

Part A

Faculty - Interdisciplinary Studies

Programme: MA Journalism and Mass Communication

POs:

1. To train well rounded journalists and mass media professionals with requisite technical and content generation skills.
2. To train the students to suit the requirements of the media organizations and the society.
3. To train the students in changing skills of news gathering and editing.
4. Prepare graduates to become continuous learner with aptitude for teaching and research with societal focus
5. To prepare graduates who will enhance their ability to hone their analytical skills& prepare them both for being academicians or for working in the media industry.
6. To prepare graduates who will thrive to pursue life-long learning to fulfill their goals
7. To train in research skills; understand the importance of innovation, entrepreneurship and incubation abilities.

PSOs:

1. An ability to apply knowledge of Mass communication and Journalism in practice
2. The program will primarily enable the students to understand& appreciate the relevance of Media (Social science/ Interdisciplinary) research.
3. This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.
4. This program will equip the learners with professional skills essential for making career in Media industry, Television, Public Relation, social media platforms etc.
5. An ability to function professionally with ethical responsibility as an individual as well as in multidisciplinary teams with positive attitude
6. An ability to communicate effectively
7. An ability to appreciate the importance of goal setting and to recognize the need for life-long learning
8. Learners will get knowledge of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, and regulatory constraints.
9. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
10. They will acquire innovation, entrepreneurship and incubation abilities.

Employability Potential of the Programme:

• **Job opportunities for MA MCJ post graduate course**

There are numerous job opportunities available for MCJ students, who are pursuing their course from school of Arts and Humanities Dept. of Mass communication and Journalism Students, North Maharashtra University. The type of job opportunities can get is often dependent on their MA MCJ specialization and communication skills and competencies and work experience of the students. Students majoring in mass communications can expect to receive theoretical knowledge and practical communication skills that are critical in the workplace. Courses included in a mass communications degree program may cover topics such as journalism, business writing, media outlets and oral and visual communications. Students with a mass communications degree can seek a wide range of career opportunities, such as public relations, professional writing and marketing. Mass communication refers to passing on messages to many people through different media like radio and TV. So a graduate in mass communication will have studied the different ways of communicating to the public. Therefore the candidate can work comfortably as a journalist, or work in public relations. Fortunately in India there is freedom of communication which makes the work of journalists easy.

- **Copy Editor**

The primary responsibility of a copy editor is to prepare content for publications in magazines, books and newspapers. Copy editors rewrite and revise the copy of writers so that readers can easily understand it. Many editors start their careers as writers before transitioning into editing. While reviewing copy, editors look for grammatical errors, misspellings and punctuation problems. According to the Bureau of Labor Statistics, employers looking for copy editors typically hire individuals with degrees in communications, journalism or English. To effectively carry out their job duties, copy editors depend on creativity, critical thinking, communication and writing skills.

- **Lobbyist**

Working as a lobbyist is another career option available to individuals with a degree in mass communications. Lobbyists work for a variety of entities, such as small and large organizations, nonprofits and individual clients. The primary goal of a lobbyist is to convince politicians to vote in the best interest of the organization the lobbyist represents. To achieve this goal, lobbyists must communicate well and master the art of persuasion. Lobbyists often meet with congressmen to present their case through the use of polls, graphs and reports. According to the Princeton Review, a critical component of their job is to maintain good relationships with politicians, making effective communication vitally important.

- **Advertising Sales Agent**

Advertising sales agents try to sell ad space to prospective clients. These agents spend much time out of the office meeting with clients. During client meetings, sales agents explain to clients how advertising products and services will help increase the client's sales. Time spent in the office usually consists of making phone calls to secure business, creating promotional plans and sales literature and processing paperwork related to new and existing customers. The ability to effectively communicate is a skill critical to the success of a sales agent. Other key traits include initiative, organizational skills and persistence. 80

- **News Broadcaster**

News broadcasters, frequently called reporters, report news events on television, radio and through similar media outlets. These reporters typically cover a particular story. They often travel to the location where the event occurred and conduct interviews to investigate the story and report on it. When a new story breaks, news broadcasters often work long hours under stressful conditions to meet deadlines and be the first to report the story. Many communication programs offer courses in journalistic ethics and teach students how research stories and accurately report them.

