

Programme : M.A. Journalism and Mass Communication

Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM –I	Contemporary applied Technological Advancements in Journalism Research (DSC – I - 3) / Paper -I	60

Cos – After completion of the course students would be able to –

1. Understand contemporary technological advancements in journalism research.
2. Develop research skills using the latest digital tools and methodologies.
3. Analyze the ethical and practical implications of technology in journalism research.
4. Create independent research and inquiry in the field of journalism.

Unit	Content
Unit I	Introduction to Contemporary Journalism Research - Overview of the course, the evolving role of technology in journalism research, Ethical considerations in journalism research; Podcasting and /Multimedia Storytelling – Podcast research and analysis, Multimedia content analysis; Guest speaker – Podcasting expert. (periods 10)
Unit II	Data Collection in the Digital Age – Digital data sources for journalism research, Web scraping techniques, social media data analysis; Data Visualization and Analysis – Data visualization tools and techniques, Statistical Analysis using software(e.g., R, Python), Case studies of data-driven journalism. (periods 10)
Unit III	Advanced research Methodology – Qualitative research in the digital era, Content analysis using machine learning, Text mining and sentiment analysis (periods 10)
Unit IV	Crowd sourced and Citizen Journalism – Crowd sourced data collection, Engaging with citizen journalists, Case studies of crowd sourced journalism. (periods 10)
Unit V	AI and Automation in journalism – Automated news generation, Fact-checking with AI, Ethical implications of AI in journalism; Virtual Reality (VR) and Immersive Storytelling: VR in journalism research, creating immersive journalism experiences, Case Studies of VR Journalism Projects. (periods 10)
Unit VI	Digital security and Privacy – Protecting sources and data, investigative journalism in the digital age, Digital forensics for journalists; Emerging trends and future directions – Augmented reality (AR) and Journalism, Block chain and media transparency, Future possibilities and challenges. (periods 10)

Internal assessment –

Here are internal assessments for the subject "Contemporary Applied Technological Advancements in Journalism Research," based on the outlined units:

- 1. Podcast and Multimedia Analysis Report:** Students will research and analyze a successful podcast or multimedia storytelling project. They will prepare a report detailing the project's structure, content, and impact, incorporating insights from a guest speaker session with a podcasting expert.
- 2. Ethical Considerations Essay:** Students will write an essay discussing ethical considerations in journalism research, particularly focusing on technological advancements. They will include real-world examples and propose solutions to ethical dilemmas.
- 3. Web Scraping and Data Analysis Project:** Students will perform web scraping to collect data from a digital source relevant to journalism. They will analyze the data using statistical software (e.g., R or Python) and present their findings in a detailed report with visualizations.
- 4. Social Media Data Analysis Presentation:** Students will collect and analyze social media data related to a specific event or topic. They will create a presentation showcasing their methods, tools used, key findings, and the implications of their analysis.
- 5. Content Analysis Using Machine Learning:** Students will conduct a content analysis of a set of digital articles or social media posts using machine learning tools. They will write a report explaining their methodology, tools used, and insights gained from the analysis.
- 6. Case Study on Crowd-Sourced Journalism:** Students will conduct a case study on a prominent crowd-sourced journalism project. They will evaluate the data collection methods, the role of citizen journalists, and the project's impact. The case study will be presented in a detailed written report.
- 7. Automated News Generation Exercise:** Students will use an AI tool to generate news articles on a given topic. They will then analyze the quality, accuracy, and ethical implications of the generated content, presenting their findings in a written report.
- 8. VR Journalism Project Proposal:** Students will develop a proposal for a VR journalism project, detailing the concept, target audience, expected impact, and technological requirements. The proposal will include case study analyses of existing VR journalism projects.
- 9. Digital Forensics Case Study:** Students will investigate a case study where digital forensics played a crucial role in journalism. They will write a report on the techniques used, the challenges faced, and the outcomes of the investigation.
- 10. Emerging Trends Research Paper:** Students will write a research paper on an emerging trend in journalism technology (e.g., AR, block chain for media transparency). The paper will discuss current applications, potential future developments, and associated challenges.

These assessments are designed to engage students with practical applications of technological advancements in journalism, enhancing their research skills and understanding of contemporary issues in the field.

Suggested Readings:

1. Data journalism handbook by Jonathan Gray, Liliana Bounegru and Lucy chambers
2. Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi: C.R. Kothari
3. Research in Mass Media, Radha Publications, New Delhi: S.R. Sharma & Anil Chaturvedi
4. Research Methodology, Raj Publishing House, Jaipur: Dr. S. Munjal
5. सामाजिक संशोधन पद्धती – डॉ.पु.ल. भांडारकर.
6. शास्त्रीय संशोधन पद्धती –डॉ. बी.एम.कऱ्हाडे

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Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM -2	TV Journalism (DSC – II -3) / Paper -II	60

Cos – After completion of the course students would be able to –

1. Understand the history and evolution of Television, characteristics and complete production process of the Television
2. Evaluate the fundamental knowledge of TV news gathering, news bulletins and news presentation and how TV news writing and other media.
3. Understand the various types of TV news – news-room management, News coverage, news formats, news presentations and structure and content of news bulletins
4. Apply the knowledge about TV camera movements and angles, Types of shots, visual language, purpose and use of lighting.

Unit	Content
Unit I	History and evolution of television. Overview of Indian Television Industry- Characteristics of Television. how does it differ from other media like print, radio, and film, (periods 10)
Unit II	Television Journalism – Reporting for Television - Television news gathering. TV news writing styles - TV News presentation (periods 10)
Unit III	The television camera - movements and angles; types of cameras; the lens system; camera mounting equipment, Visual language - types of shots and composition, Lighting - purpose of lighting, indoor/ outdoor lighting, types of light, light intensity, three point lighting, white/black balancing and color temperature. (periods 10)
Unit IV	Sound - sound presence and perspective, ambiance sound, dubbing, spot sound, background music, types of microphones, audio console and its functions, DAT (digital audiotape)recorder, lip-sync and sound mixing. (periods 10)
Unit V	TV production - different stages: pre-production, production and Post-production; single camera and multi-camera production; studio production and outdoor production; programme format. (periods 10)
Unit VI	Editing - evolution of editing, principles, functions, basic transition devices, linear and nonlinear editing, on-line and off-line editing and concept of continuity editing. (periods 10)

Internal assessment -

Here are internal assessment ideas for the subject of TV Journalism, tailored to each unit's content:

1. Comparative Essay on Media Characteristics:

Assignment: Write an essay comparing and contrasting the characteristics of television with other media like print, radio, and film. Discuss the historical evolution of television and provide an overview of the Indian television industry.

Evaluation Criteria: Assess the depth of historical analysis, understanding of media characteristics, clarity and coherence of writing, and the quality of comparisons made.

