

Sant GadgeBaba Amravati University, Amravati.

**Teaching and Learning Scheme: for the Degree of
Bachelor of Journalism & Mass Communication
(Three Years-Six Semesters Bachelor's Degree Programme)**

Inter Disciplinary

As Per NEW National Education Policy (NEP) – 2026-27

Syllabus

Three Years- Six Semesters Bachelor's Degree Programme Teaching, Learning & Evaluation
Scheme For the Degree of Bachelor of Arts with the

Major Discipline/Subject-Journalism & Mass Communication

(Major, Minor, VSC, SEC, VEC & AI)

SEMESTER – I to VI - Level – 4.5 to 5.5

(Major Code 815 – Journalism & Mass Communication)

(Minor Code 817- Mass communication & Journalism)

Effective from Academic Year 2026-27

Ad-Voc Board of Journalism & Mass Communication

Inter Disciplinary faculty

SANT GADGEBABA AMRAVATI UNIVERSITY, AMRAVATI.



B.A. JOURNALISM AND MASS COMMUNICATION

About Course -

Journalism & Mass Communication gives training to the students in both technical skills and critical analysis of the media spectrum. The course includes the study of mass media such as newspapers, magazines, cinema films, radio, television etc. in order to convey information to the audience. The course is comprised of the concept of news, the role of journalism in society, history of journalism, skills in identifying news and also covers political and social issues of particular society. Needless to say, journalism has emerged as an extremely popular career option. And the common route to enter this field is often through a degree of journalism and mass communication (J&MC). This qualification not just enhances your chances of getting a ticket to the newsroom but can also be useful for other fields such as communications, marketing, education, entertainment and Public Relations.

POs of General Higher Education Programme:

Students of all under graduate general degree Programme at the time of graduation will be able to -

PO1.Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2.Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

PROGRAMME SPECIFIC Objective (PSOs): BA Journalism and Mass Communication (UG)

- 1) To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
- 2) To develop the learner into competent and efficient Journalist in media Industry-ready professionals.
- 3) To empower learners by communication, professional and life skills.
- 4) To impart Information Communication Technologies (ICTs) skills, including digital and media Literacy and competencies.
- 5) To imbibe the culture of research, innovation, entrepreneurship and incubation.
- 6) To inculcate professional ethics, values of Indian and global culture.
- 7) To prepare graduates who will thrive to pursue life-long learning to fulfill their goals.

PROGRAMME SPECIFIC OUTCOMES (PSOs): (UG Course)

After completing this undergraduate programme, a learner:

PSO1- Shall acquire complete knowledge of Mass communication & Journalism and related study area.

PSO 2 - Shall acquire the knowledge related to media and its impact.

PSO 3 - Shall be competent enough to undertake professional job as per demands and requirements of Print Media, Corporate sector, Government and Electronic Media Industry.

PSO 4 - Shall empower themselves by communication, professional and life skills.

PSO 5 - Shall be able to enhance the ability of leadership.

PSO 6- Shall become socially responsible citizen with global vision

PSO 7- Shall be equipped with ICTs competencies including digital literacy.

PSO 8 - Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.

PSO 9 - Shall have an understanding of acquiring knowledge throughout life.

PSO 10 - Shall acquire the understanding of importance of cooperation and teamwork.

What Does This Degree equips you with? -

The degree will, first of all, develop your communication skills.

It will help you learn the nuances of reporting, researching and investigating and writing good copy.

It will also provide you with technical skills like layout designing, web designing, photography, radio programming and production, video production, packaging and editing and the likes. For those who have dreams of being an anchor on television or a jockey on radio, this course may be the perfect option. It will help you overcome shyness and develop your oratorical and communication skills. Industry connects through internships and short-term training sessions, a mandatory component of the course, will help in honing your skills and make you industry-ready. It also trains you to work under pressure and have a flexible and creative approach towards work. The course also teaches you the importance of teamwork.

Advantage of Studying Journalism and Mass Communication -

While studying this course, there are certain skills that you will gain. These skills will help you succeed in the field and tread on the path of a successful career.

Here are the top skills that you will gain:

Good writing skills

Communication skills and a knack for storytelling

Creativity and Thinking Out of the Box

Research ability and Critical Analysis

Flexible approach to work

Inter-personal and Networking skills

Commitment to work against deadlines

What You Can do With a BA.JMC Degree:-

Students passing out from the BA.JMC course have opportunities galore not just in the news media industry but in various other sectors as well. These opportunities may typically found in such organizations/fields as -

1. Newspapers and magazines—both print and online (for jobs like editing, reporting, photography, content creation, web designing, graphic designing etc.)
2. Radio AM and FM stations (for jockeying, production and programming)
3. TV channels (reporting, editing, production, programming, guest relations, camerapersons, software and graphics etc.)
4. Digital media companies for Content creation—in all formats
5. Advertising agencies
6. Corporate PR (in their Communications and Marketing Communications and Marketing divisions)
7. Government Media Departments
8. PR agencies
9. Event Management Companies
10. Media Research Companies
11. Legal Firms (for their documentation and research work)
12. NGOs (for their communications and documentation roles)
13. Think tanks (as journalists cover politics, economy, foreign affairs, and many a time they get hired by such organizations for their in-depth knowledge in these fields)
14. Lecturers/Professors of Media Studies
15. Media advisers to Governments/Political parties
16. Travel Journalism
17. Freelance opportunities

As one can see, there is a huge diversity in the bouquet of opportunities that is available for a J&MC student. That is the reason why there is a growing demand for this course. Many government-owned and private Universities are offering it both at the degree and post-graduate levels.

Job opportunities for BA JMC Undergraduate course -

There are numerous job opportunities available for Journalism and Mass communication students, the type of job opportunities can get is often dependent on their 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.

Following are the various job profiles offered to graduates in Journalism and mass communication:

- Journalist • Researcher in Media • Communication Expert • 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. • Social Media handler • Photo journalist, photo editor

Dr. Kumar Bobade
Chairman, Ad-Voc Board of Mass Communication
Sant Gadgebaba Amravati University, Amravati.

Teaching and Learning Scheme
The Degree of Bachelor of Arts in Journalism and Mass Communication
(Three years – Six Semester Bachelor Degree Programme)
B.A. Journalism and Mass Communication
B.A. Part 1 SEM I
Vertical A – Course Code – 815201

Title – DSC 1.1 – Fundamental of Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 100	
4.5	I	815201 Major Theory I	Fundamental of Journalism	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To define the concept of Journalism 2. To Make aware about Different functions of communication 3. To know the importance of Journalism in society 4. To apply the knowledge of subject for contribution in progress of the nation.						
Course Outcomes	After successful completion of course students should be able to – 1. Think critically, creatively, independently, carry out journalistic research and take up internship and jobs. 2. Demonstrate the ability to make thoughtful decision within the framework of the principles of Journalism. 3. Develop production skills and techniques. 4. Understand the rights and responsibilities of journalists. 5. Write effective contents for news media outlets and build network						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Definition of Journalism. Objectives of Journalism. Ideals, Purpose and Functions of Journalism. Kinds of Print Journalism - Newspapers, Periodicals and Specialized Magazines.					11 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Role of Journalist. Functions of Journalist. Journalism Ethics and Standard - Qualities of Journalist. Trends in Modern Journalism. Celebrity Journalism.					11 Hours	
Unit III	Press: mission-profession or industries. Specialties and limitation of Journalism. Effect of Journalism on society. Social responsibility of Journalism.					9 Hours	
Unit IV	Role of Press in Democracy Media and Government. Importance of Journalism in Information Era. Responsibilities of Journalist.					9 Hours	
Unit V	History of Journalism. History of journalism in India – from earlier days to 1880's Tilak Era. Role of Journalism in freedom movement – brief history of major English and language newspapers and magazines.					11 Hours	
Unit VI	A brief review of the evolution of Indian Journalist - with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, M.K.Gandhi, S.Sadanand, and B.G. Horniman.					9 Hours	

Internal Assessment:

Here are some internal assessment suggestions the subject **Fundamentals of Journalism**

- 1. Essay Assignment:** Write an essay defining journalism, its objectives, and its core functions. Discuss how these elements are interconnected.
- 2. Comparative Analysis:** Compare and contrast newspapers, periodicals, and specialized magazines in terms of content, target audience, and format.
- 3. Field Visit Report:** Visit a local newspaper or magazine office and write a report on their operations, focusing on the differences between various types of print journalism.
- 4. Code of Ethics Review:** Research and present on various journalism codes of ethics from around the world, highlighting similarities and differences.

- 5. Profile Writing:** Write a profile on a prominent journalist, focusing on the qualities that make them successful.
- 6. Trend Analysis:** Write an analytical paper on current trends in modern journalism, such as digital journalism, data journalism, or celebrity journalism.
- 7. Debate:** Organize a class debate on whether journalism is a mission, a profession, or an industry. Students should prepare arguments for each perspective.
- 8. Case Study Analysis:** Analyze the impact of a major news event on society, discussing the role of journalism in shaping public opinion.
- 9. Panel Discussion:** Host a panel discussion on the relationship between media and government, inviting guest speakers from both fields if possible.
- 10. Research Paper:** Write a research paper on the role of journalism during the freedom movement, highlighting the contributions of major English and language newspapers and magazines.
- 11. Presentation:** Prepare and deliver a presentation on the evolution of Indian journalism, focusing on the contributions and legacies of these key figures.

These assessments aim to provide a comprehensive understanding of the fundamental aspects of journalism, encouraging both theoretical knowledge and practical application.

References:

- Mass Media: W.L. Rivers
- Introduction to Journalism: Fraser Bond
- Mass Communication and Journalism in India: D.S.Mehta
- Indian Journalism: Nadig Krishnamurthy
- Journalism in India: Sarathy R. Partha
- The Press: M.Chalpathyrao
- The Theory and Practice of Journalism: B.N. Ahuja
1. Mass Communication – Principles and Concepts – Seema Hasan, CBS Publishers, Delhi.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests–Assessment on any two (Open Book Test/MCQ/Objective type Test/Descriptive Test)	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1.Eight Short Type question Pattern – solve any4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical B – Course Code – 817201

Title – DSC 2.1 - Introduction to Communication

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks 100	
4.5	I	817201 Major/ Minor Theory II	Introduction to Communication	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1.To define the concept of Communication 2.To make aware about different functions of communication 3.To know the importance of communication in society 4. To apply the knowledge of subject for contribution in progress of the nation.
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Course Outcomes	After successful completion of course students should be able to – CO1- Communicate ethically, responsibly and effectively as local, national, international and global citizens and leaders. CO 2- Communicate competently in groups and organizations. CO 3-Monitor and model interpersonal communicative competence. CO 4-Possess skills to effectively deliver formal and informal oral presentations to a variety of audiences in multiple contexts. CO 5- Construct effective written messages in various formats and styles to a variety of audiences.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Communication. Concept and definition of Communication. Features and Scope of Communication. The process of Communication – Message, Sender, Channel, Encoding, Receiver, Decoding, Feedback, Noise.	11 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Human Communication. Elements and functions of Communication. Essentials of Communication - 7 Cs of communication. Barriers to Communication.	9 Hours	
Unit III	Essentiality of Communication in Social Groups. Communication and Socialization. Effective Communication. Communication and Culture.	9 Hours	
Unit IV	Intrapersonal Communication. Interpersonal Communication. Oral, and Visual Communication. Verbal and Non-Verbal Communication.	11 Hours	
Unit V	Written Communication. Upward and Downward Communication. Group Communication. Participation in Small Groups. Differences between Personal and Group	9 Hours	
Unit VI	History of Communication. The age of Sign and Signals. The Age of Speech and Languages. The Age of Writing. Pictography. Phonetic Writing. Alphabetical Writing. Development of Portable Media. The Age of Print Spread of Literacy. The age of Mass Communication.	11 Hours	

Internal assessment–

Here are some internal assessment suggestions for the subject **Introduction to Communication**

- 1. Assignment:** Write a detailed essay defining communication and explaining its significance in various contexts (personal, professional, societal).
- 2. Presentation:** Prepare a short presentation on different communication models (e.g., Shannon-Weaver model, Berlo's SMCR model) and explain their components.
- 3. Group Discussion:** Organize a class discussion on the role of communication in different fields (e.g., healthcare, business, education).
- 4. Case Study Analysis:** Analyze a real-life case study to identify elements of the communication process (message, sender, channel, encoding, receiver, decoding, feedback, noise).
- 5. Flowchart Creation:** Develop a flowchart that illustrates the communication process in a specific scenario (e.g., workplace communication).
- 6. Self-Assessment:** Have students evaluate their own communication based on the 7 Cs and identify areas for improvement.
- 7. Research Assignment:** Write a paper on common barriers to communication in a specific context (e.g., cross-cultural communication).
- 8. Panel Discussion:** Host a panel discussion on the role of communication in socializing within different cultures.
- 9. Checklist Creation:** Develop a checklist for effective communication practices.
- 10. Cultural Exchange Activity:** Pair students from different cultural backgrounds to share and discuss their communication norms.
- 11. Reflection Paper:** Write a reflection on personal intrapersonal communication (e.g., self-talk, self-reflection) and its impact on decision-making.

- 12. Role-Play:** Conduct role-playing activities to practice interpersonal communication skills (e.g., active listening, empathy).
- 13. Presentation:** Prepare a presentation comparing and contrasting oral, visual, verbal, and non-verbal communication.
- 14. Activity:** Create a visual poster that explains the differences and significance of each communication type.
- 15. Case Study:** Analyze case studies where upward and downward communication impacted organizational outcomes.
- 16. Group Project:** Work on a group project that requires effective communication and collaboration.
- These assessments aim to enhance students' understanding and practical skills in various aspects of communication.

