sem. III)

CJ 303: World View: Issues, Ideas and Challenges (3) (Credits: 2, Lectures: 30)

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

Part 1: Global Politics

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

Third World and Non Aligned Movement

Regional Cooperation

Towards a new world order

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

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

Part 2: Current events during the study period

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

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

Suggested reading:

1. Huntington, Samuel P . *The Clash of Civilizations and the remaking of world order*. Viking
2. Menon, K.P.S. *Twilight in China*. Bhartiya Vidhya Bhavan.
3. Kenendy, Paul. *The Rise and Fall of the Great Powers*. Harper Collins.
4. Stiglitz, Joseph. *Globalization and Its Discontents*. Penguin Books
5. Chomsky, Noam. *World Orders: Old and New*. Oxford.
6. Major national and regional newspapers
7. News periodicals
8. Watching news bulletins and news-based programmes on TV.

MJMC (Sem. III)

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

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

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

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

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

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

Unit 5-Impact of TV on society

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

Role and effect of TV on society

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

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

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

MJMC (Sem. III)

CJ 305: Radio Journalism (2), (Credits: 2, Lectures: 30)

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

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

Unit 2- All India Radio/Akashwani: Establishment, mission, expansion, role in development etc.

National network, external services, state networks, local radio stations

News Services Division: functioning, network, Regional News Units

Critical evaluation of contemporary programming strategy, reach and impact

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

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

educational radio: Gyanwani, other university radio channels

Unit 4- Radio programme formats: overview of and introduction to all programme formats in fiction, non-fiction/ news-based/entertainment

RJing, talks, talk shows, phone-in programmes

Unit 5- Radio Advertising: advantages, disadvantages; types, appeal

Programme promos, Public Service Announcements

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

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

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

MJMC (Sem. III)

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

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

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

MJMC- Credit and semester system- current syllabus

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

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

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

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

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

Suggested reading: *(same as 208)*

MJMC (Sem. III)

CJ 307: Agriculture Journalism (Credits: 2, Lectures: 30)

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

Unit 1- New trends in agriculture: emerging fields related to agriculture. Trends of 'Bio's in Agriculture (Bio-tech, Bio-fertilizers, bio-control, bio-fuel, etc). Advents in genetic engineering in agriculture and its effects and media coverage thereof.

Unit 2- Agriculture as applied science: Introduction of Closely related sciences, various subjects comprising agriculture in totality. Allied subjects including livestock, poultry, fishery, sericulture etc. Understanding crop trends and market trends. Introduction to Urban agriculture, agricultural legislation.

Unit 3- Importance of allied businesses in agriculture: Various agri-based industries and their coverage in livelihood of farmer.

Horticulture, Forestry and other streams like Apiculture, Olericulture, Pomology etc...

Unit 4- What is Agro-journalism? Scope of Agro-journalism in various media. Understanding various sources of information in agriculture, use of research journals and original contribution for exclusiveness of information, understanding agro-climatic regions and significance; problems of farmers with respect to it.

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

MJMC (Sem. III)

CJ 308: Development Journalism (Credits: 2, Lectures: 30)

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

Unit 1- Development: Evolution of the concept, ideology and reality, individual and society, change, progress, reason, present usage in the social sciences, material progress, modernization, industrialization, colonization, westernization. Dialectical and dialogical nature of the development, linear world views of development (the mainstream paradigm, the counter-revolution paradigm, the structuralist, the orthodox Marxist), non-linear world views of development (populist and neo-Marxist, liberation theology, social development, human potential, participatory development, basic needs approach). Redevelopment in the 1990's, sustainable development, Human development index, the

declaration of the right to development. Alternative approaches to the development: Gandhian meta model, Mahatma Phule and empowerment, emancipation, Ernest Friedrich Schumacher, appropriate development, spirituality and development, people centered development, people's self development, autonomous and holistic development. Indian development model, pre and post independence

Unit 2- Development Journalism: Definitions, nature and scope, merits and demerits, evolution of development journalism, agriculture extension. World War II and development communication, information dissemination and education, behavior change, social marketing, social mobilization. Communication for social change, mass media effects, media advocacy, new age media and development journalism. Developing a strong news sense, recognizing a good story, participatory development journalism

Media ownership, gate keeping and development stories. Indian Press and development journalism in pre and post independence India

Unit 3- Development stories: Stereotyping development, a human face, content, development message, development news story and feature, writing headlines and captions, innovative leads. Addressing the audience, development language and semiotics, socio-linguistics, sociology and development language. Research and planning, packaging of the development story, development feature writing. Conflict of interests, mobilizing support for development.

Unit 4- Media specific development coverage: The differences in approach between print and broadcast development journalism, requirements of broadcast news presentation and the relevant technical terms, packaging attractive ideas, visuals and documentation. Folk media, community radio for local development, niche newspapers and magazines. Development communication agencies and websites.

Unit 5- Issues in development: Economic development, liberalization, privatization and globalization. Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, employment, housing, transport. Globalization and democracies, pluralism, oppressive structures, gender equality, religious movements, etc.