2. TV News Package Production:

Assignment: Create a complete TV news package. This includes reporting, news gathering, writing scripts in TV news style, and presenting the news. Students should cover a current event or local news story.

Evaluation Criteria: Evaluate the accuracy and depth of reporting, clarity and conciseness of the script, quality of news presentation, and overall production value of the news package.

3. Practical Camera and Lighting Exercise:

Assignment: Students conduct a hands-on exercise where they film a short scene using various camera movements and angles, experimenting with different types of shots and compositions. They also set up lighting for both indoor and outdoor scenarios.

Evaluation Criteria: Assess the technical proficiency with the camera, creativity in shot composition, effectiveness of lighting setups, and overall visual quality of the footage.

4. Sound Design Project:

Assignment: Students create a sound design for a short video clip. This includes recording ambient sound, dubbing dialogues, adding spot sound, background music, and mixing the audio to create a cohesive soundscape.

Evaluation Criteria: Evaluate the quality and clarity of sound recordings, the appropriateness of sound effects and background music, technical proficiency in sound mixing, and overall impact of the sound design on the video.

5. Multi-Camera Production Simulation:

Assignment: Students participate in a simulated multi-camera TV production, such as a talk show or panel discussion. They should plan and execute pre-production, manage live production using multiple cameras, and handle post-production editing.

Evaluation Criteria: Assess the effectiveness of pre-production planning, coordination and execution during the live production, technical handling of multi-camera setups, and the quality of the final edited program.

6. Editing Project: Continuity and Transitions:

Assignment: Students edit a short video sequence focusing on continuity and the use of basic transition devices. They should demonstrate proficiency in both linear and nonlinear editing techniques.

Evaluation Criteria: Evaluate the smoothness and coherence of edits, effective use of transition devices, technical skills in using editing software, and the overall flow and continuity of the final video.

These assessments are designed to provide a comprehensive evaluation of students' skills and knowledge in various aspects of TV journalism, from historical context and news reporting to technical production and editing.

Suggested Readings:

1. Television Production Handbook, 7th Edition — Herbert Zettl
2. Directing and Producing for Television, A Format Approach — Ivan Cury
3. Writing for Visual Media, rd Edition — Anthony Friedmann

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 3	Corporate Communication (DSC – III-3) / Paper -III	60

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

1. Analyze and evaluate the role of corporate communication in achieving organizational objectives.
2. Develop strategic communication plans tailored to different corporate scenarios.
3. Apply effective internal communication strategies to enhance employee engagement and organizational culture.
4. Manage corporate reputation and stakeholder relationships through effective external communication.
5. Assess and address communication challenges during corporate crises.

Unit	Content
Unit I	Definition and scope of corporate communication. Importance of corporate communication in modern organizations. Key elements and types of corporate communication (internal and external). The role of corporate communication in organizational strategy. (periods 10)
Unit II	Corporate branding and identity. Building a distinct corporate identity: concepts, variables and process. Making of house styles (logo, lettering and process). House Journals. News Letters. Information Brochures. Annual Reports. Mailers. Event Management for Public Relations (periods 10)
Unit III	Media relations - Organizing media conference, Media Tours, Media Briefings. Preparing Media Release and Media Hand-outs. Proactive and reactive media relations. Ethical aspects in media relations. iv. Use of New Media in Public Relations and Corporate Communications. (periods 10)
Unit IV	Crisis Communication - Understanding corporate crises and their impact. Crisis communication. Role of PR in crisis communication and disaster management. Planning and preparedness. Key elements of a crisis communication plan. Media management during a crisis. Post-crisis communication and reputation recovery. (periods 10)
Unit V	Strategic Communication Planning - Steps in developing a strategic communication plan. Setting communication objectives and goals. Identifying target audiences and crafting messages. Selecting appropriate communication channels and tools. Evaluating the effectiveness of communication strategies. (periods 10)
Unit VI	Corporate citizenship .Corporate social responsibility (CSR) communication. Investor and stakeholder relations. (periods 10)

Internal assessment –

Here are internal assessment ideas for the subject of corporate communication, tailored to each unit's content:

1. Case Study Analysis of Corporate Communication Strategy:

Assignment: Students analyze a case study of a company's corporate communication strategy. They should identify the key elements and types of communication used (internal and external), and discuss the role of corporate communication in the organization's strategy.

Evaluation Criteria: Assess the depth of analysis, understanding of key concepts, clarity of writing, and ability to link theory to practical examples.

2. Corporate Identity Project:

Assignment: Students create a comprehensive corporate identity package for a hypothetical company. This includes designing a logo, lettering, house styles, and producing sample materials such as house journals, newsletters, information brochures, annual reports, and mailers.

Evaluation Criteria: Evaluate the creativity and coherence of the designs, adherence to branding principles, quality of the produced materials, and the overall distinctiveness of the corporate identity.

3. Media Relations Plan and Execution:

Assignment: Students develop a media relations plan for a major company announcement. This includes organizing a media conference, preparing media releases and hand-outs, and planning media tours and briefings. They should also discuss proactive and reactive media relations strategies.

Evaluation Criteria: Assess the thoroughness of the plan, the quality and clarity of the media materials, understanding of media relations strategies, and consideration of ethical aspects.

4. Crisis Communication Simulation:

Assignment: Students participate in a simulation exercise where they manage a corporate crisis. They must develop and execute a crisis communication plan, handle media interactions, and plan post-crisis communication for reputation recovery.

Evaluation Criteria: Evaluate the effectiveness and timeliness of the crisis response, the quality and clarity of communication, the ability to manage media relations during the crisis, and the comprehensiveness of the post-crisis plan.

5. Strategic Communication Plan:

Assignment: Students develop a strategic communication plan for a real or hypothetical organization. This includes setting communication objectives and goals, identifying target audiences, crafting messages, selecting communication channels, and proposing methods to evaluate the effectiveness of the communication strategy.

Evaluation Criteria: Assess the strategic alignment of the plan, the clarity and feasibility of objectives and goals, the appropriateness of the chosen communication channels, the creativity and coherence of the messages, and the practicality of the evaluation methods.

6. CSR Campaign Development:

Assignment: Students design a corporate social responsibility (CSR) campaign for a company, including communication strategies for various stakeholders such as investors and the community. They should develop materials and a plan to communicate the company's CSR activities effectively.

Evaluation Criteria: Evaluate the strategic alignment of the CSR campaign with the company's values, the clarity and effectiveness of the communication materials, the engagement strategies for different stakeholders, and the overall impact and feasibility of the campaign.

These assessments are designed to cover various aspects of corporate communication, including strategic planning, media relations, crisis management, branding, and CSR, ensuring a comprehensive evaluation of students' skills and knowledge in the field.

