

CBCS Programme : B.A. Journalism and Mass Communication

Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC –I	Reporting (DSC - 8) / Paper -I	80

Course Outcomes: After the completion of the course students would be able to:-

1. Students gain an insight into nature and structure of reporting for print media.
2. Students will use different techniques of reporting.
3. Students will develop good public relation with the use of reporting skills.
4. Would be able to write on investigative reporting of various fields.
5. Students would conduct the interviews of eminent personalities of various fields.

Units	Content	Periods
Unit - I	Introduction to Reporting Principles of Reporting Functions and Responsibilities	16
Unit - II	Reporting Techniques, News gathering techniques News elements vis-a-vis reporting Qualities of Reporter Duties and Responsibilities of Reporter	16
Unit - III	Reporting- Types of News Reports Reporting- Accident, Courts, Society, Culture, Politics, Sports, Education etc. Reporting- Conferences/ Seminars/ Workshops, etc.	17
Unit - IV	Basics- Reporting for Radio Basics- Reporting for T.V. Conducting Interviews	16
SEM	1) Writing of various types of News. 2) Conducting interviews of political, social and educational experts.	15
SEM Outcomes	1) Students would be able to write various types of News 2) Students would be able to conduct the interviews of any personals.	

Suggested Reading:

1. Professional Journalists: John Hohenberg
2. Into The Newsroom: Leonard Ray
3. Professional Journalism: M.V. Kamath
4. Reporting Manual: Sourin Banerjee
5. Reporting: M.V. Charnley
6. Guide Line for News Reporters: Sol Robinson
7. Reporting Methods: S. Kundra
8. माध्यम- प्रकाश कुलकर्णी
- 9 पत्रकारिता शोध व बोध, विश्वक्रांती- डॉ. सुधीर गव्हाणे
- 10.बातमीदाराचा जाहीरनामा – अनंत कोळमकर.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC -2	News Writing- I (DSC - 9) / Paper -II	80

Course Outcomes: After the completion of the course students would be able to:-

1. Demonstrate beat specific coverage and writing skills.
2. To foster an understanding of what is news and how approach different stories.
3. Inculcate skills for effective news writing and the role of opinion writing and its practice.
4. Would write various types of stories for magazine, newspapers, web content and etc.
5. Produce stories for specialized genres such as travel, lifestyle, disaster reporting and etc.

Units	Content	Periods
Unit - I	Concept, Definition and Constituent elements of News News Values, Dynamics of News Values Truth, Objectivity, Diversity and Plurality in News	16
Unit - II	News: Structure and Content News Style- Inverted Pyramid, Chronological Source of News, Verification of News	16
Unit - III	Headlines- Types, Functions, Importance Techniques of Writing Headlines Writing News for Newspapers	16
Unit - IV	Types of News- Hard News, Soft News Writing News Stories, News Features, Interview News Analysis, Back Grounders	17
SEM	1) Compare the news of various forms of news writing in different newspapers. 2) Criticize the news headlines of various newspapers.	15
SEM Outcomes	1) Students would be able to write in various form of news writing. 2) Students would be able to write creative headlines.	

Suggested Readings:

1. Reporting, B.N. Ahuja, 1990, Surjeet Publications, New Delhi.
2. Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
3. News Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
4. The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
5. The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi
6. बातमीदाराचा जाहीरनामा – अनंत कोळमकर.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC -3	Print Media (DSC - 10) / Paper -III	80

Course Outcomes: After the completion of the course students would be able to:-

1. Students get ability to know the history of Indian journalism and role of press.
2. Students get the knowledge of various types of magazines and newspaper in India.
3. Students are able to identify news values and comprehend the news process.
4. Are able to describe the history of India during colonial era.
5. Are able to discuss the developments of the press from the post-independence time.

Units	Content	Periods
Unit - I	Origin of Indian Print Media Role of Press in Indian Freedom Movement Journalism as a Mission, Role of Print Media in Social Reformation	16
Unit - II	Indian Print Media- Its Role Post Independence Role of Press in Democratic Processes Press Council of India, Press Commission(S)	16
Unit - III	News Agencies- History, Function, Role, PTI, UNI & Other Indian Agencies National Press, Regional Press Emergence of Marathi Journalism	16
Unit - IV	Emerging Trends in Indian Print Media Introduction to Magazines- News Magazines, Women's Magazines, Sports Magazines, Business Magazines Important Newspapers of India	17
SEM	1) Discuss the values and development of press in pre and post independence of India. 2) Would be able to know the structure and working of National and regional press.	15
SEM Outcomes	1) Discussion on various social movements in India. 2) Compared the difference between national and regional newspapers.	