Internal Assessment: Analysis of development news in the media, visit to development projects.

MJMC (Sem. III)

CJ 309: Environment Journalism (Credits: 2, Lectures: 30)

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

Unit 1- Environment and development: What is environment? Basic concepts and perspectives, global and local issues. Environment and society, relation with development, economy and health, sustainable development. Need of environment journalism, future prospective, National Geographic to New media.

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.

Unit 4- Biodiversity: What is biodiversity? importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and bio-diversity, diversity of issues, style and format, India specific issues.

Unit 5- Water Pollution and Waste management: Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, land degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

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 reading: Specialised publications about environment like Down To Earth. Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.

MJMC (Sem. III)

CJ 310: Science Journalism (Credits: 2, Lectures: 30)

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

Unit 1- What is science? The method of science, scientific attitude, great ideas of science, development of technology. Role of science and technology in human development. Recent trends in science and technology. Science establishments in India and Maharashtra

Unit 2- Need for Science Journalism: Science has potential for breaking news, impact on Human life, impact on framing policies at national and international levels. Science communication for popularization of science. Careers in science journalism

Unit 3- Doing Science Journalism: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science and language, science writing skills, understanding basic concepts. How to write a basic science story?, writing a feature story on science and technology. Interviewing scientists, science communicators. Visits to science and technology institutes. Attending science conferences and seminars, reading science journals like- Nature, Lancet, Current Science, etc.

Unit 4- Domain of Science Journalism: Health: Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc., Epidemics and response of govt., society, WHO guidelines, new research institutes like NARI, NCCS, NIV etc. Weather and agriculture: Importance of weather, Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc.. crop patterns- Kharip and Rabi, Green Revolution, need for Evergreen Revolution, Fertilizers, pesticides, bio-technology, Genetically Modified (GM) seeds, seed banks, irrigation and land use. Environment: Pollution (Air and water): Causes and solutions, Global warming and climate change, green house gases, possible effects on India, international efforts and agreements, emission standards, carbon credit, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment, role of NGOs, bio-diversity. Energy: Growing need of energy, power generation sources, Conventional and non-conventional sources, controversies, regulatory authorities

Unit 5- New research and technology: New research trends in various fields. Information communication technology: Computer, Internet, Mobile phones, i-pads, etc. Intellectual Property Rights.

Internal Assessment: Presentations, quizzes on latest developments in various fields, visits to scientific research institutes, debates on ethical issues in scientific advancements,

MJMC (Sem. III)

CJ 311: Practical Work (Credits: 2, Lectures: 30)

Total Marks: 50 (*Internal Assessment: 25, Sem-end evaluation by External examiner: 25*)

	Internal assessment	25 marks
1.	Production of a magazine Students have to work in the production of a magazine, which can be a news-based magazine, a special issue or a research magazine. Students are expected to contribute to the content and lay-out of the magazine.	15
2.	Study Tour A study tour of considerable duration (4-7 days) has been arranged to a place (like a state or national capital) that will offer ample exposure to different media organisations, premier regulatory bodies, research institutions and prominent personalities. Marks have to be awarded for student's participation in the tour and report/test based on the tour.	10

	Sem-end evaluation	25 marks
External Examiner appointed by University of Pune will assess each student as per the details given below.		
1	Viva-voce Internship and other activities: This internship has to be done before the end of Sem. III. It is mandatory to do it in one of the organisations related TV/Radio/New Media. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature of work, copies of broadcast/uploaded and not broadcast/not uploaded material, and assessment by concerned authority); and all the written assignments for other subjects have to be submitted to the external examiner. Using the file as reference, the External Examiner will interview the student about Internship as well as other activities during the semester.	25

Sem. IV:

No.	Title	Credits	Marks		
			Int.	Exam	Total
CJ 401	Media Management	2	25	25	50
CJ 402	Principles and Ethics of Journalism, and Media Laws	2	25	25	50
CJ 403	World View: Issues, Idea and Challenges (4)	2	25	25	50
	Any two out of 404, 405, 406, 407	2	25	25	50
		2	25	25	50
CJ 404	Advertising				
CJ 405	Public Relations				
CJ 406	Film Appreciation				
CJ 407	Magazine Journalism				
	Any one out of 408 to 412	2	25	25	50
CJ 408	Business Journalism				
CJ 409	Culture Journalism				
CJ 410	Law, Order and Crime Journalism				
CJ 411	Sports Journalism				
CJ 412	Public Journalism				
	Any one out of 413 and 414	4	50	50	100
CJ 413	Research Dissertation				
CJ 414	In-depth Reporting Project				
	Total	16	200	200	400

MJMC (Sem. IV)

CJ 401: Media Management (Credits: 2, Lectures: 30)

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

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

Unit 2- Ownership patterns: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, media chains. Generation of capital. HR policies. Latest management practices adopted in media industry.

Unit 3- Management of a newspaper: Organisational structure. Key departments: editorial, advertising, production, circulation. Editor’s managerial responsibilities.

