

Master of Arts (Journalism and Mass Communication) [MA (JMC)]

Objectives:

- To impart basic knowledge of mass communication processes to students from diverse backgrounds.
- To imbibe skills required to work effectively in various fields of mass communication.
- To train well rounded journalists and mass media professionals with requisite technical and content-generation skills.
- To develop an analytical approach among students for critical evaluation of the mass communication media.

Brief overview of the credit-point based semester pattern course

Total semesters	04
Total credits	64 (@16 per semester)

Distribution of credits

Core subjects	40 credits
Common Electives	06 credits
Elective stream	08 credits (with electives within the streams)
Elective Project work	08 credits
Internship and Field Visits	02 credits

Each credit is for 25 marks, and involves one hour per week of interaction (teaching and learning) with facilitators for 15 hours in a semester.

Evaluation

Students will be awarded marks (25 marks for one credit) which will be converted into grades. The grade points will be calculated to arrive at the grade point average (GPA) at the end of the course.

(for details visit http://www.unipune.ac.in/university_files/pdf/CBCS-Handbook-28-7-15new-14-5-16.pdf).

Note

The suggested reading is only indicative and not exhaustive. There are no prescribed text books for any subject. Facilitators and students have to refer to latest books and other resources to enhance their knowledge about the respective subject.

The hours of teaching suggested for each unit also are indicative, but they may help the facilitators balance and plan the paper properly.

MA (JMC) Syllabus Outline

Semester I

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC 101	Fundamentals of Communication	04	50	50	100
JMC 102	Journalism: Principles, Process and Practice	04	50	50	100
JMC 103	Understanding Society (1)	04	50	50	100
JMC 104	Media Technology	04	75	25	100

Semester II

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC 201	Print Journalism	04	50	50	100
JMC 202	Audio and Video Journalism	04	50	50	100
JMC 203	Digital Journalism	04	50	50	100
JMC 204	Research Methodology	04	50	50	100

MA (JMC) syllabus outline
Semester III

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC 301	Understanding Society (2)	04	50	50	100
JMC 302	Journalism and Mass Communication: Theories and Practice	04	50	50	100
Common Elective 1	Any two* from JMC COM 1 to JMC COM 7	02	25	25	50
Common Elective 2		02	25	25	50
Stream Elective 3	Any two** from JMC JR 1 to JMC JR 9 OR from JMC MC 1 to JMC MC 8	02	25	25	50
Stream Elective 4		02	25	25	50

* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester,

** Students have to i) choose an elective stream from Journalism (JR) or Mass Communication (MC), ii) and choose any two subjects from the list of elective subjects in the respective stream. The university department/college may decide how students will be divided into the two streams.

Semester IV

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC 401	Internship and Study Visits	02	50	00	50
Individual Project (any one of the below)		08	100	100	200
JMC 402	Research Dissertation				
JMC 403	In-depth Reporting				
JMC 404	Documentary Production				
JMC 405	Translation Project				
JMC 406	Podcast Production				
JMC 407	Web-based Content Development				
JMC 408	Advertising Campaign				
Common Elective 1	Any one* from JMC COM 1 to JMC COM 7	02	25	25	50
Stream Elective 1	Any two** from JMC JR 1 to JMC JR 9 OR from JMC MC 1 to JMC MC 8	02	25	25	50
Stream Elective 2		02	25	25	50

* Students have to elect any two subjects from the list of common electives. The university department/college may decide which electives to offer in which semester.

** Students have to continue the stream chosen in Sem. III.

Common Elective Subjects

Students have to study any THREE papers (two in Sem. III and one in Sem. IV)* from JMC COM 1 to JMC COM7.

** The department/college may decide which electives to offer in which semester.*

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC COM 1	Advertising	02	25	25	50
JMC COM 2	Development Communication	02	25	25	50
JMC COM 3	Gender and Media	02	25	25	50
JMC COM 4	Magazine Production	02	25	25	50
JMC COM 5	Mass Communication Pedagogy	02	25	25	50
JMC COM 6	Public Relations	02	25	25	50
JMC COM 7	Radio Broadcasting	02	25	25	50

Elective Streams

Students have to elect one of the two streams, namely **Journalism (JR)** or **Mass Communication (MC)** for further advanced studies in the respective stream*.

Stream once selected in Sem. III will have to be continued in Sem. IV.