Suggested Readings:

1. Corporate Communications–Argenti
2. Corporate Communication–Paul A. Argenti Geraldine Hynes
3. The Power of Corporate Communication: Crafting the Voice and Image of Your Business – Paul A. Argenti
4. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications–Shel Holtz
5. Corporate Communications: Theory and Practice – Joep P. Cornelissen
- 6 जनसंपर्क – जालंधर पुरोहित.
- 7 कापरेट कम्युनिकेशन – डॉ.सुधीर भटकर, डॉ.विनोद निताळे

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Semester - III

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM –4	Business Communication (DSE – III.3) / Paper -IV	60

Cos – After completion of the course students would be able to –

1. Understand the Nature, Scope, the Growth of Business Journalism
2. Acquire the fundamental knowledge of Business journalism, Chambers of Commerce, Concepts of Share Market, Share Debenture, Investment, Mutual Funds.
3. Acquaint themselves with the knowledge of Business journals.
4. Apply the knowledge about Ethics and Social Responsibilities in Business Journalism.

Unit	Content
Unit I	Introduction, Nature, Scope, the Growth of Business Journalism, Professional Requirements of Business Journalist. Information Source of Business Journalism. (periods 10)
Unit II	Major Business Journals and their Unique Feature. Economic Times, Business Line, Business Time, Business TV Channels, NDTV, CNBC and ZEE, Supplementary of Major Newspaper and Magazine. (periods 10)
Unit III	Changing face of Business Journalism in the age of Global Business Scenario, Ethics and Social Responsibilities of in Business Journalism. (periods 10)
Unit IV	Understanding and analysis of budget and the Share market; Chambers of Commerce, Concepts of Share Market, Share Debenture, Investment, Mutual Funds. (periods 10)
Unit V	Interpretation, Investigation in depth reporting of Commerce and Economic trends including performance of Public and Private companies; Micro and Macro analysis, Economic policies, Institutions and Industries. (periods 10)
Unit VI	Characteristics of Business Journal Editing and Designing of Business Journal, Qualities of Effective Business Articles, Preparing Business Letters, Features, Annual Reports, Business Columnists, Interview of Business Personalities, Panel Discussion, Budget, Stock Markets. (periods 10)

Internal assessment -

Here are internal assessment ideas for the subject of business communication, tailored to each unit's content:

1. Professional Requirements Analysis:

Assignment: Students research and create a report on the professional requirements of a business journalist. They should outline the necessary skills, qualifications, and ethical considerations for individuals pursuing a career in business journalism.

Evaluation Criteria: Assess the depth of research, understanding of professional requirements, clarity of presentation, and ability to articulate ethical considerations.

2. Comparative Analysis of Business Journals:

Assignment: Students conduct a comparative analysis of major business journals and media channels such as Economic Times, Business Line, and CNBC. They should examine the unique features, target audience, and editorial focus of each publication.

Evaluation Criteria: Evaluate the comprehensiveness of the analysis, depth of understanding of each publication, clarity of presentation, and critical insights provided.

3. Ethical Dilemma Case Study:

Assignment: Students analyze a case study involving an ethical dilemma in business journalism. They should identify the ethical issues at play, evaluate potential courses of action, and propose solutions aligned with ethical principles and social responsibilities.

Evaluation Criteria: Assess the depth of analysis, understanding of ethical considerations, clarity of argumentation, and practicality of proposed solutions.

4. Financial Analysis Project:

Assignment: Students analyze a company's financial statements and performance in relation to the stock market. They should interpret financial data, assess investment opportunities, and provide recommendations based on their analysis.

Evaluation Criteria: Evaluate the accuracy and depth of financial analysis, clarity of presentation, ability to interpret market trends, and soundness of investment recommendations.

5. Business Trend Investigation:

Assignment: Students conduct an in-depth investigation into a specific commerce or economic trend, such as the performance of a particular industry or the impact of government policies. They should gather data, analyze trends, and present their findings in a comprehensive report.

Evaluation Criteria: Assess the relevance and significance of the chosen trend, depth of investigation, quality of data analysis, clarity of presentation, and insights provided.

6. Business Journal Design Project:

Assignment: Students design a mock business journal, including layout, articles, features, and interviews with business personalities. They should demonstrate an understanding of effective design principles, editorial content, and audience engagement strategies.

Evaluation Criteria: Evaluate the creativity and coherence of the journal design, quality of articles and features, appropriateness of interview questions, clarity of presentation, and overall impact of the journal.

These assessments are designed to cover various aspects of business communication, including journalism principles, media analysis, ethical considerations, financial literacy, and content creation, ensuring a comprehensive evaluation of students' skills and knowledge in the field.

Suggested Readings:

1. Business Communication Theory – Tole and Chandragadkar
2. Financial and Economic Journalism – Kirseh Donald
3. How to Excel in Business Journalism – Venkateshwaran
4. The New Pal Grove – A Dictionary of Economics – John Eatwell
5. Human Relations in Management–Heckmann
6. Management: Tasks Responsibilities and Practices – Drucker
7. Business Communication: A Management Perspective – Keval J. Kumar
8. Administrative Communication – Lee D. Thayer R D Lireven
9. The Executive Skill of Persuasive Listing – N H Athwya
10. Communication in Business– Peter Little, Long Man.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 5	International Communication (DSE – III.3) / Paper -V	60

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

1. Understand the various perspectives of Political, economic and cultural dimensions of international communications
2. Associate knowledge of International Communication, systems and the role of communication and information in international relations.
3. Explain the role of media in international crises.
4. Understand the perspectives of human rights in international level.

Unit	Content
Unit I	Definition and scope of International communication. Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. (periods 10)
Unit II	International news flow, imbalances and disparities. UNESCO's efforts in removal of imbalance in news flow-debate on new international Information and Economic Order. McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO's Universal Declaration of Human Rights and Communication. (periods 10)
Unit III	International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. (periods 10)
Unit IV	Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism. (periods 10)
Unit V	Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations. (periods 10)
Unit VI	Information-prompted cultural imperialism. Criticisms, Effects of globalization on media systems and their functions; transnational media ownership and issue of sovereignty and security; international intellectual (periods 10)

Internal assessment -

Here are internal assessment ideas for the subject of international communication, tailored to the content of each unit as specified:

1. Essay on the Role of Communication in Global Equity and Exploitation:

Assignment: Write an essay analyzing how international communication can be both a tool for promoting global equity and a means of exploitation. Use specific examples to illustrate both aspects.

Evaluation Criteria: Assess the depth of analysis, understanding of theoretical concepts, clarity of arguments, and use of relevant examples.

2. Case Study Analysis on UNESCO's Efforts and NWICO:

Assignment: Conduct a case study analysis of UNESCO's efforts to address imbalances in international news flow, including a detailed discussion on the New World Information and Communication Order (NWICO) and the McBride Commission.

