

**Faculty:** Interdisciplinary Studies  
**Subject:** Communication and Journalism  
**Course:** MA (JMC)  
**Structure and syllabus of** Sem. III and IV to be run from AY 2020-21.

**MA (JMC) 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	<b>Any two*</b> from JMC COM 1 to JMC COM 7	02	25	25	50
Common Elective 2		02	25	25	50
Stream Elective 3	<b>Any two**</b> from JMC JR 1 to JMC JR 9 <b>OR</b> 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.

## MA (JMC) 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 ( <b>any one</b> 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	<b>Any one*</b> from JMC COM 1 to JMC COM 7	02	25	25	50
Stream Elective 1	<b>Any two**</b> from JMC JR 1 to JMC JR 9	02	25	25	50
Stream Elective 2	<b>OR</b> from JMC MC 1 to JMC MC 8	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.

## MA (JMC) 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

## MA (JMC) 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 and Rural 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

**JMC 301: Understanding Society (2)**

**Total Credits - 04**

**Internal Marks- 50, External Exam - 50, Total - 100 Marks**

**Total Lectures: 60**

**Syllabus Outline:**

[This subject is in continuation of earlier subject JMC 103: Understanding Society (1)]

**Unit 1. Understanding Politics:** Meaning of political science, study of politics, State and its nature, theories of origin of state; state and individual; nation, nation-state and nationalism; Understanding isms and concepts: Liberty, equality and fraternity, capitalism, socialism, communism, fascism, Nazism, secularism, gender justice etc; forms of government, unitary and federal government, Indian democracy (Legislative, executive and judiciary), Constitution of India and some important amendments, Provisions and laws related to reservation and social justice, Panchayat Raj, Process of law making, Centre-state relation, Political parties in India (brief history and present status), Issues and challenges in Indian politics, reporting politics and elections.

**Unit 2. Understanding National security and International relations:** Concept of national security, India's security apparatus, perceptions of internal and external threats (insurgency, terrorism, Maoism, etc), Idealism and realism in International relations, nature of diplomacy, concept of national interest, India's national interest, balance of power; India and South Asia, Bilateral relations with neighbours, United Nations and other world organizations, India in world politics (Third world and non-alignment, regional cooperation, etc)

**Unit 3. Understanding Economics:** Basic concepts in economy, Thinkers and perspectives in economy; Nature and structure of Indian economy, mixed economy (Public and private sector), five years plans, Planning Commission to NITI Aayog; Globalization, Privatization and Liberalization, transformation and challenges, major economic reforms, Understanding GDP and central/state budget, banking and finance, fighting poverty, reporting economics.

**Unit 4. Understanding development:** What is development?, different models of development, Basic needs and infrastructure development, agriculture and rural development, crisis in agriculture sector, growing urbanization and challenges related to it, sustainable and inclusive development, reporting development issues.

**Unit 5. Understanding Sports:** Importance of sports in human life, Development of sports, Olympics and other international sports events, introduction and basics of some sports such as cricket, football, hockey, tennis, athletics, etc; Indian sports, sports tournaments and infrastructure in India, reporting sports events and challenges therein.

**Unit 6. Understanding Music, Literature and Entertainment:** Indian music, Marathi literature: different phases, important writers and their writing, All India Marathi Literature Meet and its role in development of Marathi language and literature, Drama and Films: Marathi folk theatre and sangit-natak (Music drama), Hindi cinema (Bollywood) and regional cinema: Brief history and major phases, achievements; reporting music, theatre, cinema and other cultural activities.

**Revision:** Review of what students learn during the two semesters (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 resources:**

- Kothari, Rajni. (2003 Reprint) 'Politics in India'. Orient Longman, New Delhi.
- Fadia, Dr. B. L. and Fadia, Dr. Kuldeep. (2019). 'Indian Government and Politics'. (15<sup>th</sup> Ed.) Sahitya Bhavan, Agra.
- Rai, Vinod and Palit, Dr Amitendu (Eds.) 'Seven Decades Of Independent India: Ideas And Reflections'. Penguin Books, New Delhi.
- Bakshi, P.M. (2018). 'Constitution of India'. Universal Law Publishing, New Delhi.
- Austin, Granville. (1966). 'The Indian constitution: Cornerstone of a nation'.
- Chandra, Bipan. (2016). 'History of Modern India'. (Reprint) Orient Blackswan, Hyderabad.
- Nag, Kingshuk. (2014). 'The Saffron Tide: The Rise of the BJP'. Rupa Publications, New Delhi.
- Morgenthau, Hans and Thompson, Kenneth. (1985). 'Politics Among Nations'. (6th edition). McGraw-Hill, New York.
- Griffiths, Martin and O'Callaghan, Terry. (2002). 'International Relations: The Key Concepts'. Routledge.
- Philpott, Daniel. (2001). 'Revolutions in Sovereignty: How Ideas Shaped Modern International Relations'. Princeton University Press.
- Donnelly, Jack. (2000). 'Realism and International Relations'. Cambridge University Press.
- Ganguly, Sumit; Blarel, Nicolas and Pardesi, Manjeet S. (2018). 'The Oxford Handbook of India's National Security'. Oxford, New York.
- Bajpai, Kanti P. and Pant, Harsh V. (Ed.) (2013). 'India's National Security: A Reader (Critical Issues in Indian Politics)'. Oxford, New York.
- Karuppiah, Sankarganesh. (2020). 'Indian Economy Key Concepts'. (6<sup>th</sup> Edition) McGraw Hill Education India, Chennai.
- Stiglitz, Joseph. (2010). 'The Stiglitz Report: Reforming the International Monetary and Financial Systems in the Wake of the Global Crisis'.
- Sen, Amartya. (1999) 'Development as Freedom'. Oxford, New York.
- Sachs, Jeffrey D. (2005). 'The End of Poverty'. Penguin Books.
- Stiglitz, Joseph E. (2002). 'Globalization and its Discontents'. Penguin Books.
- Andrews, Phil. (2013). 'Sports Journalism: A Practical Introduction'. Sage Publications.
- Barnes, Simon. (2007). 'The Meaning of Sport'. Short Books.
- Payne, Michael. (2006). 'OLYMPIC TURNAROUND: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand'. Praeger, Connecticut, USA.
- Textbooks of political science and economics for XI<sup>th</sup> and XII<sup>th</sup> stds. (NCERT syllabus)
- डोळे, डॉ. ना. य. (1969). राजकीय विचारांचा इतिहास. कॉन्टिनेन्टल प्रकाशन, पुणे.
- लेले, जयंत. अनुवाद: भागवत, विद्युत व कांता, अभय. (2013). पाश्चात्य विचारसरणींच्या इतिहासातील महत्त्वाचे टप्पे. युनिक अकादमी, पुणे.
- मोडक, डॉ. अशोक; नानकर, प्रभाकर आणि गुणे, नारायण (संपा.) (2016). कॉन्टिनेन्टल प्रकाशन, पुणे.
- पळशीकर, डॉ. सुहास आणि कुलकर्णी, सुहास. (2010) सत्तासंघर्ष: महाराष्ट्रातील सत्तासंघर्ष, राजकीय पक्षांची वाटचाल. (पाचवी आवृत्ती). समकालीन प्रकाशन, पुणे.
- पळशीकर, डॉ. सुहास. (2014) देश-प्रदेश: प्रादेशिक राजकारणाच्या बदलत्या दिशा. युनिक अकादमी, पुणे.
- पानसरे, गोविंद. (2015). मार्क्सवादाची तोंडओळख. (पुनर्मुद्रण). श्रमिक प्रतिष्ठान, कोल्हापूर.
- गावंडे, देवेंद्र. (2012). नक्षलवादाचे आव्हान: दंडकारण्यातील अस्वस्थ वर्तमान. (तिसरी आवृत्ती). साधना प्रकाशन, पुणे.
- देसाई, दत्ता. नव 'उदार' जगाचा उदयास्त
- जाधव, तुकाराम आणि शिरापूरकर, महेश. भारतीय राजकीय व्यवस्थेचा आकृतिबंध : भारतीय राज्यघटना व घटनात्मक प्रक्रिया
- जोगदेव, हेमंत. क्रीडावेध
- गोडबोले, अच्युत. अर्थात.
-