** The university Department/college may decide how students will be divided into the two streams.*

Elective Stream: Journalism (JR)

Those who select this stream will have to study any FOUR elective papers (two in Sem. III and two in Sem. IV)* from JMC JR1 to JMC JR 9

** The university department/college may decide which papers to offer in which semester.*

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC JR 1	Agriculture Journalism	02	25	25	50
JMC JR 2	Business Journalism	02	25	25	50
JMC JR 3	Crime Journalism	02	25	25	50
JMC JR 4	Culture Journalism	02	25	25	50
JMC JR 5	Data Journalism	02	25	25	50
JMC JR 6	Environment Journalism	02	25	25	50
JMC JR 7	Investigative and In-depth Reporting	02	25	25	50
JMC JR 8	Science Journalism	02	25	25	50
JMC JR 9	Sports Journalism	02	25	25	50

Elective Stream: Mass Communication (MC)

Those who select this stream will have to study any FOUR elective papers (two in Sem. III and two in Sem. IV)* from JMC MC 1 to JMC MC 8.

** The university department/college may decide which papers to offer in which semester.*

Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End-of-semester exam	
JMC MC 1	Audio Visual Production	02	25	25	50
JMC MC 2	Book Editing	02	25	25	50
JMC MC 3	Technical Writing	02	25	25	50
JMC MC 4	Film Studies	02	25	25	50
JMC MC 5	Intercultural Communication	02	25	25	50
JMC MC 6	Political Communication	02	25	25	50
JMC MC 7	Social Media Communication	02	25	25	50
JMC MC 8	Translation Skills	02	25	25	50

MA (JMC) Semester I: Syllabus detailing

JMC 101: Fundamentals of Communication

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

(Teaching and learning of this paper has to focus more on practice sessions along with theory classes)

Unit 1. Language: beginning and development; oral and written forms;

importance in communication and in mass media; standard language; impact of technology on language. (5

hours)

Unit 2. Language skills for media- written (English and Marathi): writing styles- audience/subject/medium/writer driven; vocabulary- conversational, journalistic, literary; grammar: basic rules and their application; spellings: basic norms, standard rules of writing. (15 hours)

Unit 3. Language skills for media- spoken (English and Marathi): pronunciation, intonation, inflection, enunciation, pace, pauses, pitch. (15 hours)

Unit 4. Interpersonal communication: informal and formal situations; gestures, posture, facial expression; personal space; tactile communication; interview skills (10 hours)

Unit 5. Group communication: public speaking; presentations: with or without external aids; group discussion- attentive listening, expressing agreement/disagreement. (10 hours)

Unit 6. Mediated communication: Difference from face-to-face communication; types- written, audio, audio-visual; etiquettes; do's and don't's. (5

hours)

Internal assessment: 50 marks

Objective test of vocabulary, grammar and spellings (English/Marathi); writing about the same topic for different audiences and for different media; collection of words coined and/or popularized by the media; critical appreciation of a famous person's speech; critical evaluation of a book for its writing style, developing subject-specific vocabulary etc.

Giving a presentation before the class with external aid; conducting an interview/participating in a group discussion, observation of non-verbal communication etc.

End-of-semester exam (50 marks) will evaluate written language skills (English/Marathi), and theoretical understanding of fundamentals of communication.

Suggested reading:

Crystal, David. 1997. *English as a Global Language*. Cambridge.

Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.

Seely John. *The Oxford Guide to Writing & Speaking*.

Cambridge Advanced Learner's Dictionary.

Oxford Learner's Word finder Dictionary.

Evans, Harold. 1972. *Newsman's English*. Heinmann Publication.

Menon K.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers

Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.

Thakur, Kiran. *Newspaper English*. Vishwakarma Publications.

Carnegie, Dale. *The Art of Public Speaking*. Rupa Publications.

वाळिंबे, मो. रा. सुगम मराठी व्याकरण लेखन. नितिन प्रकाशन: पुणे.

सामंत, सत्त्वशीला. 2014. मराठी भाषा आणि शुद्धलेखन. डायमंड पब्लिकेशन्स: पुणे.