- **Following are the various job profiles offered to graduates in mass communication:**

- Journalist
- Researcher in Media
- Communicator
- TV Correspondent
- Producer
- Radio Jockey/ RJ
- Screenwriter
- Manager in media houses
- Sound Mixer and Sound Records
- Special Correspondent
- Video Jockey
- Social media activist
- Editor
- Event manager
- Public Relations Officer.
- Photo journalist , photo editor

Part B**Programme: MA Journalism and Mass Communication****Semester 1**

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
1MJM - 1	Mass Media and Communication / Paper -1	60

COs:

After completion of course the student would be able to:

1. Understand the concept of journalism, its definition, nature and scope –qualifications, duties and responsibilities of journalists.
2. Define characteristics of mass media; Newspaper, magazine; radio, TV, cinema.
3. Relate mass media and mass culture and their development.
4. Classify the role of media as fourth pillar of democracy, changing trends of mass Communication under the process of globalization, private and public media.
5. Criticize media and political relationship, media as a source of new political power, modernity and new political thought.

Unit	Content
Unit I	Journalism - Definition, Nature and Scope– Qualifications, Duties and Responsibilities of Journalists. Journalism as a profession. Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema. (15 periods)
Unit II	Communication - Definition, Nature and Scope of Communication — Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non – verbal Communication. (15 periods)
Unit III	Mass media & Mass Culture - Relation between Mass Media and Mass Culture and their development. Media as fourth pillar of democracy. Changing trends of Mass Communication under the process of globalization. Private and Public Media. (15 periods)
Unit IV	Political Communication –Media and political 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: Emergency, rise of regional parties, (15 periods)

References:

1. Mass Communication – A Critical analysis – Keval J Kumar
2. Professional Journalism – M. V. Kamat
3. Theory and Practice of Journalism – B. N. Ahuja
4. Professional Journalist – John Hohenberg
5. Mass Communication – Wilbur Schram
6. Understanding Media – Marshall McLuhan
7. जनसंवाद सिद्धांत – डॉ.वि.ल. धारुलकर
8. <https://leverageedu.com>

Programme: MA Journalism and Mass Communication**Semester 1**

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
1MJM - 2	Reporting/ Paper 2	45

COs:

After completion of course the student would be able to:

1. Understand of meaning and nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – process of Accreditation from central and state Governments.
2. Classify the News; Definition, elements, sources and types – Lead and Body – Types of Lead, Structure of News – Format of News Writing.
3. Acquaint techniques of reporting – tools of news Gathering – Interview – Types and techniques.
4. Report and write Crime – speech – sports – foreign – accidents – budget – development; Executive – Legislature – Judiciary; Investigative news.
5. Know about Objectivity in reporting – Advocacy Reporting, Ethics in Reporting.

Unit	Content
Unit I	Meaning and Nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting–Process of Accreditation from Central and State Governments. (10 periods)
Unit II	News; Definition, Elements, Sources and Types – Lead and Body – Types of Lead, Structure of News – Format of News Writing. (10 periods)
Unit III	Techniques of Reporting –Tools of News Gathering – Interview –Types and Techniques (10 periods)
Unit IV	Reporting Crime–Speech–Sports–Foreign–Accidents–Budget–development; Reporting Executive–Legislature–Judiciary; Investigative Reporting. Objectivity in Reporting–Advocacy Reporting, Ethics in Reporting. (15 periods)

References:

1. News Reporting – B.N. Ahuja and S.S. Chhabra
2. News Writing and Reporting – MamesMNeal and Suzanne S Brown
3. Investigative Reporting and Editing – P.N. Williams
4. Reporting for the Print Media–F. Fedler
5. Reporting – Mitchell V. Charnley
6. Depth Reporting – Neal Cople
7. Interpretive Reporting – D.D. MachDougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism–G.K. Puri
10. बातमीदाराचा जाहीरनामा – अनंत कोळमकर
11. माध्यम – प्रकाश कुलकर्णी
12. <https://leverageedu.com>

Programme: MA Journalism and Mass Communication

Semester 1

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM - 3	Field Reporting (AEC – 1)	15

Unit	Content
Unit I	Reporting for Radio Reporting for T.V. Conducting Interviews P to C ENG (periods 08)
Unit II	Types of News- Hard News, Soft News Writing News Stories, News Features, News Analysis, Spot Reporting Reporting of various program. . (periods 07)

Programme: MA Journalism and Mass Communication**Semester 1**

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
1MJM - 4	Editing / Paper 3	60 Periods/Hours Max Marks – 100

COs:

After completion of course the student would be able to:

1. Acquire the fundamental knowledge of news room organisation – small, medium and big daily – Editorial staff pattern; Role and functions of the editor, chief sub – editors, news editors and staff.
2. Well informed about principles of editing – rewriting different copies – computer editing – style sheet. Techniques of Headlines writing – news and feature headline – types and functions of headlines.
3. Use the formats of editorial functions , principles, types; letters to the editor, concept of editorials – need for editorials – traits of editorial writers – editorial writing and techniques – contents of editorial page and op-ed page – concept of Advertorial.
4. Apply knowledge of the practical process involve in Newspaper design and layout – front and inside pages – computer page makeup; principle & techniques of page makeup,
5. Create, Edit picture and write Caption for photos.