## **JMC 302 Journalism and Mass Communication: Theories and Practice**

**Total Credits - 04**

**Internal Marks- 50, External Exam - 50, Total - 100 Marks**

**Total Lectures: 60**

### **Syllabus Outline:**

**Introduction:** Need for 'Media Literacy': Fundamentals and key concepts; media use, habits and addiction; understanding media and communication theories and practices

**Unit 1: Basics of Communication.** Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Language and Communication, Semiotics and Semiology; Forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication, Ethnography of Communication (6 hours)

**Unit 2. Rise of Mass Communication.** Development of media technologies; Concepts of 'Mass' and 'Mass Society'; Process and characteristics of 'Mass Communication'; Rise of Mass Media; Journalism as part of mass communication; New interactive media and its characteristics; Understanding Media: McLuhan's perspectives (Medium is the Message), Global Village(6 hours)

**Unit 3: Models of Communication.** Use and limitations of models in understanding theories, Development of communication models and thoughts, Different models: Aristotle's Rhetoric, Laswell, Mathematical theory, Shannon and Weaver, Osgood & Wilber Schramm's models, David Berlo, Dance's Helical Model, The Newcomb's ABX Model, Riley and Riley's Social System model, The Westley McLean Model, etc.(6 hours)

**Unit 4: Media and Society.** Socialization and media, Marxist perspective: Base, superstructure and media, Rosengren Typology;vConcept of'Mediation': Mediation of social relations and experience; Media as a social institution; Media and democracy; Functions and dysfunctions of media; Mass communication and social change, Gender and Media (4 hours)

### **Unit 5:**

**5.1 Theories of Media Effects.** The premise of the central concern, phases of effect discourses, Hypodermic Needle or Magic Bullet theory, Mass society theory, Cultivation theory, Agenda setting, Spiral of silence, Dependency Theories; Framing, Priming; Rise of Moderate Effects; Two step and multi-step flow of information; Uses and Gratification; Minimal Effects, Media effects on children, women and others; media and violence

**5.2 Propaganda:** Historical perspective, Persuasion and Social Influence Theories, Mass persuasion, Propaganda during the World Wars, Approaches for study: Behaviourism, Freudianism and Magic bullet theories; Three thinkers: Laswell, Lipmann and Dewey, Modern propaganda theories

**5.3 Critical and cultural theories:** The media as an apparatus of ideology;Cultural hegemony; Frankfurt School; The political-economic perspectives, Manufacturing Consent

**5.4 Cultural studies:** Transmission versus ritual views of communication; Culture and Communication, Folk culture and Mass culture;Mass media as a culture industry – from critical theory to cultural studies, Birmingham School, Culture Industries, Cultural Indicators, Digital Cultures

**5.5 Functionalism and other theories:** Jurgen Habermas: Public sphere; Diffusion of innovation; Actor Network Theory (ANT); Media System Dependency; The Knowledge Gap theory; Computer-Mediated Communication, Theories of Network Society/Cyber Society, Cybernetics, Tele-community

**5.6: Non-Western theories:** Religious Communication, Philosophy of Communication and Phenomenology, Asian Communication Theory, Indian perspectives: Sadharanikaran and *RasaSiddhanta*, Vedic to Bhakti movements: *Kumbha*, *Yatra-Jatras* and *PandharpurVari*;

Buddhist Communication Theory, Islamic perspectives, Confucian Communication Theory, Japanese *Kuuki* Theory, Hawaiian *Ho'oponopono* Theory, Latino and African perspectives

#### **Unit 6: Journalism and Media studies.**

**6.1 Media Structure and Organizations:** Features of media economy, Media ownership and control, competition and concentration, Policy issues: Freedom, Regulation, Public interest..., Entertainment and non-news media