References:

1. Mass Communication – Principles and Concepts – Seema Hasan, CBS Publishers, Delhi.
2. Mass Communication theory and practice; (1994): Uma Narula
3. Communication theories and models: Haran and Andal
4. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
5. Communications – B.N.Ahuja, S.S.Chhabra – Surjeet Publication, Delhi.
6. Mass Communication – Aspi Doctor, FerzanaA.Chaze – Sheth Publication, Mumbai.
7. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
8. Mass Communication in India - Keval J. Kumar
6. Mass Communication – R.K.Chatterjee, National Book Trust, New Delhi.
9. प्रसारमाध्यमेआणिसमाज – डॉ.सुधीरभटकर, डॉ.विनोदनिताळे, डॉ.गोपीसोरडे – अथर्वपब्लिकेशन, जळगाव.
- 10.माध्यमांचेअंतरंग - डॉ.सुधीरभटकर, डॉ.विनोदनिताळे, डॉ.सोमनाथवडनेरे – प्रीतमपब्लिकेशन, जळगाव.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	Internal 40 Marks
1.Classtests–Assessment on any two(Open Book Test/MCQ/Objective type Test/Descriptive Test)	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (instruction for Paper Setter)	Theory External 60 Marks
1.Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10= 40 Marks)	40

Vertical D – Course Code – 815202

Title – SEC 1 – Citizen Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
4.5	I	815202 SEC Practical 1	Citizen Journalism	2	60	2 Hrs.	Internal 50

Course Objectives	1. To develop the concept and scope of citizen journalism among students. 2. To Make aware about the responsibility of citizen journalists. 3.Toenhance the journalistic skills 4. To apply the knowledge of subject for contribution in progress of the nation.
Course Outcomes	After successful completion of course students should be able to – 1. Provide a clear definition of citizen journalism, its origins, and its role in the contemporary media landscape. 2. Develop proficiency by using digital tools and technologies, including smartphones, social media platforms, blogging software, and other relevant applications for citizen journalism. 3. Understand the ethical considerations and responsibilities associated with citizen

	journalism, demonstrating a commitment to accuracy, fairness, and accountability. 4. Understand effective storytelling techniques suitable for citizen journalism across various media formats, including text, audio, video, and multimedia. 5. Develop skills in conducting interviews, gathering information, and reporting on events as a citizen journalist, both in traditional and non-traditional settings.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Training on using smartphones, social media, blogging platforms and other digital tools,	12 Hours	1.Classroom Lecture and study 2.Experiential learning 3.Assignment 4.Participative learning 5.Guest Lectures
Unit II	Interviewing and Reporting Techniques – Conducting interviews and reporting on events as a citizen journalist, techniques for on the ground reporting. Building a personal brand as a citizen journalist.	12 Hours	
Unit III	Multimedia elements into citizen journalism- such as video, podcasts and info graphics, basic skills in photo and video editing.	12 Hours	
Unit IV	Storytelling Techniques – Developing effective storytelling techniques for citizen journalists, writing for different platforms and audience, Understanding the needs and interests of the audience.	12 Hours	

Internal Assessment:-

Here are some internal assessment suggestions for each unit of the subject **Citizen Journalism**

- 1. Case Study Presentation:** Present a case study of a significant event reported by citizen journalists, highlighting its influence on mainstream media coverage.
- 2. Research Paper:** Write a research paper exploring the origins and development of citizen journalism, including its early examples and how it has changed over time.
- 3. Code of Conduct Development:** Develop a code of conduct for citizen journalists, outlining guidelines to ensure accuracy, fairness, and objectivity.
- 4. Tech Workshop:** Conduct a workshop introducing various tools and technologies used in citizen journalism (e.g., smartphones, cameras, social media platforms).
- 5. Hands-on Training:** Provide practical training sessions on using smartphones for reporting, managing social media accounts, and creating content on blogging platforms.
- 6. Project:** Create a blog or social media page dedicated to a specific topic, regularly updating it with reports and multimedia content.
- 7. Multimedia Project:** Create a multimedia report on a local event, incorporating video, podcasts, and infographics. Ensure that the report is well-edited and engaging.
- 8. Storytelling Assignment:** Write a series of articles on different platforms (e.g., blog post, social media update, video script) focusing on storytelling techniques suitable for each medium.
- 9. Audience Analysis:** Conduct a survey to understand the interests and needs of a specific audience, then tailor a story that addresses these insights.
- 10. Interview Practice:** Conduct mock interviews, focusing on developing questioning techniques and handling different interview scenarios.
- 11. Field Reporting Assignment:** Report on a local event as a citizen journalist, using various reporting techniques learned in class. Provide a comprehensive report including interviews and multimedia elements.

These assessments aim to provide a holistic understanding and practical experience in citizen journalism, equipping students with the necessary skills and ethical grounding to excel in this field.

References:

1. We the Media: Grassroots Journalism by the people for the people – Dan Gillmor
2. Citizen Journalism: Global Perspectives – Stuart Allan and Einar Thorsen
3. Digital Literacy – Paul Glistter
4. The New Digital Storytelling: Creating Narratives with New Media – Bryan Alexander
5. Civic Media: Technology, Design, Practice – Eric Gordon and Paul Mihailidis

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20

2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30
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Vertical E – AEC (English) – Course Code – 815231

Title – Communicative English - 1

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	I	815231 AEC (English)	Communicative English - I	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. Students acquire the ability to use the language Fluently, Correctly, Confidently and naturally in real situation. 2. Students imbibe and internalize the language. 3. Enhance the level of literary and aesthetic experience of students and to help them respond creatively. 4. Provide the students with an ability to build and enrich their communication skills. 5. Broaden their outlook and sensibility and acquaint them with cultural diversity and divergence in perspectives.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	Four skills of Language Acquisition (Listening, Speaking, Reading and Writing) Grammar and Usages - Nouns, Pronouns Adjectives, Adverbs, Prepositions, Relative Clauses and Articles.	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3.Assignment 4. Participative learning 5. Guest Lectures
Unit II	English in situations (At the Post office, Bank, Railway station, Customer care etc.)	7 Hours	7	

Internal

1. Class tests (Open Book Test/ Objective type Test/Descriptive Test)
2. Assignment/Seminar/Group Discussion/Visit Report

References:

1. B.K. Dasnd A.David, A Remedial Course in English, Book 2, C.I.E.F.L.
2. Raymond Murphy, Essential English Grammar, New Delhi, Cambridge University Press, 1992.
3. ABC of common grammatical errors-Nigel D. Turton
4. A Practical English grammar (oxford India 2002)

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (Marathi) – Course Code – 815232

Title – Communicative Marathi – 1

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	I	815232 AEC (Marathi)	Communicative Marathi - I	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. The students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing in Marathi / Hindi. 2. The students will be able to differentiate the speaking language in various region of Maharashtra state. 3. The students will be able to analyze the mistakes in writing. 4. The students will gain confidence in using Marathi/ Hindi language in various communication situations, both formal and informal 5. The students will be able to write resume and letters in Marathi/ Hindi language			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	भाषेची उत्पत्ती – भाषा म्हणजे काय?, भाषेचे महत्व, उत्पत्ती सिद्धांत, भाषेचे स्वरूप आणि उपयोग	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	भाषिक परिवर्तन – ध्वनी आणि ध्वनी परिवर्तनाचे प्रकार, ध्वनी परिवर्तनाची कारणे. अर्थ परिवर्तनाचे प्रकार, अर्थ परिवर्तनाची कारणे	7 Hours	7	

References:

१. भाषाविज्ञान परिचय - डॉ.स.गं.मालशे, डॉ.द.दि.पुंडे, डॉ.अंजली सोमण
२. भाषाशास्त्र परिचय - डॉ. राजशेखर हिरेमठ
३. सुगम मराठी व्याकरण लेखन - कै.मो.रा. वाळिंबे
४. सुबोध मराठी व्याकरण - डॉ.चंद्रहास जोशी
५. हिंदी व्याकरण - कामताप्रसाद गुरु
६. हिंदी भाषा की संरचना - डॉ. भोलानाथ तिवारी
७. प्रयोजनमूलक हिंदी तथा मीडिया लेखन - बापूराव देसाई

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – IKS – Course Code – 815203

Title – Indian Knowledge System

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	I	815203 IKS Generic	Indian Knowledge System	2	30	2 Hrs.	Internal 50

Course Objectives	1. To develop an understanding of the fundamental concepts of Indian Knowledge Systems, including Indian philosophy, Vedas, Upanishads, Darshanas, and classical traditions of knowledge. 2. To familiarize students with the principles of Ayurveda, Yoga, ethics, lifestyle practices, and their relevance in promoting physical, mental, and spiritual well-being in contemporary society. 3. To introduce students to the scientific and technological achievements of ancient India in the fields of astronomy, mathematics, chemistry, metallurgy, architecture, life sciences, and engineering. 4. To enhance awareness of India’s rich literary, artistic, cultural, and economic heritage through the study of epics, Puranas, Natyashastra, Arthashastra, Vidyas, and classical literature. 5. To encourage critical thinking and appreciation of the relevance of ancient Indian wisdom, ethical values, and sustainable practices in modern education, society, and global development.		
Course Outcomes	After completion of this course successfully students would be able: 1. Develop an appreciation about the role and importance of Veda, Vedangas, Upanishadas, Ramayana, Mahabharata, Prominent ancient art forms and skills etc. 2. Gain knowledge about the role and importance of Yoga and Ayurveda. 3. Understand the role and contribution of ancient Indian Science 4. Understand the role and contribution of ancient Indian Art and Literature.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Indian Knowledge & Philosophy: 1. Nature of Knowledge – Difference between information and knowledge, The five sense organs and their respective perceptions, Nature of mind and intellect, True Vs False knowledge, Means of acquiring knowledge – Perception (Pratyaksha), Inference (Anumana), Comparison (Upamana), Verbal Testimony (Shabda), Introduction to other means (Pramanas). 2. Introduction to Vedas and Vedangas – Overview of the four Vedas and their six branches (Vedangas). 3. Introduction to the Ten Principal Upanishads 4. Introduction to the six Classical Philosophical schools (shat Darshanas), 5. Introduction to Buddhist and Jain Philosophy. 6. Introduction to Puranic Literature – Nature of Puranas, their definition, major themes and a basic overview of the 18 Mahapuranas 7. Introduction to Ramayana 8. Introduction to Mahabharata	8 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning
Unit II	Introduction to Ayurveda and Yoga: 1. Nature of Ayurveda – Its scope, objectives, applications and global recognition. 2. Introduction to Ancient Ayurvedic Scholars – Charaka, Sushruta, Vebhata etc., their texts and contributions. 3. Ayurvedic Daily Routine (Dinacharya) and Seasonal Regimen (Rutucharya) 4. Diet, lifestyle and thought – Concept of wholesome food, incompatible foods (Viruddha Ahar) and mental hygiene. 5. Introduction to Yoga Shastra – Contribution to Maharshi Patanjali and other sages; their text and teachings. 6. Surya Namaskar and important Yogic Posture (Asanas) –	7 Hours	5. Guest Lectures

	Their significance and applications. 7. Introduction to various Yogic Mudras – Their meanings and benefits.		
Unit III	Ancient Indian Science and Technology: 1. Science thought in ancient India – The psychological foundation of this thought. Its ecological and sustainable nature. Science in daily life. 2. Ancient Indian Astronomy - Ancient texts, authors, major theories and comparison with modern astronomy. 3. Ancient Indian Chemistry (Rasayana Shastra) – Related texts, authors, major concepts and their modern relevance. 4. Ancient Indian Metallurgy and Physics – Texts, authors, key principles and their modern relevance. 5. Ancient Indian Mathematics – Texts, mathematicians, key theories and comparison with contemporary systems. 6. Ancient Indian Architecture and Vastu Shastra – Ancient Texts, authors, key principles and comparison with modern architectural science. 7. Ancient Indian Life Science (Botany and Zoology) – key texts, authors, key principles and comparison with modern relevance. 9. Ancient Indian Technology – Evidence and practices of ancient technology with special reference to civil engineering-architecture, Metallurgy and Instruments.	8 Hours	
Unit IV	Ancient Indian Art, Economics and Literature: 1. Bharatamuni's Natyashastra and Philosophy of Drams (Rupaka Chintan) 2. Introduction to Sanskrit Epics – Brief overview of the five major epics in Sanskrit literature. 3. Introduction to Ancient Indian Authors – Important literacy figures and their key words. 4. Introduction to Kautily's Arthashastra – Structure of the text, subjects covered and its relevance in modern times. 5. Introduction to the 14 Vidyas (branches of knowledge) 6. Introduction to the 64 Vidyas (Kalas) 7. Introduction to ancient Indian Ethics (Niti Shastra) – The ultimate aim of education as ethics, Nature of Indian thought, Introduction to important texts on ethics.	7 Hours	

References:

1. Collection of Four Vedas (Rigveda Samhita, Yjurveda Samhita, Samveda Samhita, Athara Veda Smhita), by Pandit Shriram Sharma Acharya, Motilal Banarasidas.
2. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi, Hindology Books 2008.
3. S.K. Das, The eductin system of Ancient Hindus, Gyan publication House, India.
4. B.L. Gupta Value and distribution system in India, Gyan publication House, India.
5. Rashmi Ramdhoni, Ancient Indian Culture and Civilization, Star Publication, 2008.
6. M. Hiriyanna, Essentials of ndian Philosophy. London, Diane Publication, 1985

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – VEC – Course Code – 815204

Title – Environmental Studies

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	I	815204 VEC Theory	Environmental Studies	2	30	2 Hrs.	Internal 50

Course Objectives	1. To introduce students of all faculties to the basic concepts, scope and importance of Environmental Studies in contemporary life. 2. To develop understanding of ecosystems, natural resources, biodiversity and major environmental challenges at local, national and global levels. 3. To relate environmental issues with sustainable development, ethics, constitutional responsibility and responsible citizenship. 4. To familiarize students with Indian Knowledge System, traditional ecological wisdom and community-based environmental practices. 5. To introduce the role of modern tools including Artificial Intelligence, digital technologies and data-based approaches in environmental monitoring and management.		
Course Outcomes	After completion of the course, the students will able to: 1. Explain the multidisciplinary nature, scope and significance of environmental studies and sustainable development. 2. Describe the structure and function of ecosystem, natural resources, biodiversity and their relevance development. 3. Analyze major environmental problems such as pollution, climate change, resource depletion and biodiversity loss in relation to society and development. 4. Apply principles of environmental ethics, sustainable living and ecological citizenship in personal, academic and community context. 5. Examine the contribution of Indian Knowledge Systems and appropriate modern technologies including AI-based tools in environmental conservation and decision making.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Environmental Studies: Foundation, scope and contemporary relevance 1.1 Concept, definition, scope and multidisciplinary nature of Environmental Studies. 1.2 Components of environment: Physical, biological, social and cultural environment. 1.3 Need and importance of environmental education in higher education; environmental awareness as a lifelong civic responsibility. 1.4 Sustainable development: concept, pillars, intergenerational equity, SDGs and lifestyle for Environment (LiFE). 1.5 Human-environmental relationship and ecological footprint. 1.6 Constitutional, ethical and social responsibility toward environment.	8 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Natural Resources, Ecosystems, Biodiversity and Indian Ecological Wisdom 2.1 Natural resources: forest, water, land, food, mineral and energy resources use, overexploitation, conservation and sustainable management. 2.2 Ecosystem; concept, structure, functions, food chain, food web, ecological pyramids and energy flow. 2.3 Biodiversity: levels, values, threats and conservation; India as a mega-diversity nation. 2.4 In-situ and ex-situ conservation: biodiversity hotspots with special reference to India. 2.5 Traditional ecological knowledge in India: sacred groves, water harvesting traditions, biodiversity-friendly customs and community stewardship. 2.6 Indian Knowledge System (IKS) and Environmental wisdom in agriculture, water conservation, forestry and	7 Hours	

	harmonious living with nature.		
Unit III	Environmental pollution, climate change and technology for sustainability 3.1 Environmental pollution: air, water, soil, noise, thermal and solid waste pollution-causes, effects and control measures, 3.2 Climate change: global warming, ozone depletion, acid rain and extreme weather events. 3.3 Waste management: biodegradable and non-biodegradable waste, e-waste, plastic waste, biomedical waste, 5R principles and circular economy. 3.4 Environmental health: sanitation and sustainable urban living. 3.5 Role of science and technology in environmental management: GIS, remote sensing, sensors, digital dashboard and environmental monitoring tools. 3.6 Introduction to artificial intelligence in environment: AI for climate prediction, precision agriculture, disaster forecasting, biodiversity mapping, pollution monitoring and smart resource management. 3.7 Opportunities and limitation of AI: data quality, bias, energy use, ethics and responsible technology deployment.	8 Hours	
Unit IV	Society, policy, ethics and ecological citizenship 4.1 Environment and society: population, urbanization, consumerism and environmental justice. 4.2 Environmental ethics, value education and ecological citizenship: individual and collective responsibility. 4.3 Major environmental movement in India and role of communities, youth and civil society. 4.4 Environmental policies and legal framework: basic introduction to Environment Protection Act, Wildlife Protection Act, Forest Conservation Act, Biological Diversity Act and constitutional responsibility. 4.5 Role of institutions: media, education, local self – government and NGOs in environmental protection. 4.6 sustainable campuses and green practices: water saving, energy conservation, waste segregation, biodiversity-friendly campus, carbon-conscious behavior. 4.7 local action and future pathways: community participation, citizen science, green entrepreneurship and innovation for sustainability.	7 Hours	