JMC 102: Journalism: Principles, Process and Practice**Total Credits: 4. Interaction/Teaching-learning hours: 60****Internal Assessment: 50 marks, End-of-semester exam: 50 marks**

Unit 1. Basics of Journalism: Journalism as a form of mass communication; Gathering, assessing, creating and presenting news and information; difference between news and views; importance on analysis of news for empowering the informed; helping audiences make correct choices; elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc; role and function of journalism in a society and democracy; (6 hours)

Unit 2. Development of journalism: a) India: journalism in pre-independence era; journalism after independence: supporting development process, during emergency, in globalised environment; role of radio in disseminating news; changes brought about by Doordarshan news; rise and spread of news channels; impact on newspaper journalism; internet and journalism: internet edition, e-paper to news portals; convergent journalism.

b) World: role of journalism in major events in different countries (Vietnam War, Pentagon papers, Watergate, Panama Papers, Wikileaks etc.). (12 hours)

c) Types of journalism: investigative, in-depth, advocacy, citizen etc.

Unit 3. The journalist: Qualities, skills and competencies required for different types of journalistic work; developing an area of specialisation; role and function in the organisation and society; progression as a journalist; responsibilities, risks and privileges; future of journalism. (6 hours)

Unit 4. Understanding News:

a) Criteria defining news: new, unusual, significant, about people; news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; news in different forms: breaking, developing, follow-up, speculative etc.

b) News sources: coverage by reporters and correspondents: tools, developing sources, developing nose for news; publicity mechanism of government and private entities; websites; social media feeds; informers; news agencies etc.

c) News processing: selection- audience, relevance, utility; verification; presentation: accuracy, clarity, objectivity, balance, directness; media-specific requirements- photos, audio clips, visual material, hyperlinks etc. (12 hours)

Unit 5. Views and comment: Importance: traditional and in present 24 hour connectivity era; journalism and opinion making; formats in different media: features, editorials, panel discussions, interviews, open forums, interactive chats; influences on views: individual ideologies, organisational beliefs/interests, government restrictions, commercial interests etc.; importance of audience feedback; (8 hours)

Unit 6. News Media Management: structure of news media organisations: newspaper, radio news room, TV new channel, digital platform; laws and rules governing ownership, investment, newsprint/bandwidth etc.; cross-media ownership; present hiring policies.

(8 hours)

Unit 7. Legal and ethical Framework: constitutional provisions; various laws governing journalism-IPR, defamation, sedition, slander, IT Act etc.; ethical norms set by, and role of statutory and self-regulatory bodies (PCI, NBA etc.) (8 hours)

Internal assessment: essay writing, case studies of journalism in different countries, critical analysis of journalism in different media, interviewing senior journalists, visits to media news rooms,

Suggested reading:

Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.

Rich, Carol. *Writing and Reporting News A Coaching Method*. Wadsworth Cengage Learning. 2010

The Handbook of Journalism Studies. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch.

Routledge. 2009

अकलूजकर, प्रसन्नकुमार. वृत्तपत्रविद्या. श्रीविद्या प्रकाशन

माळी, सुनील. २०१८. बातमीदारी.

JMC 103: Understanding Society (1)

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Note:

- The syllabus works as a guideline. The facilitators are expected to discuss fundamentals of various knowledge streams and discuss contemporary issues while teaching.
- Teaching may include discussion, activities, individual and group projects, visits etc.
- Different modules may have to be taught by different teachers. Special lectures and seminars may also be organized related to specific topics.
- Students from other states and other countries should learn the unit 6 as the history of their own states/countries. Some part of their internal assessment and written exam should be based on this unit.

Unit 1. Conversation with the society: Jack of all and master of few!, Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education (2 lectures)

Unit 2. Understanding the Universe and environment: The Cosmos: Our galaxy and the Solar system, Our planet, basic concepts in geography, the evolution and biodiversity, natural resources and their exploitation, fundamentals of climatology and Indian Monsoon, environment and its protection, Geography of India: Major Physical Regions: Geology, Geomorphology and Drainage, Global warming, climate change and related challenges, laws and treaties related to environment, NASA, ISRO and space missions, reporting nature, space missions and environmental issues (8 lectures)

Unit 3. Basics concepts in sociology: Community, society, religion and culture, development of languages; social organizations, social structure, concept of agency, social stratification, caste and class, socialization and media's role; understanding Indian society through sociological concepts. (8 lectures)

Unit 4. Understanding philosophy: What is philosophy? Importance of philosophy in human life, Western thinkers and philosophy, Oriental thinkers and philosophy, Vedic literature (Veda, Upanishads and Six Darshanas, Advait philosophy), Charvak and atheist views, Bauddha, Jain and other traditions, Basic tenets of Christianity and Islam, Modernism and post-modernism, secularism. (8 lectures)