**6.2: Journalism and Society:** NEWS media's roles and functions: Gate-keeping, Journalists' role perception: Messenger or monitor? Profession or public occupation?, Occupational roles and conflicts, Principles of journalism and their limitations

**6.3 Normative Theories:** Rights and obligations of news media, 'Theories of the Press' and alternative theories; Representation, constructing images and stereotypes; Media content and the NEWS genre, Centrality of NEWS; Effects of Frames on NEWS audiences; Analyzing media content

**6.4 Technology and Journalism:** Consequences of changing technology for journalism, media institutions and their relations with society, Interactivity and transparency as new principles; Media convergence and multimedia journalism: Different models and practices

**6.5 New forms of journalism:** Public and citizen journalism movements, Peace Journalism, Constructive Journalism...

**Unit 7: Audiences and Reception studies.** Centrality of audiences in communication; Media audience: Alternative concepts – as aggregate of spectators, readers, listeners and viewers, as mass, as social group, as niche, as market; Power of 'Meaning making', Audience behaviour: Uses and gratification, Reception studies, Need to reach, know and measure audiences; Fans, Fandom, and Fan Studies, Interpretive Communities; Passive versus active audience, Fragmentation of audience, Media users.

**Internal Assessment:** Essay-type assignments, monitoring of the media, interviews with sociologists and communication scientists, etc.

#### **Suggested resources:**

McQuail, Denis. **McQuail's Mass Communication Theory**. Sixth Ed. (2010). London: Sage.  
Agee, Warren and others. **Introduction to Mass Communication**. (1988). Harper Collins.

#### **Normative Theories of the Media: Journalism in Democratic Societies**

By Clifford G Christians, Theodore Glasser, Denis McQuail, Kaarle Nordenstreng, Robert A. White (University of Illinois Press, Chicago)

McQuail, Denis. (2013). **Journalism and Society**. Sage., New Delhi

#### **Journalism in the Digital Age: Theory and practice for broadcast, print and online media**

By John Herbert, 2000, A Focal Press Book, Routledge, London and New York (2016 reprint)

#### **Journalism: Principles and Practice**

By Tony Harcup (3<sup>rd</sup> Edition, 2015, Sage, New Delhi)

#### **Global Journalism Ethics: Widening the Conceptual Base**

By Stephen J. A. Ward, University of Wisconsin-Madison, USA

(<https://core.ac.uk/download/pdf/27213304.pdf>)

#### **Journalism: Normative Theories**

By Rodney Benson, First published:05 June 2008

<https://doi.org/10.1002/9781405186407.wbiecj007>

#### **Conversation through journalism: Searching for organizing principles of public and citizen journalism**

By Seong-Jae Min, First Published March 2, 2015

<https://doi.org/10.1177/1464884915571298>

#### **Journalists as peacekeeping force? Peace journalism and mass communication theory**

Thomas Hanitzsch (2004) Journalists as peacekeeping force? Peace journalism and mass communication theory, *Journalism Studies*, 5:4, 483-495,

DOI: 10.1080/14616700412331296419

**Deconstructing Journalism Culture: Toward a Universal Theory**

By Thomas Hanitzsch, Published: 23 October 2007

*Communication Theory*, Volume 17, Issue 4, November 2007, Pages 367–385,  
<https://doi.org/10.1111/j.1468-2885.2007.00303.x>

**Communicative Politics and Public Journalism**

James Compton (2000) Communicative Politics and Public Journalism, *Journalism Studies*, 1:3, 449-467, DOI: 10.1080/14616700050081777

**Constructive journalism: Proponents, precedents, and principles**

By Peter Bro, First Published May 11, 2018

<https://doi.org/10.1177/1464884918770523>

**Development Journalism/Communication: the Status of the Concept**

Christine L. Ogan First Published February 1, 1982 Research Article

<https://doi.org/10.1177/001654928202900101>

**Media and Journalism: new approaches to theory and practice**

Bainbridge, Jason, Goc, Nicola, and Tynan, Liz (2008) *Media and Journalism: new approaches to theory and practice*. Oxford University Press, Melbourne, VIC, Australia.

**Putting theory to practice: A critical approach to journalism studies**

David Skinner, Mike J. Gasher, James Compton First Published December 1, 2001

<https://doi.org/10.1177/146488490100200304>

**The New Ethics of Journalism: Principles for the 21st Century**

edited by Kelly McBride (Poynter Institute), Tom Rosenstiel

2014, Sage & CQPRESS

**Communication Theory: Media, Technology And Society (2005)** by David Holmes, Sage Publications, New Delhi.

**Mass Communication Theory: Foundations, Ferment and Future** (Sixth edition, 2012) by Stannely J Baran and Dennis K. Davis, Wadsworth Cengage Learning, Boston, USA.

**Understanding Media Theory** (2003) by Kevin Williams, Oxford University Press, New York, USA.

**Encyclopaedia of Communication Theory. (2009)** Editors: Stephen W. Littlejohn, Karen A. Foss and others. Sage Publications: New Delhi.

-----

**JMC COM 1 - Advertising**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: Introduction.** Meaning, nature and concept of advertising; role and importance of advertising for advertisers, media houses, government and consumers; brief history of advertising; advertising in India; size; advertising for public awareness.

**Unit 2: Process of advertising.** Understanding 'brand': personality, positioning, image, equity etc.; enhancing brand through advertising; need for advertising; goals of specific campaigns; advertiser-agency-media-consumer linkage; role of ad agency in the process; functions of various departments: account, creative, research, media planning etc; revenue model of an ad agency.

**Unit 3: Creative Process.** Demographic and psychographic analysis of target consumer; analysis of brand, product and competing brands; use of research inputs; arriving at creative



brief: message and creative strategies; different appeals used in advertising; types of advertisements; visualisation, art work, copy writing.

**Unit 4: Advertising Media.** Mass media, niche media, out-of-home media, digital media; advantages and disadvantages of each medium; possibilities offered by digital technology; media planning strategies; achieving maximum reach and impact through the media mix; using audience data for effective media planning.