Suggested Readings:

1. Journalism in India, Rangaswamy Parthasarthy, 1991, Sterling Publishing Company, New Delhi.
2. The Press by Rau, M. Chelapati
3. Mass Communication and Journalism in India by Mehta, D.S.
4. A History of the Tribune by Ananda, Parkash
5. History of the Press in India by Natrajan, J.
6. The Story of Journalism by Elizabeth Grey
7. The Newspaper: An - International History by Anthony Smith
8. Modern History of Indian Press by Sumit Ghosh
9. शोध माध्यमांचा – डॉ. वि.ल.धारूरकर
10. वृत्तपत्र व्यवसाय : काल आणि आज.- डॉ. सुधाकर पवार.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC –4	Electronic Media (DSC - 11) / Paper -IV	80

Course Outcomes: After the completion of the course students would be able to:-

1. The students get ability to know the history and role of electronic media in India.
2. Students get knowledge of various functions of electronic media.
3. Students understand the tools and techniques of electronic media.
4. Students learn the new trends in media.
5. Gets the brief introduction of Indian cinema and types of films and society.

Units	Content	Periods
Unit - I	Radio as a medium of Communication Characteristics of Radio History of Radio in India especially All India Radio (AIR)	16
Unit - II	Role of Radio in Societal and National Development Various Radio Programmes AM/FM, Radio Equipments Community Radio, Educational Radio	16
Unit - III	Television as a Medium of Mass Communication Doordarshan, various T.V. Channels Various T.V. Serials Recent Trends in T.V. Broadcasting	16
Unit - IV	A brief introduction of Indian Cinema Films- Types of Films Cinema and Society- Effects, etc Emerging Trends of Indian Cinema	17
SEM	1) Preparing a written transcript of various radio programs. 2) Discussion on various types of television serials.	15
SEM Outcomes	1) Students are able to write transcript for various radio program. 2) Students get the knowledge about the types of television serials.	

Suggested Readings:

1. Broadcasting and the People: Masani Mehara
2. Radio and TV Journalism: K. M. Srivastava
3. Writing News for Broadcasts: Bliss and Patterson
4. Introduction to TV Journalism: S. Kaushik
5. Techniques of Television Production: Gerald Millerson
6. Tangled Tapes: K. R. Mullick
7. Indian Film: Barnou & Krishnasawami
8. आकाशवाणी- अंतरंग आणि स्वरूप - गुणवंत थोरात

Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC – 5	Editing (DSC - 12) / Paper -V	40

Course Outcomes: After the completion of the course students would be able to:-

1. Students get ability to know the function of editorial department in press.
2. Know the functions and responsibility of staff in department.
3. Display editing skills including proof reading and head line writing.
4. Learn the news desk operations.
5. Display editing and page layout planning skills.

Units	Content	Periods
Unit - I	Introduction to Editing Principles and Functions of Editing Editing and its Significance in Journalism	08
Unit - II	Editorial Desk in Newspapers/ Magazines Roles and Responsibilities of Editorial Staff Qualities of Editorial Staff	08
Unit - III	Roles, Functions and Responsibilities of sub-Editor, Chief Sub-Editor, News-Editor, etc. Copy Editing, Subbing Preparing copy for Press	08
Unit - IV	Editing symbols, Proof Reading symbols and their significance Headlines, Sub-headlines, Style Sheet, Page make-up basics Basics of Editing- Electronic Media (Radio & T.V.), Editing- Linear & Non-Linear Difference between Print Editing and Electronic/ New Media Editing	08
SEM	1) Application of various editing tools as a sub editor. 2) Effective use of proof editing symbols.	08
SEM Outcomes	1) Students would be able to work as a sub editor in print media. 2) Students would be able to write the correct script of news or article.	

Suggested Readings:

1. Basic Journalism: Rangaswamy Parthasarathi
2. News Reporting and Editing: K.M. Srivastava
3. News Editing: Bruce Westley
4. Editing and Design: Harold Evans
5. Editing in the Electronic Era: M.L. Gibson
6. Editing Manual: Sourin Banerjee
7. Journalism Update: Sourin Banerjee
8. Professional Journalist: John Hohenberg
9. पत्रकारिता एवं संपादन कला.- एन.सी.पंत.

Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC – 5	Editing for Print Media (DSC - 13) / Practical	40

Course Outcomes:

The students will be able to -

1. Write news on different subjects and events.
2. Write news in different forms of news writing .
3. Edit news with the proof reading symbols..
4. Give headlines and sub headlines to news
5. Work as a sub editor in any print media.

List of practical experiments –

1	Write a news on given subjects and points.
2	Edit given copy with the use of proof reading symbols.
3	Write an editorial on given subjects.
4	Give proper headlines and use sub heading in given news.
5	Select any 12 news and make a front page of newspaper.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3JMC – 7	Environment Studies - I (AEC - 1) / Paper	100

Course outcomes and syllabus are prepared by University.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 1	Feature Writing (DSC - 14) / Paper -I	80

Course Outcomes: After the completion of the course students would be able to:-

1. Students would appreciate the various types of feature writing.
2. Acquire the skills for effective feature writing.
3. Demonstrate beat specific coverage and feature writing skills.
4. Discuss the various aspects of feature writing.
5. Would learn the importance, functions and role of freelancer in journalism.