Unit	Content
Unit I	.News room Organization–Small, Medium and Big Daily – Editorial Staff Pattern; Role and Functions of the Editor, Chief Sub-Editor, Sub-Editors, News Editors and Staff. (15 periods)
Unit II	Principles of Editing–Rewriting different copies–Computer Editing–Style Sheet. Techniques of Headline Writing–News and Feature Headlines–types and Functions of Headlines (15 periods)
Unit III	Editorials–Function, Principles, Types; Letters to the Editor. Concept of Editorials–Need for Editorials–Traits of Editorial Writers–Editorial Writing And Techniques–Contents of Editorial Page and Op–edPage–Concept of Advertorial. (15 periods)
Unit IV	Newspaper Design and Layout–Front and Inside Pages–Computer Page Makeup; Principle &Techniques of Page Makeup. Picture Editing and Caption Writing. (15 periods)

References:

1. News Editing – BruceII Westley
2. The Art of Editing–P.K. Baskette and JizSissors
3. The Sub-Editor’s Companion – Michael Hides
4. The Simple Sub’s Book – Lealie Sellers
5. The Techniques of Clear Writing–Robert Gunning
6. Handling Newspaper Text–Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames
10. बातमीदाराचा जाहीरनामा – अनंत कोळमकर
- 11..माध्यम – प्रकाश कुलकर्णी
12. <https://leverageedu.com>

Programme: MA Journalism and Mass Communication**Semester 1**

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
Subject code -1MJM - 4	Radio Journalism / Paper 4	60

COs:

After completion of course the student would be able to -

1. empower themselves by understanding the history and evolution of radio, characteristics of the medium, broadcasting and narrow casting.
2. acquire the fundamental knowledge of radio formats: radio talk, interview, radio drama, chat shows, phone – in/phone – out programs, running commentary, news bulletins, features, and documentaries; special abilities required for each format
3. acquaint themselves with the various types of radio news – news-room management, news coverage, news formats, news presentations and structure and content of news bulletins, Role of radio broadcaster announcer, disc jockey, radio host; 'on air' techniques performance, art of interviewing, speed, breathing, emphasis and pitch.
4. Inculcate the knowledge about Radio programme production – theory of sound – frequency, spectrum: AM, FM, SW, Long wave, sound formats. Recording software, sound effects, mixing and dubbing, Satellite Radio and internet Radio.

Unit	Content
Unit I	History and evolution of radio; characteristics of the medium, Broadcasting and Narrow casting (15 periods)
Unit II	Introducing radio formats: radio talk, interview, radio drama, chat shows, phone-in/phone out programmes, running commentary, news bulletins, features, and documentaries; special abilities required for each format; writing for Radio. (15 periods)
Unit III	Radio news - news-room management, news coverage, news formats, news presentation and structure and content of news bulletins. Role of radio broadcaster -announcer, disc jockey, radio host; 'on-air' techniques performance, art of interviewing, speed, breathing, emphasis and pitch. (15 periods)
Unit IV	Radio Programme Production - Theory of Sound - frequency, spectrum: AM, FM, SW, Long Wave, Sound Formats. Recording software, sound effects, mixing and dubbing. Satellite Radio and Internet Radio. (15 periods)

References:

1. Sound Engineering Explained, 2nd Edition — Michael Talbot-Smith
2. Radio Production, 3rd Edition — Robert McLeish
3. Other Voices — Vinod Pavarala and Kanchan K. Malik
4. आकाशवाणी – गुणवंत थोरात
5. <https://leverageedu.com>

Programme: MA Journalism and Mass Communication

Semester 1

Code of the Course/Subject	Title of the Course/Subject Practical	(No. of Periods/Week)
1MJM – 6	Reporting and Editing(DSC -5)	04

COs:

1. Gather a information for news items and articles.
2. Write a news items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Technology and Crime.
3. Compose news items on computers (Marathi, English, Hindi)
4. Write articles on any subjects.
5. Edit news story and Photographs
6. Prepare a dummy of any page of Newspaper and magazine.

*** List of Practical/Laboratory Experiments/Activities etc.**

1	Writing of 10 news items on different news field.
2	Prepare a news story on given points.
3	Compose a five news items on computer in English/ Marathi /Hindi
4	Edit a news and photograph on computers and give a caption to the photograph.
5	Select any 12 news items given bellow and Make a front page of Daily Newspaper on computers in page maker/ Corol draw/ In design.