**Unit 5: Advertising and Society.** Impact on culture and society; social responsibility of advertising; role of ASCI; rules and regulations in India; public perception of advertising; critical analysis of advertising from various viewpoints.

**Internal assessment:** Comparative analysis of same product/service by different companies; developing fictitious brand and creating an ad campaign; visits to ad agencies and interactions with ad professionals; creating public service ads etc.

**Suggested resources:**

Oglivy, David. (1963) Confessions of an Advertising Man. Atheneuem Books.

Gupta, Ruchi. (2012). Advertising Principles and Practices. S. Chand: New Delhi.

Batra, Rajeev, Myers, John G. and Aaker, Deavid A.(2006). Advertising Management. Pearson: NOIDA.

Valladares, June A. (2000). The Craft of Copywriting. Response Books: Michigan.

Padamsee Aleque. (1999). A Double Life: My Exciting Years in Theatre and Advertising. Penguin: UK.

Pandey, Piyush. (2015). Pandeymonium. Penguin: India.

Kohli-Khandekar, Vanita. (2016). Indian Media Business. Sage: New Delhi.

<http://adtextonline.org/>

-----

**JMC COM 2 - Development Communication**

**Total Credits - 02**

**Internal Marks - 25, External Exam - 25, Total - 50 Marks**

**Total Lectures - 30**

**Syllabus Outline:**

**Unit 1: Understanding Development.** Concept of Development; Meaning and definitions of development; Process of development; Characteristics of developing societies; Difference between developed and developing nations; Role of UN Agencies in development; Millennium Development Goals; Sustainable Development Goals; Problems and issues in development.

**Unit 2: Development and Indian Thoughts.** Indian models of development- Mahatma Jyotirao Phule's Model of Development, Dr. Babasaheb Ambedkar's Model of Development, Gandhian Model of Development, Nehruian Model of Development, Indian Five-Year Planning Model of Development; Niti Aayog's Model of Development.

**Unit 3: Development Communication.** Concept of development communication; Evolution, Role and relevance of development communication; Goals of development communication; Approaches to development: Modernisation Paradigm, Dependency Paradigm, Alternative Paradigm, Development-support Communication, Participatory Communication and its impact on society, Empowerment Communication; Development Communication Experiments in India; Role of television in development communication in India.

**Unit 4: Role of the Media.** Sustainable strategies in development communication; Media for development- Empathy, Diffusion of innovation, media as a magic multiplier; Traditional media for development communication; Community Media for development communication, ICT for development communication; Social media for development communication;

Designing messages for development communication; Audio-visual content for development communication

**Unit 5: Development Journalism.** Rise of Development Media Theory; Thinking for Development writing; Strategy for development writing; Process of writing for the development; Characteristics of Development Journalism; Traits and working attitudes of a development journalist.

**Internal assessment:**

Follow and analyse the development communication practices by UN agencies on different media platforms,

Work with any local government organisation and analyses the communication pattern followed by the organisation to communicate local development

Analyse the development communication practices adopted by any NGO

Develop a communication policy for a organisation working in development sector

**Suggested resources:**

Jadhav, R. (2018). Harvesting Hope In The Suicide Zone- Women Who Challenged Drought, Death and Destiny . New Delhi: Bloomsbury India.

Loo, E. (2009). Best Practices of Journalism in Asia . Singapore: Konrad-Adenauer-Stiftung.

Madhok, M. (2018). Media and Development- The Road Ahead. New Delhi: New Century Publications .

Manyozo, L. (2012). Media, Communication and Development . New Delhi : Sage Publications .

Melkote, S. R., & Steeves, H. L. (2015). Communication for Development . New Delhi: Sage

Mody, B. (1991). Designing Messages For Development Communication. New Delhi: Sage Publications .

Narula, U. (1999). Development Communication Theory and Practice . New Delhi: Har Anand Publications Pvt Ltd.

Prasad, K. (2018). Communication for Development (Vol. 1). Delhi: B. R. Publishing Corporation.

Thomas, P. (2019). Communication for Social Change : Context, Social Movements and The Digital . New Delhi: Sage .

E PG Pathashala – Media and Communication Studies – Development Communication

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24>

Communication for Development

[https://www.unicef.org/cbsc/files/Inter-agency\\_C4D\\_Book\\_2011.pdf](https://www.unicef.org/cbsc/files/Inter-agency_C4D_Book_2011.pdf)

Asian Development Blog

<https://blogs.adb.org/print/blog/power-videos-communicating-development-agenda>

Consortium for Educational Communication

Development Communication

<https://www.youtube.com/watch?v=WadaPmfIEYE>

<https://www.youtube.com/watch?v=3-QEk5dm8XM>

-----

## **JMC COM 3 – Gender and Media**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1:** Concept of Social Construction of Gender; Concepts of Spheres- Public and Private, Division of Labour, Patriarchy, Equality, Equity, Empowerment, Participation, Discrimination, Violence, Rights

**Unit 2:** Gender inequality/Discrimination and Media: Issues of Visibility and Invisibility, Portrayal and Representation, Gender in MSM and Alternate Media; Sensitivity for Coverage of Gender issues: issues of class, caste, religion, poverty, sexual minorities; Subjectivity of Gender- Matters of: Bias, prejudice, perceptions of communicator.

**Unit 3:** Gender and Media: Women as news subjects, bodies and objectification; Media Professionals, Decision makers in Media organisations, Member of media audiences; Implications of Gender-Media Relationship: Socialisation, Stereotyping, Omission and commission.

**Unit 4:** Gendered audiences and fan cultures; gender, power and identity in the era of digital communication;

**Unit 5:** Media created by gendered groups- Women, Sexual Minorities; Role of Agencies and Institutions for Gender Equality- Projects and Organizations.

**Internal assessment:** Interviewing women/Dalits/LGBTQ working in media organizations for their experiences of being a media professional; Content Analysis of news reports in print or television about portrayal of women, representation of poor/disabled/dalits/religious-sexual minorities/children/elderly; Visiting organisations working in the area of gender and understanding issues dealt by them and their experiences; Surveying vulnerable audiences (women/poor/ disabled/dalits/religious minorities/children/elderly) about their opinions about media coverage about themselves.