Units	Content	Periods
Unit - I	Basic of Feature Writing – Definitions, Characteristics, Nature, Scope and Significance of Feature Writing, Qualifications of a Feature Writer, Differences between News, Features and Articles.	16
Unit - II	Writing Features–Sources of Ideas, Collection of Materials, Anatomy of Feature, Presentation Of Feature and Techniques of Feature Writing, Structures of Feature, Feature Syndicates.	16
Unit - III	Fundamentals of Freelancing–Meaning, Concept, Nature, Scope and Significance of Freelancing, Qualities of a Freelancer, Techniques of Freelancing, Sources of Freelancing, Tools Of Freelancing and Recent Trends in Freelancing.	16
Unit - IV	Contents of Freelancing–Article, Feature, Profile, Interview, Review, Column, Criticism, Letters to Editor, Blogs, Tweets, Ghost Writing and other forms of Freelancing, Citizen Journalism, Status of Freelancing ,Challenges and Opportunities in Freelancing.	17
SEM	1) Criticize the content and writing style of various features in newspaper. 2) Discussion on various fields of freelancer and working of citizen journalism.	15
SEM Outcomes	1) Students would be able to write the feature in various types. 2) Students would be able to work as a citizen journalist.	

Suggested Readings:

1. Feature Lekhan - Dr. Vijay Kulkshreshtha
2. LekhLakhvani Kala - Dr. Yasin Dalal
3. Effective Feature Writing – A Clay Schoenfeld& Karen S. Diegmueler
4. Media Lekhan - Dr. Rameshchandra Tripathi
5. Samachar Avam Feature Lekhan - Dr. Sanjiv Bhanavat
6. Feature Writing for Newspapers - Daniel R. Williamson
7. Basic Aspects of Media Writing - Om Gupta

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 2	News Writing – II (DSC - 15) / Paper -II	80

Course Outcomes: After the completion of the course students would be able to:-

1. Get familiarizes with the various types and elements of news writing and develops their skills.
2. Students get trained to generate, develop and express their ideas.
3. Would develop writing skills for electronic media.
4. Understands the importance of essentials of writing for advertisement and public relations.
5. Students inculcate the knowledge of content writings for print, electronic and social media.

Units	Content	Periods
Unit - I	Basics of Writing for Radio Elements of Radio Writing- Content and Form Writing News for Radio, News Bulletin	16
Unit - II	Radio Features Radio Talk, Radio Interview Script Writing- Radio Programmes	16
Unit - III	Basics of Writing for Television Writing News for Television Script Writing- T.V. Programmes	16
Unit - IV	Writing for New Media- Basics Essential of Writing for Advertising, Copy Writing, etc. Essential of Writing for Public Relations, Writing Press Release(s), etc.	17
SEM	1) Compare the news written for Radio and Television. 2) Write a script for Radio and Television show.	15
SEM Outcomes	1) Students would be able to compare the news and content written for Radio and Television show. 2) They can illustrate the script for any Radio and Television show.	

Suggested Readings:

1. Good News Bad News: Tharyan
2. Issues in Mass Communication: J. S. Yadava and PardeepMathur
3. News Writing: Haugh George A.
4. The Journalism Handbook: M.V. Kamath
5. Handbook of Journalism: VirBala Aggarwal, V.S. Gupta
6. Radio and TV Journalism: K.M. Shrivastava

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 3	Public Relations – II (DSC - 16) / Paper -III	80

Course Outcomes: After the completion of the course students would be able to:-

1. Students get the knowledge of public relation.
2. Develops event management skills.
3. Understand the various perspectives of media relations and communication.
4. Identify potential business opportunities of public relation.
5. Implementation and execution of public events, press conferences and campaigns.

Units	Content	Periods
Unit - I	Introduction- Public Relations (PR) Definition, Concept of PR PR as a Communication Function	16
Unit - II	History of PR, PR in India PR- Publicity, Propaganda, Public Opinion PR as a Management Function	16
Unit - III	Stages of PR- Planning, Implementation, Research, Evaluation PR and Media Relations PR Publics- External and Internal	16
Unit - IV	PR Tools Press Conference, Press Releases House Journal PR Campaign	17
SEM	1) Writing a press release on various subjects. 2) Arrangements for pre and post press conferences.	15
SEM Outcomes	1) Students are able to write a positive press release in any given situations. 2) Students are able to arrange a press conference and any public event.	