Unit 5. Understanding science and technology: What is science? What is technology? Role of science and technology in human development, the scientific temperament, fundamentals of physics (Newton's principles), chemistry (Basic elements and periodical table) and biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science and technology (Nobel prizes, space endeavours, etc). (8 lectures)

Unit 6. Understanding history:

The world: Timeline of history, ancient civilizations, characteristics of medieval society; industrial revolution, European renaissance and colonization, French and American revolutions, the World Wars and the cold war. (8 lectures)

India: Timeline of Indian history, major dynasties and empires in India, Foreign invasions and its socio-political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance, Indian Constitution: Preamble and major features, India after independence: Major landmarks. (8 lectures)

Maharashtra: Timeline of Maharashtra's history, major dynasties and rulers, saint-poets and social transformation; Chatrapati Shivaji, Hindavi Swarajya and Maratha Confederation, Maharashtra's contribution in freedom struggle; social reforms in Maharashtra, linguistic states and the fight for Samyukta Maharashtra, Contemporary Maharashtra: Achievements and challenges. (8 lectures)

Revision: Holistic and interdisciplinary approach to learn current affairs (2 lectures)

Internal assessment: Students' seminar or poster presentations, panel discussion, Files containing clippings and other media links related to particular topic, writing analytical pieces, quiz competition, objective tests, etc.

Suggested reading:

Warf, Barney. (2010). *'Encyclopaedia of Geography'*. Sage Publications, Thousand Oaks, California, USA.

Khullar D. R. (2011). *'India: A Comprehensive Geography'*. Kalyani Publishers, Ludhiana

Mathur, H. S. (2003). *'Essentials of Biogeography'*. Pointer Publishers, Jaipur.

Mohanty, J.N. (1992). *'Reason and Tradition in Indian Thought'*. Clarendon Press, Oxford, UK.

O'Connor, D.J. (1964). *'A Critical History of Western Philosophy'*. Collier Macmillan Publishers, London.

More, Dr. Sadanand.S. *'Gita as Theory of action'*. Satguru Publication, New Delhi.

Raghuramraju. (2006). *'Debating Gandhi'*. Oxford University Press, New Delhi.

Appelrouth & Edles. (2008). *'Classical & Contemporary Sociological Theory'*. Pine Forge Press, Thousand Oaks, USA.

Ritzer, George. (2008). *'Sociological Theory'*. McGraw –Hill, New York, USA.

Das, Veena. (2003). *'The Oxford Companion to Sociology and Social Anthropology, Vol. I and II'*. Oxford University Press, New Delhi.

Deshpande, Satish. *'Contemporary India: Sociological Perspectives'*. Viking.

Dube, S. C. (1990). *'Indian Society'*. National Book Trust, New Delhi.

Kothari, Rajni. (1973). *'Caste in Indian Politics'*. Orient Longman, New Delhi.

Madan, T.N. (1991) *'Religion in India'*. OUP, New Delhi.

Chandra, Bipin. (1989). *'India's Struggle for Independence 1857-1947'*. New Delhi.

Chandra, Bipin; Mukherjee, Mridula and Mukherjee Aditya. (2008). *'India Since Independence'*. (Revised and updated edition). Penguin Books, New Delhi.

Sunthankar, B. R. (1993). *'Maharashtra (1858-1920)'*. Popular Book Depot, Pune

Rajaram, Kalpana. *Basic Concepts of Science and Technology*. Spectrum Publication.

मोरे, डॉ. सदानंद. (2013). *गर्जा महाराष्ट्र*. सकाळ प्रकाशन, पुणे.

जावडेकर, आचार्य शं.द. (1938). *आधुनिक भारत*. (पुनर्मुद्रण 1998) कॉन्टिनेन्टल प्रकाशन, पुणे.

सांस्कृतिक महाराष्ट्र (खंड 1 व 2), महाराष्ट्र राज्य साहित्य व संस्कृती प्रकाशन, मुंबई

खडसे, डॉ. भा.कि. (1996). *आधुनिक समाजशास्त्र*. श्री मंगेश प्रकाशन, नागपूर.