### **Suggested resources:**

Carter Cynthia and Linda Steiner (2004) Critical Readings in Media and Gender, OUP, Maidenhead.

Carter Cynthia, Linda Steiner, Lisa McLaughlin (2013) The Routledge Companion to Media and Gender, Routledge,

Chaudhuri Maitrayee (2017) Refashioning India: Gender, Media, and a Transformed Public Discourse, The Orient Blackswan.

DasguptaSanjukta, Dipankar Sinha and SudeshnaChakravarti (2011) Media, Gender and Popular Culture in India: Tracking Change and Continuity, Sage, New Delhi.

Ross Karen (2012) The Handbook of Gender, Sex, and Media, Editor, 13 March 2012, Print ISBN:9781444338546 |Online ISBN:9781118114254 |DOI:10.1002/9781118114254, Wiley Blackwell.

Siriyuvasak, Ubonrat, Leela Rao and Wang Lay Kim (eds.). 2000. "Gender Reactions in Asian Television." New Delhi, India: Asian Network of Women in Communication.

Unesco (2019) Gender, Media and ICT: New Approaches for Research, Education and Training, Unesco Series on Journalism Education, United Nations Educational, Scientific, Cultural Organization, Paris, France. ISBN: 978-92-3-100320-2 URL: (<http://www.unesco.org/open-access/terms-use-ccbysa-en>).

<http://www.nwmindia.org/national/gender-and-media-watch-for-elections-an-nwmi-blog>

[http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/publications/media\\_and\\_gender\\_scholarly\\_agenda\\_for\\_gamag.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/publications/media_and_gender_scholarly_agenda_for_gamag.pdf)

<https://gsdrc.org/topic-guides/gender/gender-and-media/>  
[https://medinstgenderstudies.org/wp-content/uploads/handbook\\_final.pdf](https://medinstgenderstudies.org/wp-content/uploads/handbook_final.pdf)  
<https://samsn.ifj.org/wp-content/uploads/2015/03/INDIA.pdf>  
<https://www.indianmediastudies.com/gender-portrayal-in-media>  
-----

## **JMC COM 4 Magazine Production**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding Magazine.** History of magazines, markets and audiences of magazines. Definitions. Newspaper supplements and magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. (vii) literary magazines. New trends like glossy magazines, Niche magazines, digital only and mobile magazines. Case studies- Marathi magazines such as Sakal Saptahik, Chitrlekha, Lokprabha, etc. India Today, Outlook, The Reader's Digest, Time, National Geographic etc. Literary movement of irregular magazines in Maharashtra. Tradition of Diwali special issues in Maharashtra. (महाराष्ट्रातील अनियतकालिकांची चळवळ आणि दिवाळी विशेषांकांची परंपरा),

**Unit 2: Content Management.** Understanding the target audience and positioning of the magazine. Challenge from newspapers – more analysis and graphics in news stories – staying ahead of the curve. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas into articles. Planning cover stories. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, trends and future of content management. New horizons for magazine content – content with purpose, customised and niche content, content monetization.

**Unit 3: Writing for Magazines.** What makes a magazine story different from newspaper stories? (Difference in style, format, perspective and approaches). Narrative energy, storytelling, shift from observation to insights, interviewing techniques, writing brights, special skills for specialized areas. Creative writing, crisp language. Rise of digital media and its impact on magazines. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads. Research before writing.

**Unit 4: Editing a Magazine.** Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Sub-editing (marking copy for type, strap lines, by-lines, house style), Designing print, online, tablet and mobile editions: Photos, illustrations and other graphics, new design trends. Use of caricatures and cartoons. The post mortem after publication. Move from editing to content curation.

**Unit 5: Magazine Management.** Structure of editorial department. Magazine Production- layout and design, Master pages and templates, Paper used, Inserting Advertisements, Creative advertisements, Cover on cover, Flaps, Feature Cover, News Cover, Image Covers, Illustration Covers, Type Based Covers, Concept Covers, etc. Style sheet, special effects like bleed and trims. Economics: sales and subscription, production cost and pricing, distribution network, advertising, advertorials. Magazine Promotion and public relations through events,

competitions etc. Assessing magazine impact. roles of marketing, publishing and advertising in establishing a successful magazine. Search of new revenue sources.

**Internal assessment:** Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc. Editing different articles. Producing a special magazine or Diwali special issue.

**Suggested resources:**

Morrish, John and Bradshaw, Paul. (2012) 'Magazine Editing: In Print and Online'. (3rd Edition). Routledge, New York.

Kobak, James B. (2002). 'How to Start a Magazine: And Publish It Profitably'. (Kindle Edition)

McKay, J. (2013). 'The Magazines Handbook'. Routledge, New York.

Whittaker, J. (2016). 'Magazine production'. Routledge, New York.

-----

**JMC COM 5 Mass Communication Pedagogy**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus outline:**

**Unit 1: Teaching and learning.** Role of teachers and learners; different learning styles: reading/writing, visual, aural, kinaesthetic; characteristics of learners; homogeneous and heterogeneous classroom; acknowledging cultural differences; bi-lingual teaching and learning in Indian classrooms

**Unit 2: Teaching.** concept, objectives, levels of teaching (Memory, Understanding and Reflective), teachers' characteristics and basic requirements; importance of communication skills; teachers' personality and interaction with students; Teaching Methodology: off-line vs on-line teaching; traditional, modern and ICT-based teaching; Teaching techniques: simulated, role play, discussions, Collaborative, integrated, interactive, co-learning;

**Unit 3: Teaching mass communication.** interdisciplinary/multidisciplinary nature; balancing conceptual, theoretical and practical skills-oriented; institute-industry interaction; subject-specific requirements; integrating contemporary content in teaching; use of visits, internships, interactions with professionals; simulation, experiential learning.

**Unit 4: Assessment.** Importance of continuous assessment; Bloom's Taxonomy; assessment of information, knowledge, skills, analytical and critical thinking; modes: individual/group; objective/descriptive; presentations/role play/ discussions; projects etc.; evaluation rubric; providing feedback.