Suggested Reading:

1. Handbook of Public Relations and Communications: Phillip Lesly
2. Media Relations: Jane Johnston
3. Practical Public Relations: Sam Black
4. Public Relations in Practice: Anne Gregory (IPR publication)
5. Public Relations in your Business: Frank Jefkins
6. Public Relations in India: J.M. Kaul
7. Jana Sanjog: Samar Basu
8. कार्पोरेट कम्युनिकेशन – डॉ.सुधीर भटकर, डॉ.विनोद निताळे
9. जनसंपर्क – जालंधर पुरोहित.
10. जनसंपर्क अंतरंग - डॉ.रविंद्र चिंचोळकर

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 4	Print Production (DSC - 17) / Paper -IV	80

Course Outcomes: After the completion of the course students would be able to:-

1. Inculcate the knowledge of printing process and history of press in India.
2. Get the knowledge of software's that is used in printing and media world.
3. Students learn the principles and tools of designing.
4. Learn the process of newspaper making.
5. Get Students the basics of multi-media, creativity and visualization.

Units	Content	Periods
Unit - I	Introduction to Printing Process Typography and Graphic Art Type of Composition- Manual, Mechanical, Lino, Mono, Hud low, Photo	16
Unit - II	Basic Principals of Layout Designing Tools of Layout Designing Desk Top Publishing (D.T.P.)	16
Unit - III	Newspaper Make Up Magazine Lay-out Basic Elements and Principles- Design Lay Out, Graphics	16
Unit - IV	Visual Communication and Colors Use of Multi-Media Creativity and Visualization	17
SEM	1) layout designing, DTP and page makeup of newspaper. 2) How to use multi-media in printing procedures.	15
SEM Outcomes	1) Students are able to design a page layout for newspaper with the use of DTP. 2) Students are ready to apply software skills for printing procedures.	

Suggested Readings:

1. News Editing - By Westly Bruee (Houghton Mifflin Co., USA)
2. The Art of Editing the News - By Mc. Giffert Robert C. (Chilton Book Co., NewYork)
3. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
4. News Editing and Display-Brown C. Charles (Greenwood Press,U.S. A.)
5. News Headline - Evon Herald (William Heinman Ltd. UK)
6. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
7. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall of India, New Delhi)

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 5	Advertising (DSC - 18) / Paper -IV	40

Course Outcomes: After the completion of the course students would be able to:-

1. Students understand the key areas of advertising.
2. Students are able to choose career options in various fields of advertising.
3. Students would identify and define advertising concepts.
4. Students can distinguish between advertising and marketing.
5. Students can prepare advertisement for print, radio, television and web advertisement.

Units	Content	Periods
Unit - I	Definition of Advertising Concept need and scope of Advertising Functions (s) of Advertising	08
Unit - II	Classification of Advertisement Various types of Advertisements Advertising as a marketing function	08
Unit - III	Advertising Agencies- Structure and Functioning Important Advertising Agencies Advertising and Media Planning, Advertising and Branding	08
Unit - IV	Advertising Campaign- Target Audience, Stages, Process Ad appeal, Copy Writing, Visualization Advertising and Creativity Basics of preparing Print/ Radio/ T.V. / Web Advertisement	08
SEM	1) Design a broacher, visiting card, invitation card, pamphlet for brand product. 2) Prepare an advertising campaign for specific audience.	08
SEM Outcomes	1) Students are able to prepare and design advertisements for print media. 2) Organize an advertisement campaign for selected audience with specific brand or institution.	

Suggested Readings:

1. Advertising: Frank Jefkins
2. Advertising: James S. Norris
3. Brand Positioning: Subrato Sengupta
4. Effective Advertising: Marieke De Mooji
5. Creative Advertising: Theory and Practice: Gillian Dyor
5. Effective Advertising : Dr.Uma Mehrotra, Chinmay Prakashan,Aurangabad.
6. Mass Communication: Principles and Concepts – Seema Hasan , CBS Publishers & Distributors.
7. जाहिरात तंत्र आणि व्यूहरचना - डॉ.एस.पी.गिरासे, डॉ.जे.बी.मोरे
8. अँडव्हरटाईजींग बेसिक - जे.व्ही. व्हीलॅनिलम -अनुवाद - साधना सराफ

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4 JMC – 6	Media Advertising (DSC - 19) / Practical	40

Course Outcomes:

The students will be able to -

1. Design broacher of any institution or business.
2. Write script for advertisement and broacher. .
3. Use photos or images for advertisement and broacher.
4. Give headlines and sub headlines to advertisement.
5. Work as a advertise designer in any media organisation..

List of practical experiments –

1	Design broacher on given information.
2	Use photos or images for advertisement and broacher on given subject.
3	Write a script for advertise on given subject.
4	Give proper headlines and use sub heading to advertisement.
5	Make invitation card on given points.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4JMC – 7	Environment Studies - II (AEC - 2) / Paper	100

Course outcomes and syllabus are prepared by University.