JMC 104: Media Technology

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 75 marks, End-of-semester viva-voce: 25 marks

Unit 1. Word processing

Word and Image Processing: Desktop Publication; Text Editing Tools; Page Layouts; types of Pages; Fonts; Text alignments; Content links; Design Infographics; Panelling; Header/ Skyline; Anchor/ Side Story/ Main Lead/ Second Lead/ Short News Still Camera and DSLR; functions of still camera • Camera: Aperture, ISO and Image sensor • Single-lens Reflex (SLR) camera; functions of DSLR • Digital SLR camera; Images file Formats; Photo Editing; Photo Captions; Final Copy, Print, Export as Image, PDF; Share/ Link file with various formats, File Compressions. Software's- Adobe InDesign/Quark express/Corel Draw/Photoshop/Photo Edit. (15 hours)

Unit 2. Audio Technology

Audio: Advanced Tools (Hardware and Software); Standard Operating Procedures; Sound Recorders; Functions of Sound Recorder; Record Sound using various gadgets and tools; Sound Recording; Sound Editing; Sound Editing tools; Audio Filters; Mics; Audio Project; Sound Mixer; Sound Editing Softwares: Audacity, Sound Forge and mobile based applications; Audio Presentations; Input-Process-Output-Share; File Formats; File Compressions. (10 hours)

Unit 3. Video Technology

Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras; Demonstration of video camera, its anatomy and functions; Operational characteristics; Video camera handling practice on tripod, shoulder & hand; Teleprompter; understanding sound, light and colour; Video recording formats; Camera, Shots and Composition; Practicing different type of shots, movements, angles, and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of File Formats; Codec; aspect ratio, Pixel Ratio. File compressions. (20 hours)

Unit 4. Digital Technology

Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website management; designing; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, Home Page, Search engine, Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and Publishing, fact checking. (15 hours)

Internal Assessment (75 marks)

At least one assignment for each technological skill: word processing (in English and Devnagari), page designing, photography, photo-editing, exporting/importing/converting files; audio recording, audio editing, basic sound mixing; video recording, video editing, preparing a package; website development, running a blog, uploading/downloading content, providing links, fact checking, SEO, links formation etc.

End-of-semester viva-voce (25 marks): By an external examiner who will examine students orally as well as practically regarding media technology and its application. The university department/college should make a computer, audio and video recording equipment, photo camera and internet connection available to the examiner during the viva-voce.

JMC 201: Print Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Organization of the Newsroom: Basic features of newspapers and magazines; target audience and page structures (including special sections, supplements); organization of single/multi-edition/multi-media newspaper; coordination and management functions; structure of traditional and modern newsrooms; role and responsibilities of the Editor and others; changes in technology and work practices, challenges before print organizations. (8 hours)

Unit 2. News Writing: what is news (revision of JMC 102); changes in news values; transition from basic to advanced news writing (storytelling and new forms); news reporters: categories, rights, roles and responsibilities; news beats: introduction, mapping and new beats; cultivating sources; investigative and development reporting; use of Internet, new media and technology for reporting; use of RTI for reporting; reporting for digital editions. (12 hours)

Unit 3. News Editing: importance of editing; value addition to news stories; news desks: roles and responsibilities; sorting and selection of agency copies; sources of news; basics of news translation; editing different types of copies; writing and editing developing stories; writing headlines and types of headlines; Visual journalism: selecting and editing photos; writing captions; photo features/stories/essays; info-graphics; designing news pages and redesign of a newspaper; Write-edit-design philosophy; editing in convergent and multimedia setup, multi-media assignment desk. (12 hours)

Unit 4. Feature and editorial writing: Difference between news and views; basic elements of features; types of features, news pegs and story ideas; research and references; writing columns and editorials; feature writing for special supplements; editing features and articles; freelance feature writing and running a feature agency. (12 hours)

Unit 5. Magazine journalism: Newspaper supplement and magazines; periodicity, special interest and niche magazines; registration process and positioning of a magazine; writing for and editing a magazine; mentoring and developing writers; planning regular and special issues; economics and management of a magazine; magazines in India and Maharashtra. (8 hours)

Unit 6. History, trends and challenges: Early history of journalism; invention of printing and emergence of newspapers; brief history of newspapers in India, brief history of Marathi journalism, role of Indian press in freedom struggle; role of the Press in democracy, development and nation-building; impact of technology on media and journalism, challenges before newspapers and media organizations. (8 hours)

Internal assessment (50 marks)

Each student should be involved in the production of at least two group experimental journals, working as reporters, editors, feature writers, and one individual newspaper.