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

References:

Text Books/Reference Books

1. **Bharucha, Erach.** *Textbook of Environmental Studies for Undergraduate Courses of All Branches of Higher Education.* University Grand Commission, New Delhi.
2. **Kaushik, Anubha and KAushik, C. P.** *Perspectives in Environmental Studies.* New Age International Publishers.
3. **Rajagopalan, R.** *Environmental Studies: From Crises to Cure.* Oxford University Press, India
4. **Singh, Y. K.** *Environmental Science.* New Age International Publishers.
5. **Chawala, Shashi.** *A Textbook of Environmental Science.* Tata McGraw-Hill

B.A. Journalism and Mass Communication

Part 1 SEM II Level 4.5

Vertical A – Course Code – 815205

Title – DSC 1.2 – Marathi Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 100	
4.5	II	815205 Major Theory I	Marathi Journalism	4	60	3Hrs.	External 60	Internal 40

Course Objectives	1. To understand the History and growth of Marathi Journalism 2. To make aware about the role and function of Marathi Journalism in Social movements. 3. To know the contributions of eminent Journalists in Marathi Press. 4. To apply the knowledge of subject for contribution and progress of Marathi Journalism.						
Course Outcomes	After successful completion of course students should be able to – 1. Understand the history and growth of Marathi journalism. 2. Gets the knowledge of Marathi journalism in freedom movement, Sanyukt Maharashtra Movement and Social Movement in Maharashtra. 3. Learned the role and contribution of eminent personalities in the progression on Marathi journalism. 4. Get the information of leading Marathi newspapers in Maharashtra. 5. Understand the importance of Marathi journalism in the regional newspapers and media.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Genesis of Marathi press–Role of Marathi press in the freedom movement. Sanyukta Maharashtra Movement and other social movements.					10 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Eminent personalities of Marathi press–Balshastri Jambhekar, Mahatma Jyotiba Fule, Lokmanya Tilak, Gopal Ganesh Agarkar, Dr. Babasaheb Ambedkar, P.K. Atre, Nanasahab Parulekar, G.T. Madkholkar, P.V. Gadgil, A.G. Shevade					12 Hours	
Unit III	Leading newspapers in Maharashtra -Times of India, Indian Express. Lokmat, Maharashtra Times, Loksatta, Sakal, Divya Marathi,					8 Hours	
Unit IV	History of Regional Newspapers in Vidarbha – Contribution of regional newspapers in freedom movement and social movement, Contribution of ‘Sandeshkar’ Achyut Balavant Kolhatkar and ‘Maharashtrakar’ Gopalrao Anant Ogale, Loknayak Babuji Ane. Dr. Panjabrao Deshmukh, Patramaharshi Balasaheb Marathe.					12 Hours	
Unit V	Leading Marathi Magazine in Maharashtra– Marmik, Lokrajya, Chitralkha, Lokprabha, etc.					8 Hours	
Unit IV	News Agencies- History, Function, Role, PTI, UNI & Other Indian Agencies News and Feature syndicate.					10 Hours	

Internal assessment–

Here are some internal assessment suggestions for the subject Marathi Journalism:

- 1. Presentation:** Prepare presentation on the Sanyukta Maharashtra Movement, focusing on the role of the Marathi press in promoting this movement.
- 2. Case Study Analysis:** Analyze a case where a Marathi newspaper significantly impacted a social movement. Discuss its strategies and outcomes.
- 3. Newspaper Review:** Select a current issue of Times of India and Lokmat. Compare their coverage of a significant event.

- 4. Editorial Analysis:** Analyze the editorial sections of Maharashtra Times and Loksatta over a week. Discuss the differences in editorial policies.
- 5. Research Paper:** Write a research paper on the contributions of ‘Sandeshkar’ Achyut Balavant Kolhatkarto the regional press.
- 6. Panel Discussion:** Organize a panel discussion on the contributions of regional newspapers to the freedom movement and social movements in Vidarbha.
- 7. Magazine Analysis:** Analyze the content and impact of an issue of Marmik and Chitrarekha. Discuss their target audiences and editorial styles.
- 8. Comparative Study:** Compare the formats and content of Lokrajya and other leading Marathi magazines. Discuss how each magazine addresses current issues.
- 9. Interview:** Conduct a mock interview with a representative of a news agency (e.g., PTI or UNI) about their operations and challenges.
- 10. Case Study:** Analyze a major news event and discuss how different news agencies reported it. Evaluate their reporting style sand accuracy.
Theseassessmentswillhelpstudentsgainadeeperunderstandingofthehistory, impact, andcurrent trends in Marathi journalism.

References:

- History of Indian Press – Growth of Newspaper in India, Surjith Publications, New Delhi(1988)-B.N. Ahuja
- RoleofPressintheFreedomMovement,Reliance,NewDelhi(1987)-MotilalBhargava
- The Press in India, National Book Trust, New Delhi (1974)-M. Chalapati Rao
- IndianJournalism,Prearrange,MysoreUniversity,Mysore(1966)-NadigKrishnamurthy
- FreedomMovementandThePress,CriterionPublications,NewDelhi(1990)-MadanGopal

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests–Assessment on any two (Open Book Test/MCQ/Objective type Test/ Descriptive Test)	20Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern–solve any 4outof 8 (4x5=20)	20
2. Six Long type questions Pattern -solve any4 out of 6 (4x10= 40Marks)	40

Vertical B – Course Code – 817202

Title – DSC 2.2 – Introduction to Mass Communication

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs.	Exam Duration	Max. Marks 100	
4.5	II	817202 Major/Minor Theory 1	Introduction to Mass Communication	4	60	3Hrs.	External 60	Internal 40

Course Objectives	1.To define the concept of Mass Communication 2.To make aware about different functions of Mass communication 3.Toknow the importance of Mass communication in society 4. To apply the knowledge of subject for contribution in progress of the nation.
Course Outcomes	After successful completion of course students should be able to – 1. Acquaint with the perspectives of Mass Communication as a science of communication study. 2. Familiarized with the different approaches and concepts of media studies. 3. Enable to see mass communication from the inter-disciplinary perspectives. 4. Develop their own focused area of interest. 5. Investigate and learn a range of working involving activities from creative production to promotion. 6. Apply knowledge, skills and leadership quality to contribute in different trades and crafts

	of all forms of media.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Nature, Definition and Scope of Mass Communication, Process of Mass Communication Characteristic Features of Mass Communication	10 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignments. 4. Participative learning 5. Guest Lectures
Unit II	Elements of Mass Communication Functions of Mass Communication Utility of Mass Communication	10 Hours	
Unit III	Tools of Mass Communication- newspapers, magazines, Radio, TV, Films, Internet etc.	10 Hours	
Unit IV	Mass Media and Democracy Mass Media and Culture Major Theories of Mass Communication. Authoritarian, Libertarian, Social Responsibility, Democratic participant and Development Media Theory.	10 Hours	
Unit V	Effect of Mass Communication. The advantages of Mass Communication. The disadvantages of Mass Communication. Mass Media and Public opinion. Persuasion and Propaganda.	10 Hours	
Unit VI	Mass Media and Society. Psychology and Sociology of Media Audiences. Socialization effect of the Media. Children and the Media. Children and the Indian Mass Media. Representation of Women in the Mass Media.	10 Hours	

Internal Assessment:-

Here are some internal assessment suggestions for the subject **Introduction to Mass Communication**

- 1. Class Presentation:** Prepare and deliver a presentation on the evolution and significance of mass communication.
- 2. Flowchart:** Create a flowchart illustrating the process of mass communication, from the sender to the receiver.
- 3. Case Study Analysis:** Analyze a real-world example of mass communication, breaking down the process into its key components.
- 4. Group Discussion:** Participate in a group discussion about the distinctive features of mass communication and how they compare to other forms of communication.
- 5. Utility Report:** Write a report on the various utilities of mass communication in different fields like education, health, and politics.
- 6. Info graphic:** Design info graphic showing the utility of mass communication in contemporary society.
- 7. Field Visit Report:** Visit a local newspaper or magazine office and write a report on their production process.
- 8. Film Review:** Write a review of a film that has had a significant impact on society, discussing its role in mass communication.
- 9. Debate:** Organize a debate on the role of mass media in a democratic society.
- 10. Research Paper:** Write a research paper on how mass media influences democratic processes and public opinion.
- 11. Case Study:** Conduct a case study on the influence of mass media on a specific cultural event or movement.
- 12. Class Debate:** Engage in a class debate on whether the advantages of mass communication outweigh its disadvantages.
- 13. Survey Project:** Conduct a survey to understand how mass media influences public opinion on a current issue.
- 14. Propaganda Analysis:** Analyze a historical or contemporary example of propaganda, discussing its techniques and effects.
- 15. Group Discussion:** Participate in a group discussion on the socialization effects of media.

These assessments aim to provide students with a comprehensive understanding of mass communication, including its processes, tools, effects, and theories, ensuring they are well-prepared for both academic and practical applications in the field.

References:

- Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
- Communications – B.N. Ahuja, S.S. Chhabra – Surjeet Publication, Delhi.

3. Mass Communication – Aspi Doctor, Ferzana A.Chaze – Sheth Publication, Mumbai.
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. Mass Communication in India - Keval J. Kumar
6. Mass Communication – R.K. Chatterjee, National Book Trust, New Delhi.
7. Mass Communication – Principles and Concepts – Seema Hasan, CBS Publishers, Delhi.
8. प्रसारमाध्यमे आणि समाज – डॉ. सुधीर भटकर, डॉ. विनोद निताळे, डॉ. गोपी सोरडे – अथर्व पब्लिकेशन, जळगाव.
9. माध्यमांचे अंतरंग - डॉ. सुधीर भटकर, डॉ. विनोद निताळे, डॉ. सोमनाथ वडनेरे – प्रीतम पब्लिकेशन, जळगाव.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Classtests–Assessment on any two (Open Book Test/MCQ/Objective type Test/ Descriptive Test)	20Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern–solve any 4outof 8 (4x5=20)	20
2. Six Long type questions Pattern -solve any4 out of 6 (4x10= 40Marks)	40

Vertical D – VSC – Course Code – 815206

Title – Writing for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks
4.5	II	815206 VSC Theory	Writing for Media	2	30	2 Hrs.	Internal 50

Course Objectives	1. To familiarize the students with writing skills for media 2. To enhance the students interest in writing for media. 3. To equip the students with recent trends in media writing.						
Course Outcomes	After successfully completion of course students should be able to – CO1 Understand the fundamentals, principles, ethics, and formats of writing for different forms of media including print, radio, television, and new media. CO2 Develop effective journalistic writing skills for print media such as news reports, articles, editorials, features, press releases, headlines. CO3 Apply scripting techniques and language aesthetics in preparing radio scripts, radio talks, jingles, news scripts, and podcasts. CO4 Demonstrate the ability to write and format scripts for television programmes, entertainment content, and TV news using appropriate language and presentation styles. CO5 Create and manage digital media content for online platforms and social media using modern writing techniques and web journalism practices. situations, both formal and informal						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing news reporting, column, article, feature, editorial, letter to editor, preparing press release etc. Content development: choosing a topic, identifying sources, gathering information and importance of rewriting. Letter to Editor, Press releases, Writing headlines, Picture Captions writing				8 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures	
Unit II	Radio: Introduction to writing for radio; Principles and elements of scripting: Aesthetics of language and grammar for radio scripting; script design and different script formats. Script for radio talk, script for radio jingle, reading news script, Podcast				7 Hours		
Unit III	Television: Basics principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; writing a script for entertainment programme and news.				8 Hours		

Unit IV	New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism. Create your own e-mail address, Face book, Twitter, LinkedIn, Instagram accounts. Analyse the contents of any five news portals. Create a Word Press page.	7 Hours	
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Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Books for reference

1. *History of Indian Journalism*: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok. (2002). *All about photography*. New Delhi: National Book Trust.
3. Kobre, Kenneth. (2000). *Photo journalism. The professional approach* (4th Ed). London: Focal Press
4. Horton, Brian. (2000). *Guide to photojournalism*. New York: McGraw-Hill
5. Chapnick, Howard. (1994). *Truth needs no ally: Inside photojournalism*. New York: University of Missouri Press
6. British Press Photographers Association. (2007). *5000 Days: Press photography in a changing world*. London: David & Charles.
7. Nair, Archana. (2004). *All about photography*. New Delhi: Goodwill Publishing House.

Vertical D – SEC – Course Code – 817203

Title – Models of Communication

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	II	817203 SEC Practical 2	Models of Communication	2	60	2 Hrs.	Internal 50

Course Objectives	1.To define the concept of Communication 2.To Make aware about Different functions of communication 3.To know the importance of communication in society 4. To apply the knowledge of subject for contribution in progress of the nation.						
Course Outcomes	After successfully completion of course students should be able to – 1. Know the types of communication and gain knowledge on the various attributes of media and mass communication. 2. Understand and use effectively the various models of communication and the techniques used in communication 3. Monitor and model interpersonal communicative competence. 4. Possess skills to effectively deliver formal and informal oral presentations to a variety of audiences in multiple contexts. 5. Construct effective written messages in various formats and styles to a variety of audiences.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Communication Models: Meaning and Definition, Importance and Utility of Models, Aristotle’s Model, LA swell’s Model.				15 Hours	1.Classroom Lecture and study 2.Experiential learning	
Unit II	SMCR Model. Shannon - Weaver’s Model. Osgood’s Model. Wilbur Schramm’s Model. Dance Model.				15 Hours		
Unit III	George Gerber’s Model.				15 Hours		

	Wesley and Maclean's Model. Newcomb's Model, Gate Keeping Model.		3.Assignment
Unit IV	Hypodermic Needle Theory, Two Step Flow Theory. Multi Step Flow Theory, Commercial Theory, Play Theory.	15 Hours	4.Participate learning 5.Guest Lectures

Internal Assessment:-

Here are some internal assessment suggestions for the subject **Introduction to Communication**

1. Presentation: Prepare a presentation on the significance of communication models in various contexts (e.g., media, interpersonal communication, business).

2. Analysis Report: Analyze any Model of Communication and discuss its relevance in modern communication scenarios.

3. Role-Play: Conduct a role-play exercise where students apply any Model of Communication to a real-life communication situation (e.g., a speech or debate).

4. Group Discussion: Discuss the strengths and weaknesses of the SMCR Model in small groups and present findings to the class.

5. Research Paper: Write a research paper on any Model, focusing on its origins, components, and impact on the field of communication.

6. Comparison Chart: Create a comparison chart of Osgood's and Wilbur Schramm's Models, highlighting similarities and differences.

7. Class Debate: Hold a class debate on the effectiveness of any Model in today's digital age.

8. Case Study: Analyze a news event using Wesley and Maclean's Model, identifying the flow of information and gatekeeping process.

9. Diagram and Presentation: Create a detailed diagram of any Model and present it to the class.

10. Practical Exercise: Conduct a practical exercise where students role-play as gatekeepers in a media organization, making decisions on what content to publish.

11. Group Presentation: Work in groups to create presentations comparing the Hypodermic Needle Theory and Two-Step Flow Theory.