Unit 4- Management of a radio station: licensing process, setting up a radio station, programming and programming scheduling, audience research

Unit 5- Management of a TV channel: Organisational structure, revenue patterns, role of advertising, network television, local cable channels. Programming and programme scheduling. Audience research.

Internal Assessment (25 marks): Visits to media houses, interaction with managers; Comparative analysis of various media practices.

MJMC (Sem. IV)

CJ 402: Principles of Journalism and Media Laws (Credits: 2, Lectures: 30)

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

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

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

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

Unit 4- Constitution of India: Fundamental rights, freedom of speech and expression; and their limits. Directive principles of state policy; provisions of declaring emergency and its effects on media. Provisions for amending the constitution. Provisions for legislature reporting; parliamentary privileges and media. Media and public interest litigation. The Press Council Act 1958- provisions, scope etc.

Unit 5- Media Laws: History of press laws in India- Contempt of Courts Act 1952- civil and criminal law of defamation. Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Cinematograph Act, 1952; Prasar Bharati Act; WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade Marks Act and Patent Act. IT Act- information technology, convergence. Nature of Cyber Crimes. Legislations including cyber laws and Cable Television Act.

Internal assessment (25 marks): Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices, Study of cases heard by PCI, and/or heard in the court of law etc.

MJMC (Sem. IV)

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

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

Part 1: Politics in India and Maharashtra

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

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

Part 2: Current events during the study period

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

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

MJMC (Sem. IV)

CJ 404: Advertising (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

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

MJMC (Sem. IV)

CJ 405: Public Relations (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

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

MJMC (Sem. IV)

CJ 406: Film Appreciation (Credits 2, Lectures: 30)

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

Unit 1- What is cinema?: Definition of cinema. The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

Unit 2- Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.

Unit 3- Film styles and Genres: Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & non-fiction, promotional, propaganda, corporate, educational, advertizing films.

Unit 4- Film history: Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films.

World cinema: D. W. Griffith, Sergie Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, Yashizoro Ozu, Steven Speilberg, Majid Majidi, etc.

Indian cinema: V. Shantaram, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Rajkapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

Unit 5- Film Studies: Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts.

Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media.

Internal assessment (25 marks): Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

MJMC (Sem. IV)

CJ 407: Magazine Journalism (Credits 2, Lectures: 30)

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

Unit 1- Understanding Magazine: History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and

technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. vii) literary Magazines. New trends like glossy magazines. Online and Web magazines.

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

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

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

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

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

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

MJMC (Sem. IV)

CJ 408: Business Journalism (Credits: 2, Lectures: 30)

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

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

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

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

Unit 4- Corporate World and Cooperative Movement: Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance.. Interaction with corporate sources, Tracking CSR. Public-private partnership

(PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

Unit 5- Business Journalism: Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in business sector

Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

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

MJMC (Sem. IV)

CJ 409: Culture Journalism (Credits: 2, Lectures: 30)

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

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

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

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

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

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

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

MJMC (Sem. IV)

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

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

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

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

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

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

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

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

MJMC (Sem. IV)

CJ 411: Sports Journalism (Credits 2, Lectures: 30)

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

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

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

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

Unit 4- Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media;

Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game; research and background information; Importance of statistics, official record and history.

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

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

MJMC (Sem. IV)

CJ 412: Public Journalism (Credits 2, Lectures: 30)

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

Unit 1- Philosophy of Public Journalism (also known as Civic Journalism): History- 1920Lippman and Dewey debate. Journalism's obligation to public life. Integration of journalism into democratic processes. Initiating public deliberations. Treating readers and community members as participants in the democratic process. Addressing 'citizens' instead of 'consumers'/'readers'.

Unit 2- Role of Public Journalism-: Aiding improvement in quality of public life. Encourage deliberations on major issues. Engaging citizens in news-making process and use of news. Making political community act upon problems.

Unit 3- Participatory Journalism: Direct contribution to content generation in radio and TV. Citizen journalism through blogs, social networking sites. RTI: a common tool for journalists and citizens.

Unit 4- The Public Sphere: Idea of a welfare state, principles of good governance, Constitutional principles and acts related to development and role of public institutions, Central, State governments and the Panchayat Raj, Sharing of resources and responsibilities, Globalization, new economic policy, decentralization and participatory governance

Unit 5- Examples of Public Journalism: Past campaigns like Citizen's Forum by Indian Express, Times Campaign by Times of India, Bus Day by Sakaal, Pune etc. Following current trends in India and abroad for the practice of Public/civic Journalism.

Internal assessment (25 marks): Visiting public amenities and writing reports on their status; filing RTI to get more information from a government office, interaction with civic officials, local representatives etc.

MJMC (Sem. IV)

CJ 413: Research Dissertation

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

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of 8000-10000 words must be submitted by the end of the semester.

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 30 marks each.

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

MJMC (Sem. IV)

CJ 414: In-depth Reporting Project

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

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

The reports will be evaluated by the guide and External Examiner, appointed by University of Pune. They will award 30 marks each for the reports.

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