Evaluation Criteria: Evaluate the comprehensiveness of the case study, understanding of UNESCO's role, critical analysis of NWICO, and clarity of presentation.

3. Comparative Report on News Agencies:

Assignment: Write a comparative report on the organizational structures and functions of major international news agencies (e.g., Reuters, AP) and non-aligned news agencies. Discuss the success and failure of the news pool concept.

Evaluation Criteria: Assess the accuracy and depth of the comparative analysis, understanding of organizational structures, clarity of writing, and critical evaluation of the news pool concept.

4. Research Paper on Media's Role in International Crises:

Assignment: Research and write a paper on the role of media during a specific international crisis (e.g., a natural disaster, terrorist attack, or political conflict). Discuss how media coverage influenced public opinion and government policies.

Evaluation Criteria: Evaluate the quality and depth of research, clarity and coherence of the analysis, understanding of media influence, and use of specific examples to support arguments.

5. Presentation on the Impact of New Communication Technologies:

Assignment: Create and deliver a presentation on the impact of new communication technologies (e.g., satellite communication, information superhighways) on international news flow and telecommunication. Discuss the role of international regulatory organizations.

Evaluation Criteria: Assess the quality and clarity of the presentation, understanding of new communication technologies, ability to explain complex concepts, and the effectiveness of visual aids.

6. Debate on Cultural Imperialism and Globalization:

Assignment: Participate in a structured debate on the effects of globalization on media systems, transnational media ownership, and issues of sovereignty and security. Prepare arguments and counterarguments for both sides of the debate.

Evaluation Criteria: Evaluate the quality of arguments, understanding of the issues, ability to engage in critical thinking, and effectiveness in debating.

These assessments are designed to comprehensively evaluate students' understanding of international communication concepts, their analytical abilities, and their skills in both written and oral communication.

Suggested Readings:

1. International Communication and Globalization: A Critical Introduction: Ali Mohammad, (1997)
2. International and Development Communication: A 21st-Century Perspective, University of Colorado, USA: Bella Mody (2003)
3. International Communication: A Reader Paperback, Routledge, London: Daya Kishan Thussu(2009)
4. International Communication: Continuity and Change, Academic Bloomsbury, USA.: Daya Thussu(2006)
5. Approaches to International Communication: Textbook for Journalism Education, Finnish National Commission for Unesco: Ullamaia Kivikuru, Tapio Varis (1986)
6. Negotiating Across Cultures: International Communication in an Interdependent World, US Institute of Peace Press, USA: Raymond Cohen (1997)
7. Many Voices, One World, UNESCO, Paris: Sean Mac Bride Commission (1982)

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 2	Video TV Documentary or Short film (DSC –II.3) / Practical	60

COs-After completion of the course, the student would be able to:

1. Create various types of short films and documentary.
2. Write a script for short films and documentary.
3. Design story board for short films and documentary.
4. Write dialogs for short films.
5. Search materials for any subject of documentary.
6. Produce professional short film and documentary.

Student shall be required to produce a documentary or short film for 10-20 minutes duration during this semester. He/she should follow all the relevant steps of pre, during & post production stages. Focuses on a production of TV programme from conceptualization through post production editing.

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

1	Select subject for documentary or short film.
2	Script, Storyboards, Budgets.
3	Floor plan, sets, make-up, costume, jeweler, lights audio, graphic rehearsals
4	Shooting schedules - Shot and edit shots for documentary or short film.
5	Explain the pre and post production process of created documentary or short film.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 5	Business Communication (DSE –III.3) / Practical	60

Here are six practical examination points based on the provided units of your Business Journalism course:

- 1. Assignment on Information Sources:** Students will be required to compile and present a detailed report on various information sources utilized in business journalism. This will include primary and secondary sources, such as financial reports, press releases, market data, and interviews.
- 2. Comparative Analysis of Business Journals:** Students will select two major business journals (e.g., Economic Times and Business Line) and perform a comparative analysis of their unique features, target audience, and editorial styles. This analysis should include a presentation and written report.
- 3. Case Study on Ethical Issues:** Students will conduct a case study on an ethical issue faced by business journalists in recent years. They will analyze the situation; the ethical dilemmas involved, and suggest appropriate measures or solutions. This will be presented as a written report and class discussion.
- 4. Budget Analysis Presentation:** Students will be tasked with analyzing a recent government budget. They will prepare a presentation covering the key highlights, impacts on different sectors, and implications for the economy. This will include both visual aids (charts, graphs) and a written summary.
- 5. Investigative Report on an Economic Trend:** Each student will choose a current economic trend or issue (e.g., inflation, unemployment rates) and conduct an investigative report. They will gather data, conduct interviews, and write a comprehensive article that includes both micro and macro analysis.
- 6. Editing and Designing a Business Article:** Students will be given a raw business article and will be required to edit and design it for publication. This will include proofreading, fact-checking, layout design, and creating accompanying graphics. The final product will be assessed on clarity, accuracy, and visual appeal.

These practical examination points will ensure that students engage with the key aspects of business journalism, from information sourcing and ethical considerations to budget analysis and investigative reporting.

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3MJM – 5	International Communication (DSE –III.3) / Practical	60

The practical examination of the subject International Communication should be focus on following points.

1. Case Study Examination: Students examine case studies illustrating instances where communication and information have been used to promote equity or exploit power imbalances on the global stage. They critically evaluate the role of communication in addressing global issues.

2. Debate Simulation: Students participate in a debate on the role of communication as a human right, drawing upon principles outlined in the UN's Universal Declaration of Human Rights. They examine how access to information impacts global equity and social justice.

3. Organizational Structure Analysis: Students analyze the organizational structure and functions of international news agencies and syndicates. They examine the role of non-aligned news agencies and evaluate the success and failures of news pools in facilitating global communication.

4. Media's Role in International Crises: Students explore the impact of media on international relations, political processes, and the shaping of government opinions and foreign policies. They analyze the role of media in covering international crises, including conflicts, disasters, and terrorism.

5. Media Analysis Project: Students conduct a media analysis project focusing on how international crises are portrayed and covered by different media outlets. They critically evaluate the framing and representation of global events and its implications.

6. Technology's Influence on News Flow: Students examine the impact of new communication technology on news flow, including satellite communication and information superhighways. They discuss how technological advancements have reshaped global communication networks.

7. Globalization Effects Analysis: Students analyze the effects of globalization on media systems and functions, examining changes in communication patterns, media ownership structures, and cultural identities in an increasingly interconnected world.

These practical exam points cover various aspects of international communication, including news flow, media's impact on global events, technological advancements, regulatory frameworks, cultural imperialism, and globalization effects, ensuring a comprehensive evaluation of students' understanding and critical analysis of global communication processes.