**Unit 5: Technology for teaching.** preparing presentations, models, clippings; audio lectures. Video lectures; EMMRC, Gyanwani; using MOOC/MOODLE/ Swayam platforms. Norms of academic writing.

**Internal assessment:** Students opting for this course have to prepare lesson plans, conduct lessons on assigned topics and evaluate students' work.

**Suggested resources:**

World Journalism Education Council <https://wjec.net/>

<https://en.unesco.org/unesco-series-on-journalism-education>

[www.aejmc.org](http://www.aejmc.org)

[jea.org](http://jea.org)

Curriculum Development (<https://tophat.com/blog/curriculum-development-models-design/>)  
Learning through assignments (<https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/learning-activities/active-learning/learning-activities-and-assignments-how-maximize-their>)  
Rubrics for assessment (<https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/assessing-student-work/grading-and-feedback/rubrics-useful-assessment-tools>)  
<https://uwaterloo.ca/centre-for-teaching-excellence/>

-----

## **JMC COM 6 – Public Relations**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding PR.** definitions, purpose and utility; relevance to a democratic society. Difference between PR, Advertising and Propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal and external, different ways to address them. Concept of ‘Communications Audit’.

**Unit 2: Role of PR in different sectors.** government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions, NGOs etc.

**Unit 3: Types of PR.** Internal and external, publics of PR, Communications audit, qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy or agency.

**Unit 4: PR Tools.** Internal - house journals, bulletin boards, events, mailing groups, social networking sites; External - exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatras, melas, public gatherings etc.) PR campaigns, programmes and events, CSR projects; PR during the crisis; case studies.

**Unit 5: Media Relations as a PR function.** Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and press visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), Citizen Journalism.

**Unit 6: Social media for PR.** Blogging, LinkedIn, Facebook, Twitter, Instagram etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and Audio Visual material.

**Internal assessment:** Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing press releases etc.

### **Suggested resources:**

Sahai, Baldev. *Public Relations a Scientific Approach*. Scope Publication: New Delhi.

Cutli, Scott M and Allen H Centre. *Effective Public Relations*. Prentice Hall.

Jefkins, Frank. *Public Relations*. Pitman Publishing: London

Kaul, J.N. Kaul. *Public Relations in India*,. Nyay Prakashan: Calcutta

Reddi, C. V. NArsimha. *Effective Public Relations and Media Strategy*. PHI Learning Private Limited: New Delhi.

Sachdeva, Iqbal S. *Public Relations: Principles and Practices* Oxford University Press: New Delhi

Mehta, S. *Handbook of Public Relations in India*. Allied Publishers: New Delhi

## **JMC COM 7 – Radio Broadcasting**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Development of radio broadcasting.** Invention and spread; role in the world wars. India: beginning, development till independence, role and expansion of All India Radio in post-independence India; changing radio landscape in 21st century: public service broadcasting, private commercial radio and community radio.

**Unit 2: Radio Broadcasting Technology.** Production: sound recording: types of mics, using mics properly, studio set up; sound editing: removing noise, inserting sound etc. Broadcasting: from analog to digital.

**Unit 3: Radio Programming.** Purpose- to inform, to educate, to entertainment; programme strategies: spoken word, musical, dramatic; formats: interviews, discussions, plays, quizzes, phone-in, talks, running commentary etc.; innovative programme ideas, audience-centric programming, niche-audience programmes; programme scheduling: audience profile, habits, prime time etc.

**Unit 4: Radio Presentation.** Qualities of a radio presenter: communication skills, language proficiency, interview skills; Roles and responsibilities of an RJ; research and writing for radio; radio advertising: from concept to broadcast.

**Unit 5. Management.** differences in All India Radio, private FM and community radio; revenue sources; Radio Audiences: profile, listening habits and measurement, laws and regulations governing radio broadcasting.

**Internal Assessment:** production of different types of radio programmes, preparing programme schedule; comparative study of different forms of radio broadcasting.

### **Suggested resources:**

[www.allindiaradio.org](http://www.allindiaradio.org)

[www.prasarbharati.nic.in](http://www.prasarbharati.nic.in)

Alan B. Albarran, G. G. (2001). The radio broadcasting industry. Allyn and Bacon, 2001.

BARUAH, U. L. (2017). This is All India Radio. Publications Division Ministry of Information & Broadcasting, 2017.

d'Ecclesia, G. (2013). Theories and Techniques of Radio Broadcasting. Lulu.com, 2013.

Hasling, J. (1980). Fundamentals of Radio Broadcasting. McGraw-Hill, 1980.

Luthra, H. (1986). Indian Broadcasting. Publications Division Ministry of Information & Broadcasting.

NEELAMALAR, M. (2018). RADIO PROGRAMME PRODUCTION. PHI Learning Pvt. Ltd.

Vinod Pavarala, K. K. (2007). Other Voices: The Struggle for Community Radio in India. SAGE Publications India.

Community Radio Compendium.

<https://mib.gov.in/sites/default/files/Community%20Radio%20Compendium%202019.pdf>

[www.radioandmusic.com](http://www.radioandmusic.com)

-----

## **JMC JR 1 Rural and Agriculture Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Rural society and structure:** 'Rural India'. Characteristics of rural society, Farming & allied communities (गावगाडा व बलुतेदार) – their interdependence, family system and traditions, Festivals and fairs (Yatra-Jatras), remnants of feudal mindset, caste discrimination and other social issues, place of nomadic, semi-nomadic and de-notified tribes in village life; Idea of self-reliant villages – Gandhian and Sarvodaya perspectives; Role and structure of Local self-government: District Council (Zilla Parishad) and other agencies, Village Panchayats, Gramsabha and local leadership, Role of tehsildar, Gramsevak, talathi, police patil, block development officers (BDOs), etc.