Part B**Programme: MA Journalism and Mass Communication****Semester II**

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM - 1	Development of Media (DSC - 6)	60 Periods/hours / Max Marks . 100.

COs:

The students would be able to:

1. Acquire and apply fundamental knowledge of early communication system in India. Traditional and folk media. Invention of printing press and paper, know about pioneer news publications in EU and USA etc.
2. Inculcate the knowledge of Development of television as a medium of mass communication. Technological innovations. History of radio in India. Emergence of AIR. Birth of Prasar Bharati. Various committees etc..
3. Apply knowledge of the Development of television as a medium of mass communication Birth of evolution of television In India.DTH and cable TV in India. Impact of TV on society etc
4. Understand the birth of cinema in the world and in India. Films as an agent of social change in independent India etc.

Unit	Content
Unit I	Early communication systems in India. Traditional and Folk Media. Invention of printing press and paper. Pioneer news publications in Europe and USA. Early efforts to publish newspapers in different parts of India. Contribution of Raja Ram Mohan Roy, Lokmanya Tilak, Mahatma Gandhi and role of Indian press in Freedom Movement. Development and growth of English and Vernacular press in post-independence era. Role of press in social, political and economic development. (periods 15)
Unit II	Development of radio as a medium of mass communication. Technological innovations. History of radio in India .Emergence of AIR. Birth of Prasar Bharati. Various Committees into Broadcasting (Chanda, Verghese, PC Joshi and Vardan committees).Commercial broadcasting.FM radio .Community and Education Radio. Role of radio in development of rural India. (periods 15)
Unit III	Development of television as a medium of mass communication. Birth and evolution of television in India.DTH and cable television in India .Impact of T.V. on society. Birth of News Channels in India. Growth of Soapsand Reality Shows on Indian TV. (periods 15)
Unit IV	Birth of Cinema in the World and in India. Film as an agent of social change in Independent India. Evolution of Parallel Cinema .Commercialization of Cinema in India. (periods 15)

References:

1. Indian Journalism–Nadig Krishnamurthy
2. History of Indian journalism–S. Natarajan
3. A History of the Press in India–S.Natarajan
4. Journalism in India –Rangaswami –Bhargava
5. History of Indian Press: Growth of newspapers in India–B.N. Ahuja

Programme: MA Journalism and Mass Communication

Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM - 2	Web Journalism /Paper – 2 (DSC – 7)	60

COs:

The students would be able to:

1. Familiarize student about basic computers – Hardware and software – modem, hard disk, CDROM, control panel, CPU, Internet Explore, Email- search Engines; Google, Yahoo. Netscape and others.
2. Gain and implement knowledge about internet – history and structure, internet explorer, Email- search Engines; Google, Yahoo, HTML basics
3. Enhance understanding of the online journalism writing for the web – multimedia writing – WWW writing – Applied interactive newspapers – cyber journalism – webcasting – information design
4. Inculcate and prepare the knowledge of Blogging – blogging software and technique - the public sphere in the internet era- emergence of collaborative citizen journalism, cyber laws of India, code of ethics in web media.

Unit	Content
Unit I	Basics of computers – Hardware and Software-Modem, Hard disk, CDROM, Control Panel, CPU, Internet Explore, Email-Search Engines; Google, Yahoo. Netscape and others. (periods 15)
Unit II	Internet – History and Structure, Internet Explorer, Email-Search Engines; Google, Yahoo, HTML basics–Web Design and Web Development–Web Development Tools-Dreamweaver, Flash, Final Cut Pro, AVID-Publishing your own Webpage. (periods15)
Unit III	Online Journalism-Writing for the web - multimedia writing - World Wide Web writing-Applied interactive newspapers – cyber journalism – webcasting – information design. (periods15)
Unit IV	Blogging–Blogging software and Technique – The Public Sphere in the Internet Era-Emergence of Collaborative Citizen Journalism – Cyber Laws of India – Code of Ethics in Web Media. (periods15)

References:

1. Producing for the Web (Media Skills) – Jason Whittaker, 2000.
2. Writing for Multimedia and the Web– A practical guide to content development for interactive media–
3. Timothy Garrand.
4. The Digital Designer: 101 Graphic Design Projects for print, the web, multimedia, and motion graphics–Stephen Pite.
5. Absolute beginner’s guide to computer basics – Michael Miller.
6. Discovering Computers 2007: A Gateway to Information, Complete–Gary B. Shelly, Thomas J. ashman and Misty E. Vermaat.
7. Clear Blogging: How People blogging are changing the world and how you can join them – Bob Walsh.