Other assignments can include: Writing news stories from news releases; translating agency copies; attending press conferences and writing news reports; going to the spot, attending functions and writing news stories; writing and editing news stories/features/editorials; visit to newsrooms and interaction with the journalists; visit to printing units and circulation centres; analysis and case study of newspapers etc.

Suggested reading:

Kamath, M. V. *'The Journalist's Handbook'*. (Reprint). Vikas: New Delhi.

Barns, Margarita. *'The Indian Press'*. George Allen and Unwin Ltd.

Contractor, Huned. *'The art of feature writing'*. Icon Publications: Pune.

Natrajan, S. *'A History of the Press in India'*. Asia Publishing House, Mumbai.

Carole, Rich *'Writing and Reporting News A Coaching Method'*. Wadsworth

George T.J.S. *'Editing: A Handbook for Journalists'*. IIMC, New Delhi.

Garcia, Mario R. 'Contemporary Newspaper Design: A Structural Approach'. Prentice Hall, USA
Quinn, Stephen and Filak, Vincent F. (2005). 'Convergent Journalism: An Introduction'. Focal Press, Oxford, UK.

लेले, रा. के. (2009). मराठी वृत्तपत्रांचा इतिहास. (तृतीय आवृत्ती). कॉन्टिनेंटल प्रकाशन, पुणे.

कुलकर्णी, एस.के. (2009). पत्रकारिता मार्गदर्शक. (सुधारित तिसरी आवृत्ती) पुणे विद्यार्थी गृह प्रकाशन, पुणे.

कुलकर्णी एस.के. (2004). बातमीदारी. पुणे विद्यार्थी गृह प्रकाशन, पुणे.

गोखले, अरविंद व्य. (2011). संपादन. (पुनर्मुद्रण). टिळक महाराष्ट्र विद्यापीठ, पुणे.

अकलूजकर, प्रसन्नकुमार. फीचर रायटिंग. श्रीविद्या प्रकाशन, पुणे.

तळवलकर, गोविंद. 1981. अग्रलेख. प्रेस्टिज पब्लिकेशन्स, मुंबई.

पाध्ये, प्रभाकर. पत्रकारितेची मूलतत्त्वे. (पुनर्मुद्रण) मेहता पब्लिशिंग हाऊस, पुणे.

Useful links:

<http://grammar.about.com>

<http://www.editteach.org/>

<http://www.copyeditor.com/>

<http://www.poynter.org/>

JMC 202: Audio and Video Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Part 1: Audio Journalism

Unit 1. Understanding audio: Types: conventional radio, internet radio, convergent news production; importance of sound and spoken word in audio journalism; using sound effectively in audio journalism; News Services Division of AIR; news on other types of radio; news podcasts; BBC, NPR etc.

(6 hours)

Unit 2. Writing for the ear: simple, conversational, clutter free writing; difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; addressing linearity of presentation in radio scripts;

(6 hours)

Unit 3. News-based programmes: types of news presentations: duration, frequency, coverage, topic; structure of a news programme; selection of news; use of actuality, sound bytes and reports etc.; Other formats: interviews, features, documentaries, live commentaries, magazines, news reels etc.

(8 hours)

Part 2: Video Journalism

Unit 4. Understanding the medium: invention and development; strengths and weaknesses of the medium; Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, breaking news; MOJO.

(8 hours)

Unit 5. Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers; Convergent Newsroom; Backroom researchers, reference library or archives people, graphic artists.

(8 hours)

Unit 6. TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information; structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc.

(12 hours)

Unit 7. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion, informative interviews; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc.,

RECCE, planning, shooting script, editing, narration, background music, post-production;

(6 hours)

Unit 8. Overview of News Television Industry and Its Impact on Society: Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organisational structure of the news room Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends. Impact on society, Overview and introduction of all programme formats in fiction, non-fiction/news based/ entertainment, role and effect of TV on society, Television Ratings. (6 hours)

Internal assessment (50 marks)

Part 1 (20 marks): Students have to produce at least two news-based programmes in such a way that each student gets to write the script and present it; Analytical essays on news programmes;

Part 2 (30 marks): Students have to record individual piece-to-camera, tick tock, news anchoring; production of news bulletin documentary or interview; written assignments on news channels or News Programs Study, Analysis.