**Unit 2: Rural development, politics and media.** Issues of basic infrastructure – roads, electricity, water, rural housing and health. Rural livelihood and development programmes – Land reforms and related issues, Implementation of central and state schemes (Integrated Rural Development Programme, National Rural Employment Programme, Antyodaya, National Rural Health Mission, etc.); Politics at village level: Kinship and economic factors, elections of local bodies and cooperatives, dominance of few families & communities, new leadership and shifting party allegiance; Cooperative movement in Maharashtra; Availability and access of media – folk media, mass media to digital platforms, 'Digital divide'; urbanization of rural areas; Rural reporters and stringers of mainstream media – roles and responsibilities, issues and challenges in rural reporting – pressures from local leaders and communities, media as partner in rural development. Study of few model villages such as Ralegan Siddhi, Hivare Bazar, Nidhal, etc.

**Unit 3: Agriculture in India and Maharashtra.** Overview of Indian agriculture system, traditional methods and transformation; the Green revolution and aftermath; Problem of landholding and marginalization of farmers, issues of farm labour; Nature of Indian monsoon: frequent draughts and unseasonal rains, irrigation facilities and management, weather forecasting, role of IMD and regional weather stations, Agriculture universities in India and their role in Agri-development, use of technology and new methods in agriculture, Dairy development and the Amul story, Cooperative movement and sugarcane industry in Maharashtra, Indian Agriculture and Farmers Association (Case study – Sharad Joshi Shetkari Sanghatana)

**Unit 4: Agriculture Economy of India.** Share of agriculture sector in India's GDP, share of the workforce employed in agriculture, Agriculture infrastructure, Kharip and Rabbi planning, cropping patterns (India/Maharashtra); Pre and post-harvest activities, supply of seeds and fertilizers; Agriculture finance: Role of NABARD, national banks and micro-finance institutes, private money lenders; crop insurance, cost of production and productivity issues; Agriculture marketing – prices of agricultural produce; APMC, weekly markets, intermediaries and value chain; government intervention and 'Minimum support price', import-export policy; issues of storage, logistics and supply; Agri-processing and allied industry, Allied businesses in agriculture (Horticulture, floriculture, dairy and animal husbandry, Goat farming, sericulture, poultry, fishery, etc.)

**Unit 5: Agriculture crisis.** Developing crisis in agriculture – reasons and solutions, Suicide of farmers; Impact of globalization on Indian agriculture: WTO, GATT and agriculture subsidies, effects of climate change on agriculture, Agri-credit, finance and insurance, failure of crops, Swaminathan Commission report, Loan waivers and party politics; Need for



agriculture reforms and changes in legislation, demand for industry status to agriculture, Farmers' strike and agitations

**Unit 6: New trends in agriculture.** Use of biotechnology and new practices, technology interventions (Blockchain in agriculture); New high-value crops, GM vs traditional seeds, towards organic and chemical residue-free farming, rainwater harvesting, drip and micro-irrigation, bio-fertilizers and bio-fuel; Restructuring agriculture marketing: eNAM (National Agriculture Market), Agriculture value chain –Seed

to plate approach, traceable food, Agriculture brand building and Agri-retail sector, Future trading of agricultural commodities, Export oriented agriculture system, Farmer Producers' Company model: Opportunities and challenges (Case study – Sahyadri Farms, Godawari Farmers Company, etc.), Urban agriculture, Agritourism

**Indian agriculture post COVID-19:** Opportunities & challenges, Principles, mission and goals, Agriculture: Indian vs China, Bio-Sanitizer – Made in India technology

**Unit 7: Agri-journalism.** Information needs of farmers and rural communities, agriculture research and extension activities, nature of agricultural news, various sources of information in agriculture, Scope for Agri-journalism on different media platforms, coverage of agricultural activities for mainstream media, special supplements and columns in newspapers, addressing issues of farming communities and highlighting success stories, Case study of 'Agrowon'- regional daily for farming community; Special programmes in radio, television and news channels (e.g. 'AapliMati, AapliManase'), Increasing use of social media platforms for agri-information, crop-wise farmer community radio, The International Federation of Agricultural Journalists (IFAJ)

**Internal Assessment:** Study of media coverage of rural issues and agriculture, visits to farms and agricultural research centres, interviews with farmers etc.

Internship with agriculture newspaper, magazine or news portal.

### **Suggested resources:**

Jana, B. L. (2014). 'Agricultural Journalism'. Agrotech Publishing Academy, Udaipur.

Mittal, Dr S K (2018). 'Rural Journalism'. Om Publications, New Delhi.

Singh, A. K. (2014). 'Agricultural Extension and Farm Journalism'. Agrobis India.

Sainath, Palagummi (1996). 'Everybody Loves a Good Drought'. Penguin India, New Delhi.

Swaminathan, M. S. (2004-2006). 'Swaminathan Report: National Commission on Farmers'.

Groot, Hans C. (Ed.) (1964). 'Agricultural Journalism'. University of Philippines.

Williams, Raymond. (1973 & 2011). 'The Country and the City'. The Hogarth Press, London.

अंगारवाटा: शोध शरद जोशींचा (भानू काळे), उर्मी प्रकाशन, पुणे 2016

Handbook of Agriculture, (2006), Indian Council of Agriculture Research, New Delhi

Allen, William. 'Agricultural Journalism' in: Encyclopedia of Science and Technology Communication (Ed: Susanna Hornig Priest) DOI: <http://dx.doi.org/10.4135/9781412959216.n8>

"Aksoy, M. Ataman; Beghin, John C.. 2005. Global Agricultural Trade and Developing Countries. Washington, DC: World Bank. © World Bank. <https://openknowledge.worldbank.org/handle/10986/7464> License: CC BY 3.0 IGO."