12. Research Paper: Write a research paper on the Multi-Step Flow Theory, including examples from current media campaigns.

13. Survey and Analysis: Conduct a survey to understand how people use media to gratify their needs and present the findings.

14. Experiment: Conduct an experiment where students are exposed to different media messages and later test their perception and retention.

15. Presentation: Prepare a presentation on Marshal McLuhan's Theories, including concepts like "The Medium is the Message" and "Global Village."

These assessments aim to deepen students' understanding of communication models and theories, enhancing both their theoretical knowledge and practical skills in the field of communication.

References:

1. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
2. Communications – B.N. Ahuja, S.S. Chhabra – Surjeet Publication, Delhi.
3. Mass Communication – Aspi Doctor, Ferzana A. Chaze – Sheth Publication, Mumbai.
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. Mass Communication in India - Keval J. Kumar
6. Mass Communication – R.K. Chatterjee, National Book Trust, New Delhi.
7. प्रसारमाध्यमेआणिसमाज – डॉ.सुधीरभटकर, डॉ.विनोदनिताळे, डॉ.गोपीसोरडे – अथर्वपब्लिकेशन, जळगाव.
8. माध्यमांचेअंतरंग - डॉ.सुधीरभटकर, डॉ.विनोदनिताळे, डॉ.सोमनाथवडनेरे – प्रीतमपब्लिकेशन, जळगाव.
9. Mass Communication – Principles and Concepts – Seema Hasan, CBS Publishers, Delhi.

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (English) – Course Code – 815233

Title – Communicative English - 2

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	II	815233 AEC (English)	Communicative English – 2	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. Students acquire the ability to use the language Fluently, Correctly, Confidently and naturally in real situation. 2. Students imbibe and internalize the language. 3. Enhance the level of literary and aesthetic experience of students and to help them respond creatively. 4. Provide the students with an ability to build and enrich their communication skills. 5. Broaden their outlook and sensibility and acquaint them with cultural diversity and divergence in perspectives.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	Presentation skills: Definition, types and ways to improve presentation skills.	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Grammar and Uses. Tense, Passives, Modals, Negatives and Questions.	7 Hours	7	

Internal

- 1. Class tests (Open Book Test/ Objective type Test/Descriptive Test)
- 2. Assignment/Seminar/Group Discussion/Visit Report

References:

- 1. B.K. Dasnd A.David, A Remedial Course in English, Book 2, C.I.E.F.L.
- 2. Raymond Murphy, Essential English Grammar, New Delhi, Cambridge University Press, 1992.
- 3. ABC of common grammatical errors-Nigel D. Turton
- 4. A Practical English grammar (oxford India 2002)

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (Marathi) – Course Code – 815234

Title – Communicative Marathi – 2

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	II	815234 AEC (Marathi)	Communicative Marathi - 2	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. The students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing in Marathi / Hindi. 2. The students will be able to differentiate the speaking language in various region of Maharashtra state. 3. The students will be able to analyze the mistakes in writing. 4. The students will gain confidence in using Marathi/ Hindi language in various communication situations, both formal and informal 5. The students will be able to write resume and letters in Marathi/ Hindi language.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	भाषाशास्त्र - भूमिका व इतर शास्त्राशी संबंध, अभ्यास पद्धती	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	भाषिक व भाषेत्तर संप्रेषण - भाषेचे उच्चारण व लेखन. मुलाखत, वक्तृत्व कला व संभाषण कौशल्य	7 Hours	7	

References:

१. भाषाविज्ञान परिचय - डॉ.स.गं.मालशे, डॉ. द.दि.पुंडे, डॉ.अंजली सोमण
२. भाषाशास्त्र परिचय - डॉ. राजशेखर हिरेमठ
३. सुगम मराठी व्याकरण लेखन - कै.मो.रा. वाळिंबे
४. सुबोध मराठी व्याकरण - डॉ.चंद्रहास जोशी
५. हिंदी व्याकरण - कामताप्रसाद गुरु
६. हिंदी भाषा की संरचना - डॉ. भोलानाथ तिवारी
७. प्रयोजनमूलक हिंदी तथा मीडिया लेखन - बापूराव देसाई

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical K – VEC – Course Code – 815207

Title – Constitution of India

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
4.5	II	815207 VEC Theory	Constitution of India	2	30	2 Hrs.	Internal 50

Course Objectives	1. To enrich the knowledge of the students with the constitutional values by which they are governed. 2. To familiarize students with the constitutional values that shape their rights & responsibilities. 3. To cultivate an understanding of constitutional principles among students. 4. To develop students ability to analyses issues through a constitutional lens. 5. To incite a deep interest in the preservation of unity, Integrity and Solidarity of Our Nation.						
Course Outcomes	After completion of the course, the students will able to: 1. Students will understanding the constitutional values of Indian Constitution. 2. Instils a sense of civic duty rooted in Constitutional Values. 3. Impart knowledge of constitutional values to shape responsible citizens. 4. Students will imbibe the Indian Constitution embodies several core values that shape the Country’s governance and society.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	I) Preamble – A) Importance & Nature: 1. Sovereignty: India is an Independent Nation, free from external control 2. Socialism: Promotes Social and Economic Equality. 3. Secularism: Ensure Religion Freedom & Equal Treatment of all Religions. 4. Democracy: Power rests with the people through elected representative. 5. Republic: Head of State is Elected not Hereditary. B) Fundamental Principles: 1. Justice: Social, Economic & Political Justice for all 2. Liberty: Freedom of Thoughts, Expression and Action 3. Equality: Equal Rights and Opportunities for every Citizen of India. 4. Fraternity: Unity and Brotherhood among citizens. II) Salient Features – 1. State-Central Relationship 2. Federal Nature. 3. Parliamentary Democracy Directive Principles.				15 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment	
Unit II	I) Citizens and Constitution – 1. Fundamental Rights & Fundamental Duties of Citizens, Guaranteed Rights like Equality, Freedom and Protection against exploitation. 2. Participation; Right to Vote, Express opinions and Participate in governance. 3. Access to Justice: Seek redress for rights Violations. 4. Respect Constitution: Uphold and respect the constitution. 5. Promote Harmony; Foster National Unity and Social Harmony. 6. Protect Environment: Safeguard the country’s Heritage & Environment. 7. Constitutional Role: a) Protect Rights: Safeguards citizens’ rights & Freedom, b) Defines Governance: Outlines framework for Governance and Institutions, c) Promote Values’ Instils values like Justice, Equality and Fraternity. II) Brief Introduction of – 1. Central Legislature and Executive				15 Hours	4. Participative learning 5. Guest Lectures	

	2. State Legislature and Executive 3. Higher Judiciary.		
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References:

Books Recommended:

1. Dr. B.R. Ambedkar: The Constitution of India.
2. Pylee M.V., Constitutional History of India (1600-2010)
3. Sikri S.L., A Constitutional History of India.
4. G.N. Sing, Indian Constitution and National Development.
5. Mahajan V.D., Constitutional History of India.
6. J.K. Mittal, Constituent Assembly of India.
7. Jadhav Tukaram, भारतीय राजकीय व्यवस्थेचा आकृतीबंद, खंड – १, 2011
8. D.D. Basu, Indian Constitution
9. Gupta D.G., Indian National Movement and Constitutional Development

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

B.A. JMC – Part 2 – SEMESTER III

Vertical A – Course Code – 815208

Title – DSC 1.3 – Reporting for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 100	
5	III	815208 Major Theory III	Reporting for Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to the fundamentals of news reporting, including principles, ethics, and core responsibilities of reporters. 2. To equip students with effective reporting and news-gathering techniques, including identifying credible news sources and verifying information. 3. To develop skills in routine and specialized reporting across various beats like crime, politics, courts, sports, and disasters. 4. To teach students the structure, style, and formats of writing news for print, television, and radio, including headline writing. 5. To critically analyze the professionalism, challenges, and ethical concerns in Indian journalism through case studies.						
Course Outcomes	After successful completion of course students should be able to – 1. Demonstrate a clear understanding of a reporter’s principles, functions, and professional responsibilities in various media environments. 2. Apply appropriate techniques to gather news, conduct interviews, and verify facts, and structure reports effectively. 3. Write accurate and engaging news stories for newspapers, TV, and radio using suitable styles, headlines, and news formats. 4. Cover routine and specialized news beats, including complex topics like politics, disasters, and investigative reports with ethical sensitivity. 5. Critically evaluate the quality and credibility of Indian news reporting and reflect on the influence of internal and external pressures on journalistic objectivity.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Reporting Principles and Qualities of Reporter Functions and Responsibilities of Reporter Reporting Techniques, News gathering techniques News sources, News elements. Five W’s And 1 H.					10 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Routine Reporting: Accidents, Courts, Society, Culture, Politics, Sports, Education, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court And legislative reporting, press conferences, planted stories, crime, sports stories and interviews.					10 Hours	
Unit III	Specialized reporting: In-Depth analysis of events and individuals; Interpretation Of political, scientific, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other national disasters.					10 Hours	
Unit IV	Concept and Definition of News News Values, Dynamics of News Values Truth, Objectivity, Diversity and Plurality in News, Source of News, Verification of News					10 Hours	
Unit V	News: Structure and Content News Style- Inverted Pyramid and others, Headlines- Types, Functions, Importance Techniques of Writing Headlines Writing News for Newspapers, TV and Radio.					10 Hours	
Unit VI	News reporting professionalism: Some constrains defining objectivity, internal external pressures- political, economic and sociological Present status Of Indian news reporting (with recent examples) as case studies.					10 Hours	

Suggested Readings:

- 1. News Reporting – B. N. Ahuja and S. S. Chhabra
- 2. News Writing and Reporting – Mames M Neal 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 Copple
- 7. Interpretive Reporting – D. D. Mach Dougal
- 8. Writing for the Mass Media – James Glen Stevall
- 9. Journalism – G. K. Puri
- 10. Journalists Hand Book – M. V. Kanath
- 11. Professional Journalism =- M. V. Kamath
- 12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
- 13. Dateline Bhopal: A Newsman’s Dairy of the Gas Disaster – A. Chishti
- 14. News Reporting and Editing – K. M. Srivastava
- 15. माध्यम - प्रकाशकुलकर्णी
- 16. पत्रकारिता शोध व बोध, विश्वक्रांती- डॉ.सुधीर गव्हाणे

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815209

Title – DSC 2.3 – Basics of Editing

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50	
5	III	815209 Major Theory IV	Basics of Editing	2	30	2 Hrs.	External 30	Internal 20

Course Objectives	1. To introduce students to the fundamental principles, functions, and significance of editing in journalism. 2. To develop practical skills in the editing process, including fact-checking, rewriting, proofreading, and applying editing symbols. 3. To provide knowledge about the editorial structure and the roles and responsibilities of various editorial team members. 4. To train students in writing and refining headlines and understanding the techniques and ethics behind headline creation. 5. To explore the principles of layout, picture editing, and the differences between editing for print, electronic, and new media.
Course Outcomes	After successful completion of course students should be able to – 1. Understand and explain the role of editing in the journalistic process and the editorial hierarchy in newspapers and magazines. 2. Apply core editing techniques including checking facts, language correction, and copy rewriting, and using proofing symbols. 3. Craft accurate, ethical, and impactful headlines following industry conventions and avoid common editorial errors. 4. Edit images, layouts, and page designs in alignment with journalistic standards and audience engagement strategies. 5. Differentiate between editing practices in print and electronic media (radio, TV, and digital), including linear and non-linear editing systems.

Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Editing - Principles and Functions of Editing Editing and its Significance in Journalism, Editorial Writing, Side articles, Letters to Editor. Special Column.	8 Hours	6. Classroom Lecture and Study 7. Experimental Learning 8. Assignment 9. Participative Learning 10. Guest Lecture
Unit II	Editorial Desk in Newspapers/Magazines - Roles, Functions and Responsibilities of Chief Editor, Executive Editor, News Editor, Chief Sub-Editor, sub-Editor, etc.	7 Hours	
Unit III	Editing Process: Checking facts, correcting language, rewriting news stories, condensing stories, preventing slanting of news, editing agency copies, correspondent's copies, rewriting hand-outs, moffusil copies and electronic editing. Editing symbols, Proof Reading symbols and their significance	8 Hours	
Unit IV	Creating Headlines: Headlines styles, Giving headlines, Headlines rules, Effective headlines; Making it accurate, preventing overstatement, commanding, Avoiding editorializing, Avoiding sensationalism, Headline and context, Avoiding bad phrases, Use of proper nouns (with examples from day to day newspaper stories). Trend in headline writing.	7 Hours	

Suggested Readings:

1. News Editing – Bruce II 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 – अनंतकोळमकर.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	20 Marks
1.Class tests–Assessment on any two (Open Book Test/MCQ/Objective type Test/Descriptive Test)	10 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	10 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 30 Marks
1.Four Short Type question Pattern solve any 2 out of 4 (2x5=10)	10
2. Four Long type questions Pattern solve any 2 out of 4 (2x10 = 10 Marks)	20

Vertical A – IKS (Major Specific) – Subject Code – 815210

Title – DSC 3.3 – Indian knowledge System (Journalism and Mass Communication)

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50	
5	III	815210 Major Specific Theory	IKS (Journalism and Mass Communication)	2	30	2 Hrs.	External 30	Internal 20

Course Objectives	1. To explore the historical roots of journalism and communication in ancient Indian traditions, focusing on figures like Narad Muni and Sanjay from the Mahabharata as early communicators. 2. To examine the influence of philosophical traditions such as Buddhism, Jainism, and the Vedas on ethical and truthful communication practices. 3. To understand early Indian communication systems, including oral and written traditions, temple carvings, gurukula systems, and public platforms like JantaDarbars and Sabha practices.						
Course Outcomes	After successful completion of course students should be able to – 1. Students will be able to analyse and interpret ancient Indian texts and practices to understand their contributions to the foundations of journalism and ethical communication. 2. Students will demonstrate awareness of traditional communication models like the Guru-Shishya Parampara and Sutradhara, and relate them to modern communication theories. 3. Students will critically evaluate the role of ancient Indian communication tools, such as edicts, inscriptions, and oral storytelling, as early forms of public journalism and information dissemination.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Foundations of Indian Knowledge System (IKS) and Communication - Meaning and scope of IKS, Concept of communication in ancient India, Indian traditions of knowledge dissemination, Importance of ethics and truth in communication, Concept of <i>Sadharanikaran</i> in Indian communication theory				7 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	Narad Muni and Ancient Indian Journalism - Narada as an iconic communicator, Narad’s role in information dissemination and mediation, Communication skills, diplomacy, and social responsibility, Relevance of Narad’s communication style in modern journalism				7 Hours		
Unit III	Mahabharata and Ethical Journalism - Mahabharata and communication traditions, Sanjaya as a model of ethical journalism, Truthfulness, neutrality, and accountability in reporting, War reporting and live narration in ancient India, Public Communication and Governance in Ancient India, Ashoka and the role of edicts and inscriptions as early public journalism, Public welfare communication through Ashokan edicts , Traditional dispute resolution systems and public communication, Sabha practices and Janata Darbars as participatory communication models ,Relevance of ancient Indian communication systems in contemporary media				8 Hours		
Unit IV	Philosophical Foundations of Truthful Communication - Influence of Vedic philosophy on communication ethics, Buddhist principles of right speech and truthful communication, Jain philosophy of <i>Anekantavada</i> and non-violence in expression,Moral values and social harmony in Indian communication traditions, Oral, traditions and written texts as communication media m, Communication through temple carvings, inscriptions, and <i>Sheelas</i> , Models of communication: <i>Sutradhara</i> and Guru–Shishya Parampara, Role of Gurukula system in education and knowledge transmission				8 Hours		

References:

1. "Communication in Ancient India" – By Dr.Usha Rani
Explores traditional communication methods, temple communication, and oral traditions.