Suggested reading

De Maeseneer, Paul. *Here's The News: A Radio News Manual*. Asian Books.

Ciignel, Hugh. *Key Concepts in Radio studies*. Sage.

Hyde, Stuart. *Television and Radio Announcing*. Kanishka.

Masani, Mehra. *Broadcasting and the People*. National Book Trust.

Awasthi, G. C. *Broadcasting in India*. Allied Publications.

Fiske, John. *Television Culture*. Routledge

Mehta, Nalin. *India on Television*. Harper Collins

Yorke, Ivor. *Basic TV Reporting*. Focal Press

Millerson, Gerald and Jim Owens. *Television Production* Focal Press.

Wurtzel, Alan. *Television Production* McGraw-Hill.

Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.

Pati M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.

Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.

Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.

Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.

Boretzky, R. A. and Yorovsky A. *Television Journalism*. International Organisation of Journalists.

Lewis, Bruce. *Technique of Television Announcing*. Focal Press.

JMC 203: Digital Journalism

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Introduction to Digital Journalism: What do you mean by Digital media?; Concept of internet and its functioning; Concept of Web 2.0 and concept of interactivity; Mobile 2.0; Social networking websites; Concept of media convergence; Four types of convergence in media – technological, business, professional, content ; What is multimedia content?; Web browsers and RSS Feed; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals. (12 hours)

Unit 2. Digital Story Telling: Introduction to cross-media news production processes; Understanding the basics of content management systems (CMS); Multi-media content generation techniques- Interactive content generation; News stories with audio-visual inputs; Call-to-action (CTA) enabled script writing and its importance; Use of interactive info-graphics; Use of Crowdsourcing and aggregation; Use of Social Media platforms; Use of hyperlinks and related data while writing and presenting a new story. (12 hours)

Unit 3. Data Journalism: Defining Data Journalism; Concept and its use in current scenario; Importance of data journalism; Understanding and finding data sources; Defining data story; Playing with numbers and presenting them into words; Data Analysis and understanding Data Patterns; Writing data story; Data visualisation and its importance; Introduction to softwares like MS Excel, Infogram etc. (12 hours)

Unit 4. Mobile Journalism: Understanding the features of Smart- phones; Telling compelling stories / photo stories using mobile devices, rich multi-media enabled apps, storytelling methods for mobile consumers; Tools and best practices for editing and posting videos for mobile platforms; Mobile Journalism and its advantages; Understanding the skills required for mastering in mobile journalism; Managing the journalistic work flow with mobile (12 hours)

Unit 5. Business of Digital Journalism: Understanding impact of digital media and social media on journalism; Shrinking size of newsrooms and digital news business; Economics of digital journalism; Understanding the business models for digital platforms, Emerging trends related with business of digital platforms; Corporate and their interests in Digital Journalism: Facebook Journalism Project, Google News Initiative. (6 hours)

Unit 6. Socio- Political impacts of Digital Journalism: Digital Journalism and digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practises and impacts; Digital media and elections; Social media and elections in India (6 hours)

Internal assessment (50 marks):

Analysis of various news portals/internet editions; production of news bulletins in various digital formats and platforms; case studies of news portals across the world; objective tests; group discussions and visits etc.

References:

Al Jazeera Media Training and Development Centre, *Mobile Journalism*.

Briggs, Mark. *Journalism 2.0*. J Lab and Knight Citizen News Network.

Feldman, Tony. *An Introduction to Digital Media*. Routledge.

Howard, Alexander. *The Art and Science of Data-Driven Journalism*, Tow Centre for Digital Journalism

Handbook for Media, General Elections To The 17 th Lok Sabha 2019, Election Commission of India

New Media and Politics, Sage

Digital Journalism: Making News, Breaking News, Open Society Foundation

The Routledge Handbook of Developments In Digital Journalism Studies

The Handbook of Global Online Journalism, Wiley-Blackwell

गरुड, विश्वनाथ (२०१९), डिजिटल पत्रकारिता, गमभन प्रकाशन.

बोरटे, योगेश (२०१९), सोशल मीडिया, अथर्व प्रकाशन.