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Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 6	Research Project – Phase I	60

Cos – After completion of the course students would be able to –

1. Understand the the specific goals and questions the research project aims to address.
2. Acquire the fundamental knowledge of reviewing existing research in the field to identify gaps in knowledge or areas where the current understanding is insufficient.
3. Select the appropriate research methodology or approach.
4. Understand the creation of a research project proposal.

These outcomes in Phase 1 lay the groundwork for the successful execution of the research project in subsequent phases. They provide clarity, direction, and the necessary resources to ensure the project's success.

Unit	Content
Unit I	Identifying the Research Problem or Topic: Researchers begin by selecting a specific research problem, question, or topic that they want to investigate. This should be a clear and well-defined area of interest. (periods 10)
Unit II	Literature Review: Conduct a thorough literature review to understand what existing research has already been done on the chosen topic. Identify gaps in the literature, areas where further research is needed, and relevant theories or concepts. (periods 10)
Unit III	Research Objectives and Hypothesis: Define the research objectives or questions that the study aims to address. These objectives or questions should align with the research problem and contribute to filling the identified gaps in the literature. If the research is hypothesis-driven, formulate one or more testable hypotheses that express the expected relationships between variables. (periods10)
Unit IV	Sampling Strategy, Data Sources & Data Collection Plan: Determine the target population and select a sampling strategy if the study involves collecting data from a subset of that population. Identify the sources of data that will be used for the study. This could include primary data (collected specifically for the research) or secondary data (existing datasets, documents, etc) (periods 10)
Unit V	Develop a detailed plan for collecting data, including the instruments or tools that will be used (e.g., surveys, interviews) and a timeline for data collection. (periods 10)
Unit VI	Research Proposal or Plan: Compile all the above components into a comprehensive research proposal or research plan document. This document serves as a blueprint for the entire research project and is often submitted for approval by research committees or funding agencies. (periods 10)

Suggested Readings:

1. Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi: C.R. Kothari
2. Research in Mass Media, Radha Publications, New Delhi: S.R. Sharma & Anil Chaturvedi
4. Research Methodology, Raj Publishing House, Jaipur: Dr. S. Munjal
5. सामाजिक संशोधन पद्धती – डॉ.पु.ल. भांडारकर.
6. शास्त्रीय संशोधन पद्धती –डॉ. बी.एम.कन्हाडे

Programme : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 1	Development of Media (DSC – I.4) / Paper - I	60

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

1. Acquire the knowledge of growth and development of media.
2. Choose career options in various fields of Media.
3. Inculcate the role of media in freedom movement of India.
4. Understand the role and impact of media on society..

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. (periods 10)
Unit II	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 10)
Unit III	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 10)
Unit IV	Development of television as a medium of mass communication. Birth and evolution of television in India. DTH and cable television in India. (periods 10)
Unit V	Impact of T.V. on society. Birth of News Channels in India. Growth of Soaps and Reality Shows on Indian TV. Digital TV and New Media. (periods 10)
Unit VI	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 10)

Internal Assessment -

Here are internal assessment ideas for the subject of development of media, tailored to each unit's content:

1. Historical Timeline Presentation:

Assignment: Students create a timeline presentation highlighting the evolution of early communication systems and pioneer news publications in India and abroad. They should include key milestones, inventions, and significant publications.

Evaluation Criteria: Assess the accuracy and completeness of the timeline, depth of research, clarity of presentation, and ability to contextualize developments within historical contexts.

2. Biographical Research Project:

Assignment: Students research and prepare biographical profiles of influential figures such as Raja Ram Mohan Roy, Lokmanya Tilak, and Mahatma Gandhi, focusing on their contributions to India's freedom movement and their relationship with the press.

Evaluation Criteria: Evaluate the depth of research, accuracy of information, clarity of presentation, and ability to analyze the role of the press in social and political development.

3. Radio Documentary Production:

Assignment: Students produce a radio documentary tracing the development of radio as a medium of mass communication in India. They should cover technological innovations, the emergence of AIR, and the role of radio in rural development.

Evaluation Criteria: Assess the creativity and storytelling of the documentary, accuracy of historical information, clarity of narration, and effectiveness in conveying the significance of radio in India.

4. Television Industry Analysis Report:

Assignment: Students analyze the evolution of television in India, including the development of DTH, cable television, and the growth of TV channels. They should examine the regulatory framework, technological advancements, and market trends.

Evaluation Criteria: Evaluate the depth of analysis, understanding of industry dynamics, clarity of presentation, and ability to identify key factors driving the evolution of television in India.

5. TV Program Analysis and Critique:

Assignment: Students select a TV program or genre (e.g., news channels, reality shows, soap operas) and critically analyze its impact on Indian society. They should discuss social, cultural, and economic implications, as well as the role of digital TV and new media.

Evaluation Criteria: Assess the depth of analysis, critical thinking skills, clarity of argumentation, and ability to articulate insights into the societal impact of television.

6. Cinema Timeline Info graphic:

Assignment: Students create an info graphic timeline tracing the evolution of cinema in India, highlighting key milestones such as the birth of Indian cinema, the emergence of parallel cinema, and the commercialization of Bollywood.

Evaluation Criteria: Evaluate the design and visual appeal of the infographic, accuracy of historical information, clarity of presentation, and ability to capture the essence of cinema's development in India.

These assessments are designed to cover various aspects of media development, including historical contexts, technological innovations, societal impacts, and industry trends, ensuring a comprehensive evaluation of students' understanding and knowledge in the field.

Suggested Readings:

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 : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – II	Editing (DSC – II.4) / Paper - II	60

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

1. Acquire the knowledge of growth and development of media.
2. Choose career options in various fields of Media.
3. Inculcate the role of media in freedom movement of India.
4. Understand the role and impact of media on society..

Unit	Content
Unit I	Structure of the editorial room; Editorial Staff Pattern of Small, Medium and Big Daily newspapers. Functions of the Editor, Chief Sub-Editor, news editors, Sub-editors and staff of newsroom. process of editing; (periods 10)
Unit II	Principles of Editing– Rewriting different copies–Computer Editing–Style Sheet. Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent’s copies, rewriting hand-outs, mofussil copies and electronic editing. (periods 10)
Unit III	Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalization, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing. (periods 10)
Unit IV	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–ed Page–Concept of Advertorial. (periods 10)
Unit V	Newspaper Design and Layout–Front and Inside Pages-Computer Page Makeup; Principle & Techniques of Page Makeup. Type families, classification of typefaces and printing processing. (periods 10)
Unit VI	Picture editing and Caption Writing., Caption editing guidelines, Selection of appropriate photos and cartoons. .Contemporary Indian newspaper designs and layout. (periods 10)

Internal Assessment -

Here are internal assessment ideas for the subject of editing, tailored to each unit's content:

1. Editorial Room Analysis:

Assignment: Students analyze the structure and functioning of editorial rooms in small, medium, and big daily newspapers. They should outline the roles and responsibilities of key editorial staff members such as the Editor, Chief Sub-Editor, news editors, sub-editors, and other newsroom staff.