2. "Sanskrit Journalism and Communication: A Historical Perspective" – By Dr. Radhavallabh Tripathi

3. "Indian Journalism: A Historical Perspective" – By R. Parthasarathy
Provides historical context to the development of journalism in India including ancient sources.

4. "Bharatiya Sanchar KaItihaas" (भारतीय संचार का इतिहास) – By Dr.RamvilasSharma (Hindi) — Details early Indian communication systems, edicts, pathshalas, and oral traditions.

5. "Communication and Culture in Ancient India" – By KapilKapoor
Explores communication through culture, storytelling, and philosophical frameworks.

6. "Sadharanikaran Model and Indian Communication Theories" – By Dr. K. Sadanandan
Focuses on the Indian communication model ‘Sadharanikaran’ and its relevance today.

7. "The Edicts of King Ashoka" – Edited and translated by N. A. Nikam and Richard McKeon
A direct source of Ashokan edicts with historical commentary.

Useful Websites and Online Resources:

1. **Indira Gandhi National Centre for the Arts (IGNCA)**
🔗 <https://ignca.gov.in>
Excellent resources on ancient Indian communication systems, oral traditions, and cultural communication.

2. **Digital South Asia Library (University of Chicago)**
🔗 <https://dsal.uchicago.edu>
Historic texts, translations, and scholarly work on Indian history, including Ashokan edicts.

3. **National Mission for Manuscripts**
🔗 <https://www.namami.gov.in>
Access to ancient Indian manuscripts and historical documents related to communication.

4. **Sahapedia – An Open Encyclopaedia on Indian Culture**
🔗 <https://www.sahapedia.org>
Articles on storytelling traditions, gurus, temple communication, and ancient institutions.

5. **Internet Archive (archive.org)**
🔗 <https://archive.org>
Search for old and rare books like "The History of Nalanda", "Ashokan Inscriptions", etc.

6. **Press Information Bureau – Special Features**
🔗 <https://pib.gov.in>
Occasional features on historical perspectives of Indian communication and journalism.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	20 Marks
1.Class tests–Assessment on any two (Open Book Test/MCQ/Objective type Test/Descriptive Test)	10 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	10 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 30 Marks
1.Four Short Type question Pattern solve any 2 out of 4 (2x5=10)	10
2. Four Long type questions Pattern solve any 2 out of 4 (2x10 = 10 Marks)	20

Vertical B – Course Code – 817204

Title – DSC 4.3 – Computer Skills for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5	III	817204 Minor Theory III	Computer Skills for Media	4	60	3Hrs.	Externa 60	Internal 40

Course Objectives	1. Understand the basic and advanced functionalities of computer systems and media software. 2. Develop proficiency in using essential office software for media writing and documentation. 3. Learn image editing, video editing, and audio processing tools used in media production. 4. Explore internet-based tools and digital platforms for publishing and content sharing. 5. Apply practical computer skills in newsroom, broadcast, and digital media environments.						
Course Outcomes	After completing the course, students will be able to: 1. Operate computers and manage files relevant to media workflows. 2. Create professional documents, presentations, and spreadsheets. 3. Edit and produce visual and audio content using industry-standard tools. 4. Use internet and social media tools effectively for media publishing. 5. Integrate multiple computer-based skills in a real-world media project.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Introduction to Computer Systems for Media Basics of hardware and software, Types of operating systems (Windows, mac OS, Linux), Input/output devices used in media, File formats (text, audio, video, image), Data storage and backup methods.				10 Hours	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures	
Unit II	Office Tools for Media Professionals Word processing (MS Word, Google Docs): writing articles, formatting, Spreadsheet tools (Excel, Google Sheets): managing data, charts, Presentation tools (PowerPoint, Canva): pitch decks, storyboards, Basic templates for newsletters, reports. Introduction to PageMaker, Quark Express.				10 Hours		
Unit III	Page setup and DTP Page Setup, Formatting Technique, DTP (Desk Top Publishing) Introduction - Word Processing, CorelDraw, Photoshop, Basic Elements of Computer Network				10 Hours		
Unit IV	Internet as Medium of Communication Introduction - Internet as Medium of Communication, Brief History of Internet, Features of Internet, Internet Protocol, Domain Name				10 Hours		
Unit V	Internet and Social Media Tools Web browsers, search engines, and cloud storage, Blogging platforms (Word Press, Medium), Social media content creation (Instagram, YouTube, Twitter tools), Use of Multi-Media, Creativity and Visualization				10 Hours		
Unit VI	Media Project and Practical Applications Designing a multimedia news story/project, Combining text, visuals, and sound, Group collaboration using online tools, Presentation and evaluation, Portfolio creation				10 Hours		

References:

- 1. Learning to Use the Internet, Ernest Ackermann, and BPB Publications
- 2. Elements of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes.
- 3. Computing System Hardware, M. Wells, and Cambridge University.
- 4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
- 5 Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macuillan Publishing.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1.Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical D – Course Code – 815211

Title – VSC – Print Production

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
5	III	815211 VSC Practical	Print Production	2	60	2 Hrs.	Internal 50

Course Objectives	1. To understand the fundamentals of print media production. 2. To learn techniques and technologies used in printing. 3. To develop skills in typography, layout, and design. 4. To understand pre-press, press, and post-press operations. 5. To familiarize students with modern trends in print production.						
Course Outcomes	After successful completion of course students should be able to – CO1 Understand the fundamentals, history, and significance of print production and various printing technologies used in media industries. CO2 Apply principles of typography, layout, and page design for newspapers, magazines, advertisements, and other print materials. CO3 Demonstrate knowledge of pre-press processes including typesetting, proofreading, image editing, color separation, and plate making. CO4 Analyze and operate different printing processes, printing materials, and quality control techniques used in print production. CO5 Perform post-press operations such as binding, cutting, finishing, packaging, and distribution of printed products.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Introduction to Print Production and Typography - Brief History of Printing, Types of Printing: Letterpress, Offset Printing, Gravure Printing, Flexography, Screen Printing, Digital Printing; Basics of Typography, Typefaces and Fonts, Principles of Layout and Design, Headlines and Body Text Arrangement, Use of Graphics and Illustrations				7 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	Pre-Press and Page Design - Manuscript Preparation, Copy Editing and Proofreading Symbols, Typesetting Techniques, Scanning and Image Editing, Color Separation, Plate Making, Digital Pre-Press Technology, PDF Workflow in Printing, Page Makeup Techniques, Newspaper and Magazine Layout Design				8 Hours		
Unit III	Printing Process and Quality Control - Printing Machines and Equipment, Offset Printing Process, Ink and Paper Selection, Color Printing Techniques, Printing Registration and Imposition, Printing Defects and Remedies, Quality Control in Printing, Printing Safety Measures, Cost Estimation in Printing.				7 Hours		

Unit IV	Post-Press, Finishing, and Modern Trends -Binding Techniques, Folding, Cutting, and Trimming, Lamination and Coating, Packaging Printing, Finishing and Decoration Methods, Distribution and Circulation Process, Desktop Publishing (DTP), Web-to-Print Technology, E-Publishing, Sustainable and Eco-Friendly Printing, Future Trends in Print Media Industry	8 Hours	
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- Suggested Readings:**
1. Printing Technology by Adams, Faux & Rieber
 2. Graphic Communication Today by Ryan & Conover
 3. The Complete Guide to Digital Printing by Frank Romano
 4. Typography Essentials by Ina Saltz
 5. Introduction to Printing and Finishing by Hugh Speirs

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (English) – Course Code – 815235

Title – Communicative English – 3

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
5	III	815235 AEC (English)	Communicative English -3	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.						
Course Outcomes	After successfully completion of course students should be able to – 1. Students acquire the ability to use the language Fluently, Correctly, Confidently and naturally in real situation. 2. Students imbibe and internalize the language. 3. Enhance the level of literary and aesthetic experience of students and to help them respond creatively. 4. Provide the students with an ability to build and enrich their communication skills. 5. Broaden their outlook and sensibility and acquaint them with cultural diversity and divergence in perspectives.						
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies			
Unit I	Comprehension of unseen passage, Summarizing and note making	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures			
Unit II	Paragraph writing, Dialogue writing, Precise writing	7 Hours	7				

Internal

- 1. Class tests (Open Book Test/ Objective type Test/Descriptive Test)
- 2. Assignment/Seminar/Group Discussion/Visit Report

References:

- 1. B.K. Dasnd A.David, A Remedial Course in English, Book 2, C.I.E.F.L.
- 2. Raymond Murphy, Essential English Grammar, New Delhi, Cambridge University Press, 1992.
- 3. ABC of common grammatical errors-Nigel D. Turton
- 4. A Practical English grammar (oxford India 2002)

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (Marathi) – Course Code – 815236

Title – Communicative Marathi - 3

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 50
5	III	815236 AEC (Marathi)	Communicative Marathi - 3	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. The students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing in Marathi / Hindi. 2. The students will be able to differentiate the speaking language in various region of Maharashtra state. 3. The students will be able to analyze the mistakes in writing. 4. The students will gain confidence in using Marathi/ Hindi language in various communication situations, both formal and informal 5. The students will be able to write resume and letters in Marathi/ Hindi language.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	प्रणाम भाषा आणि बोलीभाषा – भाषिक स्तरभेद, बोलीभाषेची व्याख्या, प्रमाणभाषेची व्याख्या, बोली भूगोल, महाराष्ट्रातील प्रमुख बोली- वऱ्हाडी, कोकणी, डांगी, अहिराणी, हळवी, नागपुरी.	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	शुद्धलेखन – शुद्धलेखनाचे महत्व, काही सामान्य लेखनदोष, शुद्धलेखन नियमावली, भाषेचे शुद्धीकरण, पत्र लेखन, परिचय पत्र लेखन.	7 Hours	7	

References:

- १. भाषाविज्ञान परिचय – डॉ.स.गं.मालशे, डॉ. द.दि.पुंडे, डॉ.अंजली सोमण
- २. भाषाशास्त्र परिचय – डॉ. राजशेखर हिरेमठ
- ३. सुगम मराठी व्याकरण लेखन - कै.मो.रा. वाळिंबे

४. सुबोध मराठी व्याकरण – डॉ.चंद्रहास जोशी
५. हिंदी व्याकरण – कामताप्रसाद गुरु
६. हिंदी भाषा की संरचना – डॉ. भोलानाथ तिवारी
७. प्रयोजनमूलक हिंदी तथा मीडिया लेखन – बापूराव देसाई

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

B.A. JMC – Part 2 – SEMESTER IV

Vertical A – Course Code – 815213

Title – DSC 1.4 - Broadcast Media: RTC

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 100	
5	IV	815213 Major Theory V	Broadcast Media: RTC	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to radio, television, and cinema as powerful media of mass communication. 2. To provide a historical and functional understanding of All India Radio, Doordarshan, FM channels, and Indian cinema. 3. To develop students' skills in writing and producing different types of radio and television content, including news, interviews, and features. 4. To explore the newsroom operations, structure, and formats of radio and TV news, including technical components like SOTs, PTCs, and voiceovers. 5. To analyse the societal impact and evolving trends of Indian television and cinema in contemporary culture.						
Course Outcomes	After successful completion of course students should be able to – 1. Explain the characteristics, evolution, and role of radio, television, and cinema in India's media landscape. 2. Write and produce content for radio and television, including news stories, documentaries, dramas, and interviews. 3. Understand the functioning of newsrooms in both radio and television, and structure news bulletins effectively. 4. Evaluate the influence of cinema and broadcasting on society, especially in terms of cultural and national development. 5. Identify recent trends in broadcasting and cinema, including technological advancements, audience engagement, and emerging platforms.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Radio as a medium of Communication Characteristics of Radio, History of Radio in India especially All India Radio (AIR) AM/FM, Community Radio, Educational Radio, Role of Radio in Societal and National Development				10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	Various Radio Programs. writing for radio – radio talk – interview – radio drama – running commentary documentaries – characteristics of each format				10 Hours		
Unit III	Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins				10 Hours		
Unit IV	Television as a Medium of Mass Communication, Doordarshan, various T.V. Channels, News Channels. Evolution of TV as a medium ,characteristics of the medium, Various T.V. Serials, Recent Trends in T.V., Broadcasting				10 Hours		
Unit V	Planning a news story – writing news stories for television – writing to pictures – case studies – intro opening shot – SOT's – teasers – PTC – voice over – packaging etc – run down and panel production of news bulletins – TV news room structure – ENG – live broadcasts, planning and execution				10 Hours		
Unit VI	A brief introduction of Indian Cinema Films- Types of Films, Cinema and Society- Effects, etc. Emerging Trends of Indian Cinema				10 Hours		

References:

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

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815214

Title – DSC 2.4 – Advertising Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./ Week	Exam Duration	Max. Marks 100	
5	IV	815214 Major Theory VI	Advertising Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to the definition, scope, functions, and historical development of advertising, especially in the Indian context. 2. To help students understand the classification and formats of advertisements including social, public, and commercial advertising. 3. To provide knowledge about advertising agencies, their structure, functioning, and role in planning ad campaigns. 4. To develop skills in media planning, copywriting, ad appeal creation, and visualizing content across print, radio, TV, and digital platforms. 5. To critically examine the social, developmental, and ethical implications of advertising in national development and consumer behaviour		
Course Outcomes	After successfully completion of course students should be able to – 1. Define and explain the core concepts, functions, and historical background of advertising and its role in society. 2. Identify and differentiate between various types of advertisements and understand their objectives and target audiences. 3. Outline the structure and working of advertising agencies and describe the steps in planning effective ad campaigns. 4. Apply basic skills in creating and analysing print, radio, TV, and web advertisements using principles of copywriting and visualization. 5. Critically evaluate the influence of advertising on society, development, and consumer culture, including its positive and negative effects.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Definition of Advertising, Process and scope of Advertising, Functions of Advertising, History of Indian Advertising.	10 Hours	

Unit II	Role of Advertising, Classification of Advertisement, Social and Public advertising, Various types of Advertisements, Steps in Advertisement planning.	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit III	Advertising Agencies- Structure and Functioning, Important Advertising Agencies, Advertising and Media Planning, Principles of good Advertisement.	10 Hours	
Unit IV	Advertising Campaign- Target Audience, Stages, Process.Ad appeal, Copy Writing, Visualization Advertising and Creativity	10 Hours	
Unit V	Basics of preparing Print/ Radio/ T.V. / Web, Advertisement. Advertising and Branding, Advertising as a marketing function, Selection of media for Advertising.	10 Hours	
UnitVI	Negative and positive effects of Advertising, Advertising and Society, Advertising and Development Role of Advertising in National development	10 Hours	

Suggested Readings:

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

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical B – Course Code – 817205