Programme: MA Journalism and Mass Communication

Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM- 3	Advertising and Media / Paper 3 (DSC – 8)	60 Periods/hours / Max Marks . 100. L – 3, T – 1, P- 0 Total 04 weekly

• **COs:**

The students would be able to:

1. Understand the role of advertising, meaning, attributes, origin, developments, goals, history of Indian advertising, process of advertising, publicity versus propagandas versus sale promotion
2. Create and criticize advertising, advertising types, principles, steps in advertisement planning, advertising agency, function and role, selection of advertising and agency etc.
3. Design advertisements, background etc
4. Apply knowledge for layout setups, functions of layout, design and layout, types of design, principles of good layout, appeal of an advertisement etc.

Unit	Content
Unit I	Advertising: Meaning, attributes, origin, developments, goals, history of Indian advertising, process of advertising, publicity versus propagandas versus sale promotion. (periods15)
Unit II	Role of advertising, advertising types, principles, steps in advertisement planning, advertising agency, function & role, selection of advertising & agency, parts of an advertisement, advertising ethics. (periods15)
Unit III	Advertising design & principles: Advertisement design, making of advertisement, background. (periods 10)
Unit IV	Layout steps, function of layout, design & layout, types of design, principles of a good layout, appeal of an advertisement, principles of good advertisement and regulations of an advertisement. Role & effects of advertising: Negative& positive Effects, Advertising & society, Advertising & development, Role of advertising in national economy, Social/public advertising (periods 20)

References:

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

Programme: MA Journalism and Mass Communication
Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM - 4	Advanced Photo journalism (DSC – 9)Paper 4	45

COs:

The students would be able to:

1. Acquaint themselves with different types of Photo journalism, spot news photography, general news photography, street photography, off-beat photography, documentary photography
2. Prepare the news values for pictures, photographs for photo features, photo stories, photo essays
3. Develop specializations in different news stories about human interests, sports, art and culture, environment, fashion, food, industry, politics.
4. Inculcate the knowledge of magazines and publications; photography and specialised magazine, publication, techniques, working in a newsroom, co-ordination among photo journalist etc.

Unit	Content
Unit I	Different types of photojournalism Spot news Photography, general news photography, street photography. Off- beat photography, documentary photography. (periods 10)
Unit II	News values for pictures Photographs for photo features Photo stories Photo essays. (periods 10)
Unit III	Developing specializations in different news stories Human Interest, Sports, Art and Culture, Environment, Fashion, Food, Industry, Politics. Characteristics and important elements of these different field. (periods10)
Unit IV	Magazines and publication Photography for specialized magazines Publication Techniques Working in a newsroom Co-ordination among photo journalist. Editorial and page design colleagues. Various opportunities for young photo journalist outside newspaper journalism. (periods 15)

References:

1. 100 Days in Photographs: *Pivotal Events that Changed the World*, Nick Yapp, National Geographic
2. Art and Print Production, NN Sarkar, Oxford University Press, New Delhi, 2009
3. Visual Communication and Photojournalism, PK Chandra, Swastik Publishers, New Delhi, 2007
4. Photojournalism and Today's News: *Creating Visual reality*, Loup Langton, Wiley-Blackwell, Sussex, 2009

Programme: MA Journalism and Mass Communication

Semester II

Code of the Course/Subject	Title of the Course/Subject	(Total Number of Periods)
2MJM - 4	Skills in Photography (ACE – 2)	15

Unit 1	Photography, elements and principles, visual language, meaning, photographer's jargon; composition of photography, subject and light. (Periods 07)
Unit 2	Shots, focus, shutter, speed, selection of subject, different types of photographs, action, photo editing, procedure, pictures for newspapers and magazines, developing photographers' manual and computerized photography. . (Periods 08)

Programme: MA Journalism and Mass Communication

Semester II

Code of the Course/Subject	Title of the Course/Subject	(No. of Periods/Week)
	Practical (DSC –10)	04/ Max Marks – (Internal 50 + External 50 = 100)
2MJM – 6	Development of Advertisement materials.	

COs:

Upon completion of the course, the student would be able to:

1. Design various types of advertisements.
2. Write a copy for advertisement.
3. Design brochure, invitation card, visiting card, Pamphlets etc.
4. Write slogans for any product.
5. Write jingles for any product.
6. Design a advertisement campaign for any corporate house.

*** List of Practical/Laboratory Experiments/Activities etc.**

1	Design a broacher by given items and points given below.
2	Prepare a invitation card of opening of new showroom of any brand.
3	Make a advertising copy for any product.
4	Make a slogan to established new brand or product in market.
5	Make a jingle for radio advertisement.