JMC 204: Research Methodology

Total Credits: 4. Interaction/Teaching-learning hours: 60

Internal Assessment: 50 marks, End-of-semester exam: 50 marks

Unit 1. Basics of research: Characteristics of scientific research, history; relevance and nature of media research; areas of media research; types of research; importance of review of literature; placing the research in a theoretical framework; hypothesis or research questions; types of variables etc. (10 hours)

Unit 2. Qualitative research methods: nature, limitations, interpreting qualitative data. Various methods: i) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, iv) case studies: utility and process. (12 hours)

Unit 3. Quantitative research methods: nature, uses, generalization etc. Various methods: i) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis,

panel studies; iv) Experimental Research: Laboratory experiments, design; field experiments. (12 hours)

Unit 4. Sampling: universe, population and sample; types of sampling methods: probability and non-probability sampling and their sub types; their advantages and disadvantages; measuring sampling error. (6 hours)

Unit 5. Statistics for research: importance of statistical analysis; descriptive and inferential statistics; basic statistical terms and tests: central tendency, standard deviation, Chi square, T test, hypothesis testing etc. (12 hours)

Unit 6. Allied issues: Research ethics; research report writing; bibliography; in-text citations etc. (8 hours)

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

Suggested Reading:

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

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

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

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

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

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

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

Semester IV

JMC 401: Internship and Study Visits

Total credits: 2. Internal assessment: 50 marks. NO end-of-semester exam.

i) Internship has to be evaluated for 25 marks. Norms of internship are as follows:

- It should be done **before the end of Sem. IV** in one of the following types of organisations for minimum 180 hours (30 days @ six hours a day).
Organisations: newspaper (print or internet edition), web news portal, radio channel, TV news channel, weekly magazine, advertising agency, public relations firm, book publishing company.
- Students may work in two different types of organisations @ 90 hours each (15 days @ six hours a day) if they so wish.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organisation.
- Norms of evaluation for 25 marks:
Evaluation by the authority: 10, Volume and quality of work: 10, Quality of report: 5

ii) Study Visits have to be evaluated for 25 marks.

- Minimum 10 visits and interactions have to be organised over four semesters.
- Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
- Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.
- Norms of evaluation for 25 marks:
Attendance: 10, performance (behaviour during visit, written/audio-visual/digital reporting): 15.

JMC 402 to 408 Individual Projects

Total credits: 8. Internal assessment: 100 marks, external evaluation: 100 marks.

JMC 402 Research Dissertation	Students have to select a topic only about journalism/mass communication for research dissertation. They are expected to follow scientific research method/s for the research and present it in the form of a written dissertation, of 8000-10000 words. Established academic norms regarding structure of a research report have to be followed. Raw data may be asked for during the viva-voce.
JMC 403 In-depth Reporting	Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.
JMC 404 Documentary Production	Students have to select a topic of current relevance for an audio-visual documentary. The documentary must be of 20-30 minute duration. A written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the documentary.
JMC 405 Translation Project	Students have to translate a non-fiction prose text preferably related to journalism/mass communication of 15000-20000 words. This can be a single prose or compilation of texts about the same topic by the same or different authors. The translated work should be submitted in print form with a note explaining the relevance of the topic, original author/s, the translation process and difficulties encountered should also be submitted along with the project. <i>* The translated work cannot be made public by the student/department/college without acquiring required rights from the original author/s.</i>
JMC 406 Podcast Production	Students have to produce at least five 15 minutes episodes of a podcast. The podcast should be informative containing programmes in various formats. The podcast should be uploaded on the internet, and should be active at least till assessment. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the link of the podcast URL.
JMC 407 Web-based Content Development	Students can create an informative website/app about a topic of their choice and of public interest. The website should be uploaded and active at least till assessment. Original articles, texts, videos should be posted on the website. Links to other websites can also be provided. A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with website address.
JMC 408 Advertising Campaign	Students have to create public service advertising campaigns about TWO current and relevant social issues. They have to create at least one ad in each medium (print: A4 size,, audio: 20-30 seconds, and audio-visual: 20-30 seconds). A detailed written report explaining the relevance of the topic, the approach, planning, execution and difficulties encountered should also be submitted along with the ads.

University department/college, based on their infrastructure, may decide which electives to be offered from the list of projects.

The final project has to be assessed by an internal examiner (who is the project supervisor/advisor working in the university department/college) and an external examiner who is an expert in the subject and type of project.

The division of marks to be awarded by the two examiners shall be as follows:

	Internal Examiner (Project advisor/supervisor)	External Examiner (Expert in the type of project)
Final Project	70	70
Process: efforts, regularity, punctuality, efforts taken	30	--
Viva-voce based on project	--	30