Title – DSC - 3.4 – Translation for Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./Week	Exam Duration	Max. Marks 100	
5	IV	817205 Minor Theory IV	Translation for Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to the historical evolution and foundational of translation with special focus on its role in communication and media. 2. To help learners understand various principles, types, and parameters of translation including formal, informal, technical, and literary forms. 3. To enable students to explore modern translation techniques, recent trends, and emerging opportunities in the field of translation. 4. To develop awareness of the professional qualifications and ethical responsibilities of translators in traditional and digital contexts. 5. To equip learners with practical skills in journalistic and media translation, emphasizing
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	translation exercises relevant to news, features, and digital media content.		
Course Outcomes	After successful completion of course students should be able to – 1. Demonstrate understanding of the development, scope, and significance of translation in global and local contexts. 2. Apply appropriate translation techniques based on different principles, media formats, and audiences. 3. Identify and use digital tools and machine translation technologies while critically evaluating their limitations and strengths. 4. Translate journalistic content effectively between languages, particularly in Marathi and English, maintaining accuracy, tone, and cultural context. 5. Pursue career opportunities in media translation with knowledge of both traditional practices and modern tools, meeting professional standards and ethical considerations.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	History and Development of Translation, Foundations of Translation: Concept, Nature, Scope, Functions of translation	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Importance of Translation. Principles of Translation: Different Principles and types of Translation, Formal and Informal Translation.	10 Hours	
Unit III	Need for Translation in today’s world. Parameters of Translation, Techniques of Translation, and Recent Trends in translation.	10 Hours	
Unit IV	Development in Translation Scope and opportunities in the field of translation. Qualifications and Responsibilities of Translator.	10 Hours	
Unit V	Understanding Machine translation, Digital tools and challenges, latest trends in Marathi translation technique Media and Translation:	10 Hours	
Unit VI	Need for Translation in Journalism Translation exercises in the Media, Role of Translation, and Avenues of challenges of Translation in The Media.	10 Hours	

Reference Books -

1. **Susan Bassnett** – *Translation Studies*
2. **Peter Newmark** – *A Textbook of Translation*
3. **R. K. Jain** – *Translation: Theory and Practice*
4. **S. K. Verma** – *Translation: Concepts and Applications*
5. **Dr. SharadRajguru** – *Marathi AnuvadachaItihasaniTattvadnyan (Marathi)*

Useful Websites -

1. [Indian Translators Association](#)
2. [ProZ.com – Translation Marketplace](#)
3. [Translators Without Borders](#)
4. Google Translate Community
5. Marathi Wiktionary – Useful for vocabulary building and standard usage.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical D – Course Code – 817206

Title – VSC – Public Relations

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs./Week	Exam Duration	Max. Marks 50
5	IV	817206 VSC Practical	Public Relations	2	60	2 Hrs.	Internal 50

Course Objectives	1. To introduce students to the concept, history, and significance of Public Relations as a communication and management function. 2. To develop understanding of the role of PR in shaping public opinion, handling publicity, and differentiating it from propaganda. 3. To equip students with practical knowledge of PR tools like press releases, press conferences, house journals, and PR campaigns. 4. To explore the role of PR in corporate communication, brand identity, image building, and reputation management. 5. To familiarize students with sector-specific applications of PR including government, NGOs, hospitals, educational institutions, and political parties.						
Course Outcomes	After successful completion of course students should be able to – 1. Define and explain the concept, functions, and evolution of Public Relations, with a focus on its role in India. 2. Distinguish between PR, publicity, propaganda, and public opinion while understanding PR as a communication and management tool. 3. Demonstrate the use of various PR tools and stages of campaign planning, including media relations and event coordination. 4. Analyze the strategic role of PR in corporate identity, brand image building, and organizational reputation. 5. Apply PR concepts and practices in diverse institutional contexts like media, hospitals, NGOs, political parties, and universities.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Introduction- Public Relations (PR), Definition, Concept of PR, PR as a Communication Function Qualities of PRO. Role of PR in corporate Communication.				15 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	History of PR, PR in India, PR- Publicity, Propaganda, Public Opinion, PR as a Management Function PR and Media Relations, Creating identity, Building brand image. Creating brand reputation. Selecting the Media.				15 Hours		
Unit III	Stages of PR- Planning, Implementation, Research, Evaluation, PR Publics- External and Internal, PR for Hospitals, PR for Charitable Institutions, PR for NGOs, PR for Political Parties, PR for Universities.				15 Hours		
Unit IV	PR Tools, Special tools of PR, Press Conference, Press Releases, Press tour, House Journal, PR Campaign, Government departments of PR. PR in private sectors, PR counseling, PR agencies, PR and advertising - PR for media institutions.				15 Hours		

References:

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

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – AEC (English) – Course Code – 815237

Title – Communicative English – 4

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5	IV	815237 AEC (English)	Communicative English - 4	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. Students acquire the ability to use the language Fluently, Correctly, Confidently and naturally in real situation. 2. Students imbibe and internalize the language. 3. Enhance the level of literary and aesthetic experience of students and to help them respond creatively. 4. Provide the students with an ability to build and enrich their communication skills. 5. Broaden their outlook and sensibility and acquaint them with cultural diversity and divergence in perspectives.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	Phonetics alphabet, speech mechanism, Organs of speech and word transcription.	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	Report Writing (Newspaper report, Official report, Business report) Summarizing, E-mail writing, Telephonic communication, Time and stress Management	7 Hours	7	

- Internal
- Class tests (Open Book Test/ Objective type Test/Descriptive Test)
 - Assignment/Seminar/Group Discussion/Visit Report

References:

- B.K. Dasnd A.David, A Remedial Course in English, Book 2, C.I.E.F.L.
- Raymond Murphy, Essential English Grammar, New Delhi, Cambridge University Press, 1992.
- ABC of common grammatical errors-Nigel D. Turton
- A Practical English grammar (oxford India 2002)

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20

2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30
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Vertical E – AEC (Marathi) – Course Code – 815238

Title – Communicative Marathi – 4

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5	II	815238 AEC (Marathi)	Communicative Marathi - 4	1	15	2 Hrs.	Internal 50

Course Objectives	1. To develop the Language skills and knowledge among students. 2. To Make aware about the complex situation. 3. To enhance the general knowledge in the field. 4. To apply the knowledge of subject for contribution of progress of the nation.			
Course Outcomes	After successfully completion of course students should be able to – 1. The students will be able to communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing in Marathi / Hindi. 2. The students will be able to differentiate the speaking language in various region of Maharashtra state. 3. The students will be able to analyze the mistakes in writing. 4. The students will gain confidence in using Marathi/ Hindi language in various communication situations, both formal and informal 5. The students will be able to write resume and letters in Marathi/ Hindi language.			
Unit System	Contents	Workload Allotted	Weightage of Marks allotted	Incorporation of Pedagogies
Unit I	कल्पनाविस्तार - कल्पनाविस्तार म्हणजे काय?, कल्पनाविस्ताराचे रचनाकौशल्य, कल्पनाविस्ताराचे भाषांतर, सारांश लेखन, संवाद लेखन, परिच्छेद लेखन.	8 Hours	8	1. Classroom Lecture and study 2. Experiential learning 3. Assignment 4. Participative learning 5. Guest Lectures
Unit II	वृत्तपत्रे आणि भाषिक जाणीव – वृत्तपत्रीय भाषा, भाषांतर	7 Hours	7	

References:

१. भाषाविज्ञान परिचय – डॉ.स.गं.मालशे, डॉ. द.दि.पुंडे, डॉ.अंजली सोमण
२. भाषाशास्त्र परिचय – डॉ. राजशेखर हिरेमठ
३. सुगम मराठी व्याकरण लेखन - कै.मो.रा. वाळिंबे
४. सुबोध मराठी व्याकरण – डॉ.चंद्रहास जोशी
५. हिंदी व्याकरण – कामताप्रसाद गुरु
६. हिंदी भाषा की संरचना – डॉ. भोलानाथ तिवारी
७. प्रयोजनमूलक हिंदी तथा मीडिया लेखन – बापूराव देसाई

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

B.A. JMC – Part 3 – SEMESTER V

Vertical A – Course Code – 815216

Title – DSC 1.5 – Media Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	V	815216 Major Theory VII	Media Management	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to the concepts, principles, and functions of media management. 2. To develop understanding of organizational structures and management practices in media industries. 3. To familiarize students with media economics, ownership patterns, and revenue models. 4. To analyze leadership, human resource management, and decision-making processes in media organizations. 5. To examine ethical, legal, and technological challenges affecting media management in the digital age.						
Course Outcomes	After successful completion of this course, students will be able to: 1. Understand the basic structure and importance of management in media houses. 2. Know the ethical issues in the current media scenario. 3. Identify the role and importance of various departments in media organization. 4. Know the importance of various government agencies related to media houses. 5. To work in various media departments.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Media Management - Meaning, Definition, Nature, and Scope of Media Management, Principles and Functions of Management, Evolution of Media Organizations, Characteristics of Media as an Industry, Role and Importance of Media Management					10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Structure and Organization of Media Institutions - Organizational Structure of Print Media, Organizational Structure of Electronic Media, Organizational Structure of Digital and New Media, Departmental Functions: Editorial, Advertising, Marketing, Circulation, Production, Media Ownership Patterns: Private, Public, Corporate, and Cross Media Ownership					11 Hours	
Unit III	Media Economics and Financial Management - Economics of Media Industry, Revenue Models in Media Organizations, Advertising as a Source of Revenue, Budgeting and Financial Planning, Circulation, Subscription, and Audience Measurement					10 Hours	
Unit IV	Human Resource and Leadership in Media - Human Resource Management in Media Organizations, Recruitment, Training, and Performance Evaluation, Leadership Styles and Decision Making, Team Management and Conflict Resolution, Role of Editors, Producers, and Media Managers					10 Hours	
Unit V	Media Planning, Marketing, and Technology - Media Planning and Strategy, Marketing of Media Products and Services, Branding and Promotion in Media, Digital Transformation and Convergence, Impact of Technology on Media Management					9 Hours	
Unit VI	Ethics, Laws, and Contemporary Issues in Media Management - Media Ethics and Professional Standards, Media Laws and Regulatory Bodies, Corporate Social Responsibility in Media, Challenges of Globalization and Competition, Fake News, Media Monopoly, and Digital Challenges					10 Hours	

Suggested Readings:

1. Newspaper Management: Mehara
2. Newspaper Organization and Management: Rucjer & Williams
3. Newspaper Economics and Management: Sindhawani

- 4. Newspaper Organization and Management: Hernert Williams
- 5. Media and Communication Management: C. S. Rayadu
- 6. Electronic media Management: Mocavatt & Pringle
- 7. Indian Press- Profession to Industry: Bhattacharya

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815217

Title – DSC 2.5 – Media Law & Ethics

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	V	815217 Major Theory VIII	Media Law & Ethics	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To understand the constitutional provisions related to freedom of speech and expression and their significance in media and journalism. 2. To study important media laws in India including defamation, contempt of court, and right to information, copyright, and information technology laws. 3. To examine the role, functions, and regulatory framework of media institutions such as the Press Council of India and Prasar Bharati. 4. To analyse issues related to media freedom, censorship, privacy, obscenity, and ethical challenges in journalism and advertising. 5. To develop awareness about professional ethics, codes of conduct, media accountability, and the role of Press Ombudsman in maintaining ethical journalism.		
Course Outcomes	After successful completion of this course, students will be able to: 1. Understand the basic legal concepts and press laws. 2. Know the ethical issues in the current media scenario. 3. Identify ethical issues faced by the media and discuss trends in commercialization of news. 4. Discuss the various media laws and their implication on conduct of media. 5. Analyze the issues of media regulation in India.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Media Law and Ethics, Constitution of India and Mass Media, Freedom of Speech and Expression – Article 19(1)(a), Media Freedom and Democracy, Defamation – Libel and Slander, Contempt of Legislature and Legislative Privileges	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Right to Information – Meaning and Importance, Right to Information Act, 2005 – Objectives and Provisions, Role of RTI in Media and Journalism, Censorship – Meaning, Need and Forms, Media Freedom: Current Issues and Challenges	10 Hours	
Unit III	Press and Registration of Books Act, 1867 – Major Provisions, Registration of Newspapers and Publications, Copyright Act, 1957 – Meaning and Scope, Copyright and Intellectual Property Rights, Copyright in Print, Broadcast	10 Hours	

	and Digital Media, Plagiarism and Fair Use		
Unit IV	Need for Media Regulation, Press Council Act, 1978, Functions and Powers of Press Council, Complaints and Adjudication Process, Self-Regulation in Media	10 Hours	
Unit V	Prasar Bharati Act, 1990, Cable Television and Broadcasting in India, Cable Television Networks (Regulation) Act, 1995, Information Technology Act, 2000 and Digital Media, Social Media Regulations in India, Legal Challenges in Online Journalism	10 Hours	
Unit VI	Meaning and Principles of Media Ethics, Issues of Media Ethics, Invasion of Privacy and Public Interest, Obscenity and Media Responsibility, Code of Ethics in Journalism, Ethics in Advertising and Public Relations, Press Ombudsman – Role and Functions	10 Hours	

- Suggested Readings:**
1. The Indian Media Business: Vanita Kohli
 2. Media Ethics: K.M. Srivastava
 3. Media Monoliths: Mark Tungat
 4. Laws of Press in India: Justice DurgadasBasu
 5. Report of the Second Press Commission in India
 6. Press and Press Laws in India: H.P. Ghosh

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815218

Title – DSE 1.5 – Introduction to New Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	V	815218 Major Elective Theory IX	Introduction To New Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. Introduce students to the concept, nature, scope, and emerging trends of new media in journalism. 2. Develop understanding of cyber media, cyber journalism, cyberspace, and information superhighways. 3. Familiarize students with writing, presentation, and publishing techniques used in new media platforms. 4. Provide basic knowledge of web design elements including HTML structure and web publishing tools. 5. Examine the role and socio-cultural impact of new media and social networking platforms in contemporary society.
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Course Outcomes	After the completion of the course students would be able to:- 1. Examine Cyber journalism as a newly emerging reality its implications, strengths and weakness. 2. Gets the knowledge of basic skills required for internet reporting and editing. 3. Understand the structure HTML and Web publishing. 4. Gain the knowledge of news portal, web journals and social media. 5. Got the information about new media, e-magazines and basics of internet.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Meaning and Definition of New Media, Nature and Scope of New Media, New Media as a Medium of Journalism, Growth and Development of New Media, Emerging Trends in New Media, Blogging – Meaning and Importance	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Cyber Media – Basics, Cyber Space and Information Super Highway, Internet and Digital Communication, Cyber Journalism – Meaning and Features, Online News Reporting, Opportunities and Challenges of Cyber Journalism	10 Hours	
Unit III	New Media and Print Media – Comparison, New Media and Radio – Comparison, New Media and Television – Comparison, Advantages and Limitations of New Media, Audience Participation and Interactivity, Role of New Media in Communication	10 Hours	
Unit IV	Writing for New Media – Basics, Web Writing Style and Content Development, Presentation and Layout of Web Newspapers/Magazines, HTML – Basic Structure, Head and Body Sections in HTML, Web Publishing Tools and Applications	10 Hours	
Unit V	Introduction to Indian News Portals, E-magazines and Web Journals, Social Networking Sites and Digital Platforms, Facebook, Twitter X, YouTube, LinkedIn	10 Hours	
Unit VI	New Media and Society, Socio-cultural Impact of New Media, Digital Communities and Public Opinion, New Media and Youth, Ethical Issues in New Media, Future of New Media in India	10 Hours	

Suggested Readings:

1. The Social Media Bible: Tactics, tools and strategies for Business Success – Lon Safko
2. Social Media for Journalists: Principles and Practice – Megan Knight and Clare Cook
3. Social Media: how to engage, share and connect- Regina Luttrell and Michael L. Kent
4. The Social Media Strategist: Build a Successful Program from the inside out – Christopher Barger
5. We the Media: Grassroots Journalism by the people for the people – Dan Gillmor
6. Digital Literacy – Paul Glister
7. The New Digital Storytelling: Creating Narratives with New Media – Bryan Alexander

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815219

Title – DSE 2.5 – Human Rights and Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	V	815219 Major Elective Theory IX	Human Rights and Media	4	60	3Hrs.	External 60	Internal 40

Course Objectives	1. To understand the meaning, classification, and evolution of Human Rights from historical documents like the Magna Carta, the French Declaration, and the US Bill of Rights. 2. To explore the role of the United Nations in promoting and protecting human rights through the Universal Declaration of Human Rights and associated legal instruments. 3. To examine the constitutional provisions and enforcement mechanisms related to human rights in India, including the role of courts and commissions. 4. To study the Directive Principles and Fundamental Rights as part of India’s constitutional framework and assess the responsibilities of various national commissions. 5. To analyze the role of international NGOs and media in the protection and promotion of human rights and democratic accountability.						
Course Outcomes	After successful completion of course students should be able to – 1. Explain the concept and classification of human rights and trace their historical evolution through major international declarations. 2. Interpret key articles of the Universal Declaration of Human Rights and understand their global significance in contemporary society. 3. Assess the legal and institutional mechanisms for enforcement of human rights in India, including constitutional remedies and human rights commissions. 4. Evaluate the role of both governmental and non-governmental organizations in upholding human rights at national and international levels. 5. Critically analyze the role of media in a democratic society and its accountability in reporting and protecting human rights.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Meaning and Concept of Human Rights - Notion and Classification of Rights: Natural, Moral and Legal Rights - Three Generations of Human Rights: Magna Carta- The French Declaration of the Rights of Man and the Citizen; United States Bill of Rights					8 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	United Nations and Human Rights: Universal Declaration of Human Rights– Significance–Civil and Political Rights-(Art.1-21)- Economic, Social and Cultural Rights-(Art.22-28)-Duties and Limitations-(Art.29)-Final Provision (Art. 30).					7 Hours	
Unit III	Human Rights & Enforcement Mechanism - Supreme Court (Art 32) and High Courts (Art226) –Human Rights Commission –National and State-Commission of Women, Children ,Minority, SC/ST .					7 Hours	
Unit IV	The Directives Principles of State Policy - Fundamental Rights - Constitutional Vision of Role of The State - National Human Right Commission, National Commission on Women, National Commission on Minorities, and State Human Rights Commission					8 Hours	
Unit V	Role of Functions of International Non-Governmental Organizations - Amnesty International-Red Cross-Human Rights Watch and Asia Watch-					8 Hours	
Unit VI	Pressand Democracy–Media and Human Rights – Media and Accountability .Role of NGOs in protection of Human Rights.					7 Hours	

Reference Books:

1. Jack Donnelly – *Universal Human Rights in Theory and Practice*, Cornell University Press.
2. Durga Das Basu – *Introduction to the Constitution of India*.

3. B.P. Singh Seghal – *Human Rights in India: Problems and Perspectives*.
4. S.K. Kapoor – *Human Rights under International Law and Indian Law*.
5. Andrew Clapham – *Human Rights: A Very Short Introduction*, Oxford University Press.
6. मानवी हक्क आणि प्रसार माध्यमे – डॉ.कुमार बोंबडे, गौरव प्रकाशन, औरंगाबाद.
7. मानवी हक्क संरक्षण आणि संवर्धन – प्रवीण दीक्षित, यशमंथन, पुणे.

Useful Websites:

1. [United Nations Human Rights Office](#)
2. National Human Rights Commission of India
3. [Amnesty International](#)
4. [Human Rights Watch](#)
5. [Red Cross](#)

Vertical B – Course Code – 817207

Title – DSC 3.5 – Social Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	V	817207 Minor Theory V	Social Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To understand the evolution, meaning, scope, and development of social media in contemporary communication systems. 2. To identify and explain various types of social media platforms 3. To analyse the ownership patterns, structure, and functioning of major social media platforms and their influence on communication practices. 4. To examine the role of social media as a tool of journalism and its contribution to news gathering, reporting, and dissemination. 5. To evaluate the impact of social media on Indian society.		
Course Outcomes	After successful completion of this course, students will be able to: 1. Identify the major social media platforms, their features, and their target audiences. 2. Capable of formulating effective social media strategies for individuals, organizations, or businesses. 3. To know the legal and ethical issues related to social media use, including privacy concerns and intellectual property rights. 4. Understand Developing skills in managing online communities and responding to user interactions. 5. Promoting responsible and ethical use of social media as part of digital citizenship.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Social Media - Meaning, Definition, Nature, and Characteristics of Social Media, Evolution and Growth of Social Media, Difference between Traditional Media and Social Media, Types of Social Media Platforms, Social Networking Sites and Digital Communities	10 Hours	6. Classroom Lecture and Study 7. Experimental Learning 8. Assignment 9. Participative Learning 10. Guest Lecture
Unit II	Major Social Media Platforms - Features and Functions of: Facebook, Instagram, X, YouTube, LinkedIn, WhatsApp , Blogs, Podcasts, and Vlogs, Emerging Trends in Social Media Platforms	10 Hours	
Unit III	Social Media Content Creation - Principles of Digital Content Creation, Writing for Social Media, Visual Communication: Images, Memes, Reels, and Short Videos, Hashtags, Captions, and Audience Engagement, Social Media Campaign Planning and Execution	10 Hours	
Unit IV	Social Media and Society- Social Media and Public Opinion, Role of Social Media in Journalism and Citizen Journalism, Social Media and Politics, Influence on Youth, Culture, and Lifestyle, Social Media and Social Movements	10 Hours	

Unit V	Social Media Marketing and Branding - Introduction to Social Media Marketing (SMM), Digital Branding and Personal Branding, Influencer Marketing, Social Media Advertising and Promotions, Audience Analytics and Performance Measurement	10 Hours	
Unit VI	Ethics, Laws, and Challenges in Social Media - Cyber Ethics and Digital Etiquette, Privacy, Security, and Data Protection, Fake News, Misinformation, and Disinformation, Cyberbullying, Trolling, and Online Harassment, Legal Regulations and IT Laws related to Social Media	10 Hours	

Suggested Readings:

1. The Social Media Bible: Tactics, tools and strategies for Business Success – Lon Safko
2. The Social Media Handbook for Journalists – Jeremy Caplan
3. Social Media for Journalists: Principles and Practice – Megan Knight and Clare Cook
4. Social Media: how to engage, share and connect- Regina Luttrell and Michael L. Kent
5. The Social Media Strategist: Build a Successful Program from the inside out – Christopher Barger

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical C – Subject Code – 815220

Title – VSC – Sport Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5.5	V	815220 VSC Theory	Sport Journalism	2	40	2 Hrs.	Internal 50

Course Objectives	6. To introduce students to the concept, history, and significance of Public Relations as a communication and management function. 7. To develop understanding of the role of PR in shaping public opinion, handling publicity, and differentiating it from propaganda. 8. To equip students with practical knowledge of PR tools like press releases, press conferences, house journals, and PR campaigns. 9. To explore the role of PR in corporate communication, brand identity, image building, and reputation management. 10. To familiarize students with sector-specific applications of PR including government, NGOs, hospitals, educational institutions, and political parties.
Course Outcomes	After successful completion of course students should be able to – 6. Define and explain the concept, functions, and evolution of Public Relations, with a focus on its role in India. 7. Distinguish between PR, publicity, propaganda, and public opinion while understanding PR as a communication and management tool. 8. Demonstrate the use of various PR tools and stages of campaign planning, including media relations and event coordination. 9. Analyze the strategic role of PR in corporate identity, brand image building, and organizational reputation. 10. Apply PR concepts and practices in diverse institutional contexts like media, hospitals,

	NGOs, political parties, and universities.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	1. Defining Sports Journalism 2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games 3. Sports Authority of India (SAI), its importance in the promotion and management of sports 4. News Sources for Sports Journalism.	15 Hours	6. Classroom Lecture and Study 7. Experimental Learning 8. Assignment 9. Participative Learning 10. Guest Lecture
Unit II	1. News Values and Ethics for Sports Reporting and Writing 2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story 3. Sports Photography: Equipment, Editing, Publishing and Uploading 4. Editing and Use of Info-graphics, Layout of Sports News	15 Hours	
Unit III	1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling. Pre, During and Post Event Issues 2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media 3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), 4. Indian Premier League (IPL), Indian Hockey League (IHL)	15 Hours	
Unit IV	1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles 2. New Trends in Sports Journalism: E-magazines and Blogs 3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports 4. Future of Sports Journalism and Career Opportunities	15 Hours	

Suggested Readings:

1. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., &Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: HumanKinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical C – Course Code – 815221

Title – SEC – Photo Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5.5	V	815221 SEC Practical	Photo Journalism	2	60	2 Hrs.	Internal 50

Course Objectives	1. Introduce students to the fundamentals of photography, visual language, composition, and lighting techniques. 2. Develop knowledge of photographic equipment, cameras, lenses, films, and accessories used in photography. 3. Train students in various photographic techniques, photo editing, and preparation of pictures for print media. 4. Familiarize students with different fields of photography such as portrait, wildlife, sports, advertising, and social photography. 5. Enhance understanding of photojournalism, news values, photo features, and the impact of modern technology on photography.						
Course Outcomes	After the completion of the course students would be able to:- 1. Understand the principles of photography. 2. Gained the knowledge of photography for journalistic purpose both in print and electronic media. 3. Describe the fundamental concepts of the medium of photography. 4. Understand the technical knowledge and use of equipment used for photography. 5. Develop the projects indulging art, vision and perception in the various types of photography.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Photography, elements and principles, visual language, meaning, photographer’s jargon; composition of photography, subject and light.				7 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	Photographic equipment, cameras, types, formats, lens, their types and functions, film, types and functions, accessories				7 Hours		
Unit III	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.				8 Hours		
Unit IV	Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts, war, political and social photography. News values for pictures, photo-essays, photo features; qualities essential for photo journalism; picture magazines, color photography; impact of technology.				8 Hours		

Suggested Readings:

- 1. Basic Photography–Newness
- 2. The Hamlyn Basic Guide to Photography – Hamlyn
- 3. History of Photography – G.R. Cyernshem
- 4. Photo Journalism – Rothsteline
- 5. Techniques of Photo Journalism – Milten Feinberg
- 6. Photo Journalism Manual – Bergin
- 7. Picture Editing – Stanley E. Kalish and Clifton C. Edom

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30

Vertical E – Course Code –

Title - Foundation of Artificial Intelligence

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5.5	V	Theory	Foundation of Artificial Intelligence	2	30	2 Hrs.	Internal 50

Course Objectives	To Introduce AI concepts in a simple, real-life way with focus on understanding applications, ethics and future opportunities.						
Course Outcomes	After the completion of the course students would be able to:- CO-1 Explain the basic concepts, history and types of AI with real-life examples. CO-2 Describe AI structure and architectures using simple real-world analogies. CO-3 Identify and analyse applications of AI in the area of arts, commerce, humanities and daily life. CO-4 Evaluate ethical, social issues and predict future opportunities of AI in their own fields.						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Introduction to Artificial Intelligence - Definition of AI: What is Intelligence? Natural vs. Artificial, Simple definition of AI; History & Evolution of AI: From early computers to modern AI; Types of AI: Narrow AI vs. General AI vs Super AI; AI in Everyday Life: Google Maps, E-commerce suggestions, Chatbots, Social Media feeds; Key Components: Data, Algorithms, Computing Power				8 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	AI Structures, Architectures & Techniques - Basic Structure of an AI System; AI Architectures (Simplified): Rule Based System, Machine Learning, Neural Networks; Key Concepts: Knowledge Representation (using symbols, facts), Search & Problem Solving (maze example, finding shortest route), Natural Language Understanding (Google Translate, chatbots)				7 Hours		
Unit III	Applications of AI in Society - AI in Different Fields: Education (Personalized learning apps, plagiarism checkers), Healthcare (Disease prediction, medical chatbots), Commerce (Fraud detection in banking, stock market predictions, and customer support), Daily Life (Smart home devices, language translation, and travel assistants): AI & Decision Making: Hiring, Loan Approval, Court Decisions; Advantages of AI Limitations of AI				7 Hours		
Unit IV	Ethical, Social & Future Aspects of AI - Ethical Concerns in AI: Privacy issues (CCTV, online data), Bias & Fairness (AI preferring certain groups), Job Displacement (automation replacing humans); Responsible AI: Transparency, Accountability, Human oversight; Future Trends in AI: Self-driving cars, AI in governance, creative industries, AI and You (Career Perspective): Opportunities in Digital Marketing, Content Creation, Business Analytics, HR Tech, Creative Industries (non-programming roles)				8 Hours		

Textbook:

Melanie Mitchell *Artificial Intelligence: A Guide for Thinking Humans*

Reference Books:

1. Boden, Margaret A., *Artificial Intelligence: A Very Short Introduction*
2. Elaine Rich - Artificial Intelligence (3rd Edition)
3. Godbole, Achyut, *Artificial Intelligence*, (आर्टिफिशियल इंटेलिजन्स), Bookganga Publication
4. Kulkarni, Dr. Anand आर्टिफिशियल इंटेलिजन्सच्या वाटेवर. Sakal Media Pvt. Ltd.
5. Stuart Russell - *Human Compatible* (2019)
6. Thorpe, Josh, *AI for Students: Creative Hacks for Academic Success*, Promptly Books

B.A. JMC – Part 3 – SEMESTER VI

Vertical A – Course Code – 815223

Title – DSC 1.6 – Development Journalism

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	VI	815223 Major Theory X	Development Journalism	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. Introduce students to the concepts, functions, and scope of sports journalism and sports organizations. 2. Develop skills in sports reporting, writing, editing, photography, and use of sports info graphics. 3. Provide understanding of sports management, marketing, promotion, and professional sporting leagues. 4. Familiarize students with sports writing for print, broadcast, online, and mobile media platforms. 5. Create awareness about emerging trends, career opportunities, and the role of sports journalism in promoting wellbeing.						
Course Outcomes	After the completion of the course students would be able to:- 1. Understand the concepts, theories and paradigm of development journalism. 2. Develop the concept and approach towards development communication. 3. Got the knowledge of development issues and the specific role played by the media in development communication. 4. Understood the aspects of social environment, Panchayat raj and areas of development etc. 5. Discuss on social, cultural and economic barriers to development communication and the use of media and inter personal communication.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Development Journalism - Meaning, Definition, Nature, and Scope of Development Journalism, Concept of Development and Communication, Evolution of Development Journalism, Role of Media in Development Process, Development Communication Models					10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Media and Social Development - Journalism and Social Change, Media and Rural Development, Coverage of Education, Health, and Poverty Issues, Women Empowerment and Gender Issues in Media, Media and Human Rights Awareness					10 Hours	
Unit III	Reporting Development Issues - Techniques of Development Reporting, Investigative and Interpretative Reporting, Reporting Government Welfare Schemes and Policies, Rural Reporting and Agricultural Journalism, Use of Data and Field Research in Development Stories					10 Hours	
Unit IV	Development Journalism and Public Awareness - Media Campaigns for Social Awareness, Role of Community Media and Community Radio, Development Advertising and Public Service Announcements, Role of NGOs and International Organizations in Development Communication, Public Participation and Citizen Journalism					10 Hours	
Unit V	Environment and Sustainable Development - Environmental Journalism, Climate Change and Media Coverage, Reporting on Water, Forest, and Energy Issues, Sustainable Development Goals (SDGs) and Media, Disaster Communication and Crisis Reporting					10 Hours	
Unit VI	Ethics, Challenges, and Contemporary Trends - Ethics in Development Journalism, Challenges in Rural and Development Reporting, Political and Corporate Influence on Development News, Digital Media and Development Communication, Future Trends in Development Journalism					10 Hours	