Evaluation Criteria: Assess the depth of analysis, understanding of editorial roles, clarity of presentation, and ability to describe the editorial process.

2. Editing Exercise:

Assignment: Students practice editing various news copies using computer editing software. They should demonstrate proficiency in checking facts, correcting language, rewriting news stories, condensing stories, and maintaining editorial standards.

Evaluation Criteria: Evaluate the accuracy and thoroughness of edits, adherence to style guidelines, proficiency in computer editing, and ability to maintain journalistic integrity.

3. Headline Writing Portfolio:

Assignment: Students compile a portfolio of headlines written for different news stories. They should demonstrate knowledge of headline styles, rules, and effective headline writing techniques. Each headline should be accompanied by an explanation of its style and rationale.

Evaluation Criteria: Assess the creativity and effectiveness of headlines, adherence to headline rules, clarity of explanations, and consistency in style.

4. Editorial Analysis and Response:

Assignment: Students analyze editorials from different newspapers, focusing on their function, principles, and types. They should also review letters to the editor and respond to selected letters with editorial commentary.

Evaluation Criteria: Evaluate the depth of analysis, understanding of editorial principles, clarity of responses, and ability to articulate editorial viewpoints.

5. Page Design Project:

Assignment: Students design front and inside pages of a newspaper using computer page makeup software. They should demonstrate principles and techniques of page makeup, including type families, typefaces, printing processes, and layout design.

Evaluation Criteria: Assess the creativity and effectiveness of page designs, adherence to design principles, proficiency in page makeup software, and ability to create visually appealing layouts.

6. Picture Editing and Caption Portfolio:

Assignment: Students create a portfolio of edited photos with accompanying captions. They should demonstrate proficiency in selecting appropriate photos, editing them for clarity and impact, and writing accurate and engaging captions.

Evaluation Criteria: Evaluate the quality of photo editing, effectiveness of captions, adherence to editing guidelines, and consistency in visual storytelling.

These assessments are designed to cover various aspects of editing, including editorial room structure, editing principles, headline writing, page design, and picture editing, ensuring a comprehensive evaluation of students' skills and knowledge in the field.

Suggested Readings:

1. News Editing – Bruce Westley
2. The Art of Editing – P.K. Baskette and Jiz Sissors
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.

Programme : M.A. Journalism and Mass Communication

Semester – IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 3	Advertising and Media (DSC – III.4)/ Paper - III	60

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

1. Understand the key areas of advertising and marketing.
2. Able to choose career options in various fields of advertising.
3. Identify and define concepts of brand strategy, consumer behavior.
4. Prepare advertisement for print, radio, television and web advertisement.

Unit	Content
Unit I	Advertising: Meaning, attributes, origin, developments, goals, history of Indian advertising, process of advertising, publicity versus propagandas versus sale promotion. (periods 10)
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. (periods 10)
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, Functions of advertising, what is copywriting, what copywriters do, understanding audiences, understanding client. (periods 10)
Unit V	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 10)
Unit VI	Understanding media: Print advertising, Radio advertising, Television advertising, Internet advertising, outdoor media, Critiques: ethical issue, aesthetic dimensions, social perspectives, marketing forces, children and women in advertising. (periods 10)

Internal Assessment –

Here are internal assessment ideas for the subject of advertising and media, tailored to each unit's content:

1. Historical Analysis Presentation:

Assignment: Students research and create a presentation on the history and development of advertising in India and globally. They should cover key attributes, goals, and the evolution of advertising over time, distinguishing between publicity, propaganda, and sales promotion.

Evaluation Criteria: Assess the depth of historical analysis, clarity of presentation, understanding of advertising concepts, and ability to differentiate between different forms of communication.

2. Advertisement Planning Case Study:

Assignment: Students analyze a case study of an advertising campaign, focusing on the role of advertising, types, principles, and steps in advertisement planning. They should evaluate the effectiveness of the campaign and propose improvements.

Evaluation Criteria: Evaluate the critical analysis of the case study, understanding of advertising principles, creativity in proposing solutions, and clarity of presentation.

3. Advertisement Design Project:

Assignment: Students design an advertisement for a specific product or service, applying principles of advertisement design. They should consider factors such as layout, visual appeal, and message clarity.

Evaluation Criteria: Assess the creativity and effectiveness of the advertisement design, adherence to design principles, clarity of message, and overall impact.

4. Copywriting and Layout Analysis:

Assignment: Students analyze examples of advertisements, focusing on copywriting techniques and layout principles. They should identify elements of effective copywriting, layout design, and audience targeting.

Evaluation Criteria: Evaluate the depth of analysis, understanding of copywriting and layout principles, ability to identify persuasive techniques, and clarity of presentation.

5. Advertising Ethics Debate:

Assignment: Students participate in a debate on ethical issues in advertising. They should discuss principles of good advertising, regulations, and the role and effects of advertising on society, development, and the national economy.

Evaluation Criteria: Assess the quality of arguments presented, understanding of ethical considerations, ability to critically evaluate advertising's role, and engagement in the debate.

6. Media Analysis and Critique:

Assignment: Students conduct a critical analysis of advertising in different media formats, including print, radio, television, internet, and outdoor media. They should consider ethical issues, aesthetic dimensions, social perspectives, and marketing forces.

Evaluation Criteria: Evaluate the depth of analysis, critical thinking skills, understanding of media dynamics, clarity of presentation, and ability to articulate insights into advertising's impact on various audiences.

These assessments cover various aspects of advertising and media, including historical development, planning, design, copywriting, ethics, regulations, and media analysis, ensuring a comprehensive evaluation of students' understanding and knowledge in the field.

Suggested Readings:

1. Principles of Advertising: Monle Lee and Carla Johnson
2. Advertising Management: Alok Bajpaye
3. Advertising Today: The Indian Context: Dr. Sarojit Dutta
4. Advertising: Frank Jefkins.
5. Effective Advertising : Dr.Uma Mehrotra, Chinmay Prakashan,Aurangabad.
6. Mass Communication: Principles and Concepts – Seema Hasan , CBS Publishers & Distributors.

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 4	Environmental Communication (DSE – IV) /Paper - IV	60

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

1. Inculcate the knowledge of environmental issues and concerns..
2. Understand the importance and needs of environmental communication in society.
3. Explain the process of global warming.
4. Design an original environmental problem and find solution by case study.

Unit	Content
Unit I	Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made. (periods 10)
Unit II	Contemporary issues: Local, National, International Environmental issues. Environmental protection programmes and strategies. (periods 10)
Unit III	Environmental Journalism: Definition and concept. Environmental reporting, types of stories - investigative, in-depth and interpretative. Journalism vs. Activism. Using New Media for Environmental Communication. (periods 10)
Unit IV	Media & empowerment: Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units. (periods 10)
Unit V	Development v/s environment debate: International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system. (periods 10)
Unit VI	Writing and reporting environmental issues: Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India. (periods 10)

Internal Assessment -

Here are internal assessment ideas for the subject of environmental communication, tailored to each unit's content:

1. Environmental Hazards Presentation:

Assignment: Students create a presentation on various environmental hazards, both natural and man-made. They should discuss the parameters of the environment, types of pollution, and the importance of environmental conservation.

Evaluation Criteria: Assess the depth of understanding of environmental hazards, clarity of presentation, accuracy of information, and ability to articulate the importance of environmental protection.

2. Environmental Issue Analysis Paper:

Assignment: Students analyze a contemporary environmental issue at the local, national, or international level. They should discuss the causes, impacts, and potential solutions, as well as existing environmental protection programs and strategies.

Evaluation Criteria: Evaluate the depth of analysis, relevance of the chosen issue, clarity of argumentation, consideration of multiple perspectives, and proposal of viable solutions.

3. Environmental Reporting Portfolio:

Assignment: Students compile a portfolio of environmental news stories, including investigative, in-depth, and interpretative reports. They should also explore the role of journalism in environmental activism and discuss the use of new media for environmental communication.

Evaluation Criteria: Assess the diversity and quality of news stories, clarity of writing, depth of investigative reporting, critical analysis of journalism's role in activism, and understanding of new media tools for environmental communication.

4. Media Campaign Analysis:

Assignment: Students analyze a media campaign aimed at environmental protection. They should examine the communication strategies used, media organization involved, and the impact of the campaign on public awareness and behavior change.

Evaluation Criteria: Evaluate the depth of campaign analysis, understanding of media's role in environmental protection, critical assessment of communication strategies, and consideration of campaign effectiveness.

5. Earth Summit Presentation and Debate:

Assignment: Students research and present on international agreements and Earth summits related to environmental protection. They should then participate in a debate discussing the challenges and solutions in balancing development with environmental conservation.

Evaluation Criteria: Assess the depth of research, clarity of presentation, quality of arguments presented in the debate, critical thinking skills, and ability to propose viable solutions to environmental challenges.

6. Environmental Movement Case Study:

Assignment: Students conduct a case study of a major environmental movement in India and analyze the media's response to it. They should explore how environmental issues were reported, the types of stories covered, and the effectiveness of media coverage in shaping public opinion and policy.

Evaluation Criteria: Evaluate the depth of the case study, clarity of analysis, understanding of media's role in environmental movements, critical assessment of media coverage, and ability to draw conclusions from the case study.

These assessments are designed to cover various aspects of environmental communication, including hazard analysis, issue analysis, journalism practices, media campaigns, international agreements, and media coverage of environmental movements, ensuring a comprehensive evaluation of students' understanding and knowledge in the field.

Suggested Readings:

1. Edward Gold Smith, Nicholas Hildyard (Edt). 1988. The Earth Report, London Oxford University Press
2. Susan D. Lanier- Graham, the Ecology of War, (Eds) 1993. New York Walker Publishing Company.
3. Kiran B Chhokar, Mamata Pandya and Meena Raganathan (Eds).1999. Understanding Environment, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources And Environmental Degradation, 2001. New Delhi. Sage Publication.
5. Katar Singh And Vishwa Ballabh, (Eds) 2001. Cooperative Management Of Natural Resources, New Dehli Safe Publication.
6. Jyoti Parikit,(Edt)2002. Sustainable Management Of Wetlands, New Delhi. Sage Publication.

Programme : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 5	Inter-Cultural Communication (DSE - V)/ Paper - V	60

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

1. Understand the role of culture in communication and Eastern and western perspectives for culture.
2. Acquire the knowledge about culture, sub culture, value systems and Philosophical and religious dimensions
3. Identify the role of media as a culture manufacturing industry.
4. Understand the impact of Globalization on culture and communication.

Unit	Content
Unit I	Culture: Definition and Process. Sub cultures. Culture as a social institution. Value systems – primary, secondary. (periods 10)
Unit II	Inter-cultural communication: Definition and process. Philosophical and religious dimensions. Cultural symbols in verbal and non-verbal communication. Language and grammar as a medium of cultural communication. Linguistic aspects of inter cultural communication. (periods 10)
Unit III	Modern mass media as vehicles of inter-cultural communication. Barriers in inter-cultural communication – religious, political and economic pressures. Inter-cultural conflicts and communication. (periods 10)
Unit IV	Impact of new technology on culture. Globalization effects on culture and communication. Impact of Mass Media and new media on Culture. Mass media as a culture manufacturing industry. (periods 10)
Unit V	Culture, communication and folk media: Character, concept and functions. Dance and music as instruments of inter-cultural communication. (periods 12)
Unit VI	Eastern and western perspectives. UNESCO'S efforts in the promotion of intercultural communication. (periods 10)

Internal Assessment -

Here are internal assessment ideas for the subject of intercultural communication, tailored to each unit's content:

1. Culture Analysis Essay:

Assignment: Students write an essay analyzing the concept of culture, including its definition, process, and the role of subcultures. They should also discuss primary and secondary value systems and their significance in shaping cultural identity.

Evaluation Criteria: Assess the depth of understanding of cultural concepts, clarity of analysis, ability to identify and explain cultural components, and critical thinking skills.

2. Cultural Symbol Presentation:

Assignment: Students create a presentation on cultural symbols in verbal and non-verbal communication, exploring their meanings and significance across different cultures. They should also discuss the role of language and grammar in intercultural communication.

Evaluation Criteria: Evaluate the thoroughness of research, clarity of presentation, understanding of cultural symbols, and ability to connect linguistic aspects with cultural communication.

3. Media Analysis Project:

Assignment: Students analyze how modern mass media serve as vehicles for intercultural communication. They should identify barriers such as religious, political, and economic pressures, and explore how intercultural conflicts are portrayed and resolved in media.

Evaluation Criteria: Assess the depth of media analysis, understanding of intercultural barriers, critical assessment of media portrayal of conflicts, and ability to propose communication strategies for resolution.

4. Technology and Culture Research Paper:

Assignment: Students research and write a paper on the impact of new technology and globalization on culture and communication. They should explore how mass media and new media influence cultural values and behaviors in a globalized world.

Evaluation Criteria: Evaluate the depth of research, clarity of analysis, critical assessment of technological impact, and ability to articulate the effects of globalization on cultural communication.