Suggested Readings:

- 1. Communication for development in third world–Srinivas R. Melkata
- 2. India’s information revolution – M. Rogers and Ana AravindSinghlal.
- 3. Design and development message–Bella Modi.
- 4. Development commercial –Uma Navula.
- 5. Interdependent development –Naoold Brookfield.
- 6. Definition of innovations – Everest M Roger.
- 7. Folk media for development – N. Usha Rani.
- 8 विकास पत्रकारिता – राधेशाम शर्मा.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815224

Title – DSC 2.6 – Media Research

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	VI	815224 Major Theory XI	Media Research	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To introduce students to the concepts, scope, and importance of communication and media research. 2. To develop understanding of research processes, research design, and hypothesis formulation. 3. To familiarize students with sampling methods and techniques of data collection. 4. To provide practical knowledge of observation, interview, questionnaire, and schedule methods in research. 5. To train students in data processing, analysis, interpretation, and research report writing.						
Course Outcomes	After the completion of the course students would be able to:- 1. Students inculcate the knowledge of research and its importance in media sector. 2. Understand the scope and techniques of communication research and their utility for the society. 3. Students would be able to explain the process of research and conduct research methodology on any assigned topic. 4. Students are able to criticize the previous conducted research and give new dimensions to the existing research. 5. Students are determined to carry out comparative study of various researches conducted on various topics.						
Unit System	Contents					Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Media Research - Meaning, Definition, Nature, and Scope of Research, Concept and Importance of Media Research, Types of Research: Fundamental, Applied, and Action Research, Research Process and Research Ethics, Role of Research in Journalism and Mass Communication					10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative
Unit II	Research Design and Methods - Research Problem and Hypothesis, Research Design: Exploratory, Descriptive, and Experimental, Quantitative and Qualitative Research Methods, Survey Method and Case Study Method, Observation and Interview Techniques					10 Hours	

Unit III	Tools and Techniques of Data Collection - Primary and Secondary Data, Questionnaire and Schedule Preparation, Sampling: Meaning, Types, and Techniques, Content Analysis, Focus Group Discussion and Online Research Methods	10 Hours	Learning 5. Guest Lecture
Unit IV	Data Analysis and Interpretation - Classification and Tabulation of Data, Statistical Tools in Media Research, Interpretation of Data and Findings, Use of Graphs, Charts, and Tables, Introduction to Media Analytics and Audience Measurement	10 Hours	
Unit V	Media Audience and Communication Research - Audience Research and Readership Studies, TRP, Ratings, and Digital Analytics, Public Opinion Research, Advertising and Consumer Research, Social Media and Digital Media Research	10 Hours	
Unit VI	Research Report Writing and Contemporary Trends - Structure of Research Report, Citation, Bibliography, and Referencing Styles, Writing Research Abstracts and Conclusions, Ethical Issues in Media Research, Emerging Trends: AI, Big Data, and Digital Research Tools	10 Hours	

Suggested Readings:

1. Research Methodology: Methods and Techniques, WishwaParkashan, New Delhi: C.R. Kothari
2. Research in Mass Media, Radha Publications, New Delhi: S.R. Sharma & Anil Chaturvedi
3. Research Methodology, Mangal Deep Publications: G.R. Basotia& K.K. Sharma
4. Research Methodology in Social Science, Himalaya Publishing House, Mumbai: Sadhu Singh
5. Research Methodology, Raj Publishing House, Jaipur: Dr. S. Munjal
6. सामाजिकसंशोधनपद्धती – डॉ. पु. ल. भांडारकर.
7. शास्त्रीयसंशोधनपद्धती –डॉ. बी.एम.कऱ्हाड

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815225

Title – DSE 1.6 – Indian Politics & Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	VI	815225 Major Elective Theory XII	Indian Politics & Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To develop understanding of the relationship between media and society and its role in social development. 2, To examine the impact of media on children, youth, gender, and rural communities. 3. To create awareness about media literacy, media violence, and ethical issues in communication. 4. To analyse the role of media in democracy, secularism, scientific temperament, and civil society. 5. To familiarize students with media accountability, citizen journalism, and the influence of popular culture on society.
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Course Outcomes	After the completion of the course students would be able to:- 1. Gets complete knowledge of political systems in India. 2. Compare the working and agenda of different parties. 3. Describe the working of Central and State government and policies of ruling parties. 4. Identify the problems between Central and State related issues. 5. Analyze the problems of electoral system at the time of election.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Introduction to Indian Politics and Media, Understanding Political Environment in India, Media and Democracy, Government Formation in India, Role of Media in Political Communication, Media and Public Opinion	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Federalism in India – Meaning and Features, Centre–State Relations in India, State Autonomy – Issues and Challenges, Governance at Central and State Levels, Media Coverage of Governance, Role of Media in Public Accountability	10 Hours	
Unit III	Politics at District Level, Panchayati Raj System in India, Urban and Rural Local Governance, Election Process in India, Election Commission of India – Functions and Role, Media and Election Coverage	10 Hours	
Unit IV	Nature of Party System in India, National Political Parties in India, Regional Political Parties and Social Base, Media and Political Campaigns	10 Hours	
Unit V	Fragmentation of Political Parties, Coalition Governments at Centre and States, Political Stability and Governance, Secularism and Communalism in India, Media and Political Conflict, Current Trends in Indian Politics	10 Hours	
Unit VI	Central–State Relations: Major Issues, Reports on Centre–State Relations, Media and Policy Making, Media Ethics in Political Reporting, Political Communication in Digital Media, Future of Politics and Media in India	10 Hours	

Suggested Readings:

1. India through the Ages, Publication Division: Madan Gopal
2. Political Issues: Muchkund Dubey
3. International Politics: Prakash Chander
4. An Introduction to political communication: Brain McNair
5. Political communication in a new era: Across national perspective – Gadi Wolfsfeld, Philippe J. Maarek

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical A – Course Code – 815226

Title – DSE 2.6 – Global Communication & Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	VI	815226 Major Elective Theory XIII	Global Communication & Media	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To develop understanding of global communication systems. 2. To examine the role of transnational news agencies, NWICO, UNESCO in global information flow. 3. To familiarize students with India’s foreign policy and its relations with SAARC and the United Nations. 4. To analyse major national concerns such as urbanization, food security, criminalization of politics, and naxalism. 5. To create awareness about global issues including terrorism, human rights, and gender-related challenges.						
Course Outcomes	After the completion of the course students would be able to:- 1. Students get the clear understanding of India’s foreign policy and its relations with the neighboring countries. 2. Explain the knowledge about the structures and the functions of the foreign offices and importance of international relations. 3. Student will be able to recognize the role and importance of UN and UNESCO. 4. Students can interpret the information of Human Rights and politics of Globalization						
Unit System	Contents				Learning Hours	Incorporation of Pedagogies	
Unit I	Meaning and Scope of Global Communication, Historical Development of Global Communication, Communication and Global Media, Globalization and Media, Media and International Relations, Global Communication in the Digital Age				10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture	
Unit II	The Great North–South Divide, Domination of Transnational News Agencies, Demand for New World Information and Communication Order (NWICO), MacBride Commission and its Recommendations, Balance of Information Flow, Media and Global Cultural Exchange				10 Hours		
Unit III	India’s Foreign Policy – Overview, India and South Asian Association for Regional Cooperation, India and United Nations, Media and International Diplomacy, India’s Role in Global Communication, Global Media and India				10 Hours		
Unit IV	Role of United Nations in Global Development, Role of UNESCO in Communication, Bridging the Gap between North and South, International Media Cooperation, Development Communication at Global Level, Media and Peace Building				10 Hours		
Unit V	Rapid Urbanization in India, Food Self-Sufficiency and Development, Criminalization of Politics, Naxalism and Internal Security, Role of Media in Development Issues, Media and Public Awareness				10 Hours		
Unit VI	Terrorism and Anti-Terror Measures, Human Rights Issues, Gender Issues and Media Representation, Media and Global Conflict Reporting, Digital Media and Global Public Opinion, Future Trends in Global Communication				10 Hours		

Suggested Readings:

1. Human Rights Gender and Environment, Vina Books: TapanBiswal
2. Indian and Nepal, Konark Publisher: Prof. S.D. Muni
3. India through the Ages, Publication Division: Madan Gopal
4. Political Issues: Muchkund Dubey
5. International Politics: Prakash Chander

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical B – Course Code – 817208

Title – DSC 3.6 – Media & Society

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 100	
5.5	VI	817208 Minor Theory VI	Media and Society	4	60	3 Hrs.	External 60	Internal 40

Course Objectives	1. To develop understanding of the relationship between media and society and its role in social development. 2, To examine the impact of media on children, youth, gender, and rural communities. 3. To create awareness about media literacy, media violence, and ethical issues in communication. 4. To analyse the role of media in democracy, secularism, scientific temperament, and civil society. 5. To familiarize students with media accountability, citizen journalism, and the influence of popular culture on society.		
Course Outcomes	After the completion of the course students would be able to:- 1. Students get the knowledge of relation between media and society. 2. Students could develop an understanding of how media operates within the societal contexts and explore the functions of mass media in the society. 3. Understand the importance of media literacy. 4. Students are able to write and discuss on the issues related to media, culture and society. 5. Students are able to recognize the impact of mass media on culture and society.		
Unit System	Contents	Learning Hours	Incorporation of Pedagogies
Unit I	Meaning, Definition, and Nature of Media , Concept of Society and Social Institutions, Evolution of Mass Media, Media as an Agent of Socialization, Relationship between Media and Society	10 Hours	1. Classroom Lecture and Study 2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Media Literacy, Impact of Media on Children and Youth Media and Gender Issues, Media and Cultural Change, Media and Rural Society	8 Hours	
Unit III	Media Violence and Sensationalism, Media and Development of Scientific Temperament, Media, Democracy and Secularism	8 Hours	
Unit IV	Media Accountability Truth and Media, Ethical Issues Media and Civil Society, Citizen Journalism Popular culture and Media	10 Hours	
Unit V	Globalization and Media Industries, Social Media and Network Society, Digital Divide and Information Society, Media Convergence and New Media, Impact of Artificial Intelligence and Digital Technologies on Society	12 Hours	

Unit VI	Media Ethics and Social Responsibility, Fake News, Misinformation, and Disinformation, Challenges of Media Monopoly and Corporate Ownership	12 Hours	
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Suggested Readings:

1. Spreadable Media Creating Value and Meaning in a Networked Culture, New York University Press, 2013: Henry Jenkins, Sam Ford & Joshua Green
2. Mass Communication: Principles and Concepts, CBS Publisher, 2010: SeemaHasan
3. Mass Media and Society: Issues and Challenges, Akansha, 2007: K. B. Data
4. Understanding Culture’s Influence on Behavior, Richard.W.Brislin, Harcourt College Publishers, 2000
5. मानवी हक्क आणि प्रसार माध्यमे – डॉ. कुमार बोबडे.
6. प्रसार माध्यमे आणि समाज – डॉ.सुधीर भटकर,डॉ. विनोद निताळे, डॉ. गोपी सोरडे.

Internal Assessment and External Evaluation and Examination system	
Internal Assessment: (Instruction for Subject Teacher)	40 Marks
1.Class tests–Assessment (Open Book Test/MCQ/Objective type Test/Descriptive Test),Class Participation & Contribution	20 Marks
2.Assignment/Seminar/Group Discussion/Visit Report	20 Marks
External Evaluation and Examination system (Instruction for Paper Setter)	Theory External 60 Marks
1. Eight Short Type question Pattern – solve any 4 out of 8 (4x5=20)	20
2. Six Long type questions Pattern - solve any 4 out of 6 (4x10 = 40 Marks)	40

Vertical C – Course Code – 817209

Title – VSE – Event Management & Media

Level	Semester	Course Code	Course Name	Credits	Teaching Hrs/Week	Exam Duration	Max. Marks 50
5.5	VI	817209 VSE Practical	Event Management & Media	2	60	2 Hrs.	Internal 50

Course Objectives	1. To introduce students the concepts, types, and importance of event management as a marketing tool. 2. To develop understanding of the organizational structure, personnel roles, and business operations. 3. To familiarize students with event planning processes including budgeting, permissions, promotion, and media coordination. 4. To provide knowledge of risk management, insurance, monitoring, and evaluation techniques 5. To create awareness about emerging trends and career opportunities in the field of event management.			
Course Outcomes	After the completion of the course students would be able to:- 1. Widen their knowledge on organizing events from conception, designing, planning, budgeting and marketing to the final execution. 2. Understand managerial / organizational situations in terms of processes such as planning, organizing, staffing, leading and controlling 3. Describe organizational structure and functionaries of an event management company 4. Explain the process of organizing an event 5. Utilize knowledge gained to assess and evaluate an event.			
Unit System	Contents		Learning Hours	Incorporation of Pedagogies
Unit I	Event and Event Management: 1. Event: Definition and Types 2. Event as a Communication and Marketing tool 3. Event Management: Definition and Elements		7 Hours	1. Classroom Lecture and Study

	4. 5C's of Event Management		2. Experimental Learning 3. Assignment 4. Participative Learning 5. Guest Lecture
Unit II	Event Management Organization: 1. Organizational Structure of an Event Management company 2. Event Management Personnel: Role and Responsibility 3. Account Planners and Liaising 4. Business Operations and Accounting	7 Hours	
Unit III	Event Management Process: 1. Event Proposal Planning: Licenses, Permissions and Legalities 2. Event Budget, Covering Cost and Methods of Revenue Generation 3. Event Promotion: Tools and Media Coordination 4. Risk Management and Insurance.	8 Hours	
Unit IV	Evaluation, Assessment & Trends: 1. Evaluation and Impact Assessment: Concept, Techniques and Application 2. Monitoring and Controlling the Event 3. Emerging Trends in Event Management 4. Careers in Event Management	8 Hours	

Suggested Readings:

1. Goyal, S. K. (2010). Event Management. New Delhi: Adhyayan& Distributors.
2. Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
3. Kishore, D., & Singh, G. S. (2011). Event management: A Booming Industry and an Eventful Career. New Delhi: Har-Anand Publications.
4. K.Niraj. (2009). Integrated Marketing Communications: Himalaya Publishing House
5. K. Purnima. (2011). Event Management: Anmol Publications Pvt Ltd.
6. Sharma, D. (2005). Event Planning and Management. New Delhi: Deep & Deep Publications Pvt.
7. www.wodonga.vic.gov.au/Event_management_planning_guide
8. www.eventmanagement.com/planning

Internal Assessment and Internal Evaluation and Examination system	
Internal Evaluation and Examination system: (Instruction to Subject Teacher for Paper Setting)	Theory Internal 50 Marks
1. Six Short Type question Pattern solve any 4 out of 6 (4x5=20)	20
2. Four Long type questions Pattern solve any 3 out of 5 (3x10 = 10 Marks)	30