5. Folk Media Presentation:

Assignment: Students create a presentation on folk media, discussing their characteristics, concepts, and functions in intercultural communication. They should explore how dance and music serve as instruments of cultural expression and communication.

Evaluation Criteria: Assess the depth of understanding of folk media, clarity of presentation, ability to connect cultural expressions with communication, and creativity in exploring cultural diversity through dance and music.

6. Cross-Cultural Comparison Essay:

Assignment: Students write an essay comparing Eastern and Western perspectives on intercultural communication. They should explore differences in communication styles, values, and norms, and discuss UNESCO's efforts in promoting intercultural communication.

Evaluation Criteria: Evaluate the depth of cross-cultural analysis, clarity of comparison, understanding of Eastern and Western perspectives, and critical assessment of UNESCO's initiatives.

These assessments are designed to cover various aspects of intercultural communication, including cultural analysis, communication barriers, media portrayal, technological impact, folk media, and cross-cultural comparisons, ensuring a comprehensive evaluation of students' understanding and knowledge in the field.

Suggested Readings:

1. Culture & Communication – A World View – K S Sitaram
2. Hand of Inter-Cultural Communication - Asante
3. An Outlines of Indian Philosophy - Hiriyanna
4. Culture, Communication & Social Change – P Joshi
5. The Effects of Mass Communication - Joseph Klapper
6. Mass Culture, Language & Arts in India-M L Apte
7. Media, Culture & Communication –S Banerjee
8. जनसंवाद सिद्धांत – डॉ. वि.ल.धारूरकर.
9. जनसंवाद आणि जनमाध्यम:सैद्धांतिक संकल्पन - श्रीपाद भालचंद्र जोशी

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Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
3MJM – 5	Advertising and Media (DSC –III.4) / Practical	60

The practical examination of the subject Advertising and Media should be focus on following points.

- 1. Advertisement Analysis:** Students analyze advertisements from different time periods, discussing their attributes, goals, and the cultural context in which they were created.
- 2. Case Study Presentation:** Students present a case study on a landmark advertising campaign in India, discussing its significance, objectives, strategies, and outcomes.
- 3. Advertising Agency Simulation:** Students participate in a simulated exercise where they assume roles within an advertising agency, working together to plan and execute an advertising campaign for a fictional client.
- 4. Advertisement Design Workshop:** Students participate in a hands-on workshop where they create mock advertisements, applying design principles such as layout, typography, color theory, and visual hierarchy.
- 5. Advertisement Redesign Challenge:** Students are tasked with redesigning an existing advertisement to improve its effectiveness, applying their knowledge of design principles and audience psychology.
- 6. Copywriting Challenge:** Students are given a prompt and tasked with writing an advertisement copy within a limited timeframe, demonstrating their creativity, writing skills, and ability to meet client needs.
- 7. Advertising Effects Analysis:** Students analyze the positive and negative effects of advertising on society, discussing its role in shaping consumer behavior, cultural norms, and social attitudes.
- 8. Social/Public Advertising Campaign:** Students collaborate to develop a social or public advertising campaign addressing a specific societal issue, such as health promotion, environmental conservation, or social justice advocacy.

Programme : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 5	Environmental Communication (DSE –IV.4) / Practical	60

The practical examination of the subject Environmental Communication should be focus on following points

1. Pollution Case Study Analysis: Students analyze a case study on a specific environmental pollution incident, discussing its causes, impacts, and potential mitigation strategies. They examine the role of human activities in exacerbating pollution

2. Environmental Issues Report: Students research and write a report on a contemporary environmental issue at the local, national, or international level. They analyze the causes, impacts, and existing environmental protection programs and strategies related to the chosen issue.

3. New Media Campaign Development: Students design a new media campaign for environmental communication, focusing on using digital platforms to raise awareness and promote environmental conservation. They develop communication strategies tailored to the target audience.

4. Environmental Media Organization Analysis: Students research and analyze specialized environmental media organizations and units, discussing their mission, objectives, and contributions to environmental communication and advocacy.

5. Environmental Laws Presentation: Students create a presentation on laws and regulations protecting the environment, discussing their significance in safeguarding natural resources, flora, fauna, and ecosystems. They analyze challenges in enforcing environmental laws.

6. Environmental Reporting Portfolio: Students compile a portfolio of environmental news stories, including investigative, in-depth, and interpretative reports. They demonstrate their ability to write for different media platforms and analyze major environmental movements.

7. Case Study Analysis: Students conduct a case study analysis of a major environmental movement in India, examining the media's response and coverage. They assess the effectiveness of media communication in shaping public opinion and influencing policy decisions.

These practical exam points cover various aspects of environmental communication, including environmental issues analysis, journalism ethics, media advocacy, policy debates, and case study analysis, ensuring a comprehensive evaluation of students' understanding and skills in the field.

Programme : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM – 5	Intercultural Communication (DSE –IV.4) / Practical	60

The practical examination of the subject Intercultural Communication should be focus on following points

- 1. Culture Presentation:** Students prepare a presentation defining culture and its components, including subcultures, social institutions, and primary and secondary value systems. They explore how culture shapes individuals and societies.
- 2. Philosophical and Religious Dimensions Debate:** Students engage in a debate discussing the philosophical and religious dimensions of intercultural communication. They explore how philosophical and religious beliefs influence worldview and communication practices.
- 3. Mass Media Analysis:** Students analyze how modern mass media serve as vehicles for intercultural communication. They examine how media content reflects and shapes cultural perceptions and discuss strategies for overcoming cultural barriers in media representation.
- 4. Technology Impact Discussion:** Students discuss the impact of new technology on culture and communication in a globalized world. They explore how advancements in technology facilitate intercultural exchange but also pose challenges to cultural preservation and identity.
- 5. Folk Media Exploration:** Students explore the characteristics, concepts, and functions of folk media in intercultural communication. They examine how traditional forms of communication, such as dance and music, serve as instruments for cultural expression and exchange.

These practical exam points cover various aspects of intercultural communication, including cultural understanding, communication processes, media representation, technology impact, and global perspectives, ensuring a comprehensive evaluation of students' knowledge and skills in navigating cultural diversity.

Programme : M.A. Journalism and Mass Communication

Semester - IV

Code of the Course/Subject	Title of the Course/Subject	Total Numbers of Periods
4MJM –5	Research Project Report /Phase II (DSC - 20) /Practical	60

COs – After completion of the course, the student would be able to:

1. Acquire the knowledge about various fields of research.
2. Conduct research project on various topics and research problems and submit the report at the time of exam.

Each student will have to submit a report in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the project is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, model and such other research based formats aimed at create in new knowledge in any area of mass communication.

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1	Select research problem and title of research project.
2	Select research design for specific subject.
3	Select tools and sampling method for collection of data.
4	Use statistical / Non statistical methods for collected data.
5	Write a report on selected research subject.

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