Sharma, Avinash; Sutradhar, Monoj; Monlai, Sheelawati and Kumari, Nirupa. (20 Sept 2018). 'Agriculture Journalism Brings Employment in India'. International Journal of Current Microbiology and Applied Sciences, Volume 7. DO - 10.20546/ijcmas.2018.709.287

<http://agriculture.gov.in/> (This is to inform that official websites of Department of **Agriculture**, Govt. of **India** )

<http://krishi.maharashtra.gov.in> (official websites of Department of **Agriculture**, Govt. of Maharashtra)

## **JMC JR 2 – Business Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus outline:**

**Unit 1: Understanding Economy.** Basic principles of economy, important economic terms. growth and development, environmental concerns, employment generation, price rise and inflation. Economics of agriculture and rural economy, Urban economy, Gig economy (unorganized sector, self-employed people etc.), manufacturing, logistics, Start-Up COS and Finances, New age banks ( SFB, NEO etc.), and service sector, small scale industry and micro-enterprises, shares, securities and commodity markets, Bullion market, Film Finance.

**Unit 2: Fundamentals of Indian Economy.** Growth and progress of Indian economy. Finance system in India, the role of finance and planning commissions, the role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and privatization. Information Technology, Digital Economy, E-commerce, Issues related to SEZ, Central and State budgets, How budgets are prepared, understanding budget. Problem of black money and corruption, Laws regarding black money. sarfaesi etc, Insolvency and Bankruptcy Code, anti-corruption mechanism. Company and industrial laws, New Company. Act, labour and consumer issues. Contemporary issues related to the Indian economy

**Unit 3: World Economy:** Capitalism, Communism, Socialism and other perspectives. Process of globalization and liberalization. New International Economic Order (NIEO). World economic bodies and forums, regional economic forums, economy and international politics. India's place in the world economy, contemporary issues related to the world economy.

**Unit 4: Corporate World and Cooperative Movement:** Structure of corporate and private companies. How to find information about private and public companies. Analyzing a company's financial performance. Interaction with corporate sources, Tracking CSR. Public-private partnership (PPP). History and development of cooperative movement and its relevance. Contemporary issues related to business, industry and commerce.

**Unit 5: Introduction and Overview of GST:** Concept of supply, Reverse Charge Mechanism (RCM), Composition Scheme, Valuation of GST, Payment of GST, Input Tax Credit, Returns under GST, Books of Accounts, (Interest, Penalty and Prosecution-I), (Interest, Penalty and Prosecution-II)

### **Unit 6: Practicing Business Journalism.**

**6.1 Reporting:** Business and industry as a beat, sources of news on business. Using and analyzing financial data, understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in the business sector.

**6.2 Editing:** Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

**Internal assessment (25 marks):** Visit a news organization's business section, Stock exchange, Covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.

**Suggested resources:**

- Greco, A. N. (1988). Business journalism: Management notes and cases. New York: New York University Press.
- Kjaer Peter & Slaatta Tore (2007). Business Journalism. Copenhagen Business School Press.
- Baird, R. N., & Turnbull, A. T. (1961). Industrial and business journalism. Philadelphia: Chilton Co., Book Division.
- Washington and Lee University. (1984). Social responsibility, business, journalism, law, medicine. Lexington, Va: Washington and Lee University.
- Business. (1989). San Jose, Calif: San Jose Business Journal.
- Baugh, L.S., Fryar, M. & Thomas, T. (1986). Handbook for Business Writing, National Textbook Company, Lincolnwood, Illinois.
- Brock, S. L. (1992). Writing Business Proposals and Reports: Strategies for Success. Crisp, Menlo Park, California.
- Hayes, K. (2014). Business journalism: How to report on business and economics. New York?: Apress.
- Wassmer, R. W. (2000). Readings in urban economics: Issues and public policy. Malden, Mass: Blackwell Publishers.
- Butterick, K. (2015). Complacency and collusion: A critical introduction to business and financial journalism. Pluto Press.
- Roush, C. (2006). Profits and losses: Business journalism and its role in society. Oak Park, Ill: Marion Street Press.
- Thompson, T. (2001). Writing about business: The new Columbia Knight-Bagehot guide to economics and business journalism. New York: Columbia University Press.
- Roy Urmila & Roy S. M. . Business Communication. Himalaya Publication.
- 

**JMC JR 3 – Crime Journalism****Total Credits - 02****Internal Marks- 25, External Exam - 25, Total - 50 Marks****Total Lectures: 30****Syllabus outline:**

**Unit 1: The ethics of crime and justice coverage.** fairness and objectivity, avoiding sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence. Undivided loyalty. Eliciting emotion on camera. Concept of E-governance. Fundamentals of Cyber Media.

**Unit 2: Law enforcement machinery.** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.

**Unit 3: Covering Crime.** Types and definitions. Police Investigation techniques: from conventional to modern. Cognizable and non-cognizable offences. Basic principles of crime reporting. do's and don'ts. News values: new, unusual, interesting, significant and about people. Developing sources, verifying facts. Reporting agitations, riots. Possible risks and precautions. Sensitivity on child-related stories, Sting Operation - prescribed notions of journalism, Victim's right to privacy, Role and views of experts. Use of drones- ethics and laws. Types of cyber crimes- cyber grooming, cyber bullying, remote access attacks, attacks via smartphones, cyberwarfare. Conflict reporting (Armed and Social Conflict, Region, Community and Human Rights), Special challenges in crime reporting.

**Unit 4: Covering Courts.** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc. Zero Fir.

**Unit 5: Contemporary crime journalism.** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media's role in getting justice delivered, recent examples.

**Internal assessment (25marks):** Visits to police station, control room, prison etc. Analysis of crime news in various media. Attending court trials etc.

**Suggested resources:**

Chakarvarthy, Jagadish. *Cyber Media Journalism Emerging Technologies*. Authors Press.

Jain, Ravi Kumar. *Cyber Forensics: Tools & Practices*. ICFAI University Press.

<http://osou.ac.in/eresources/DJMC-02-Block-03.pdf>

<https://ohrh.law.ox.ac.uk/drone-journalism-and-regulatory-challenges-in-india/>

<http://www.andhrauniversity.edu.in/img/syllabus/pgdiplomajourmasscomsyllabus16052019.pdf>

<http://presscouncil.nic.in/OldWebsite/NORMS-2010.pdf>

<http://asu.thehoot.org/research/>

<https://www.aisfm.edu.in/blog/2014/the-art-of-reporting-1-crime/>

<http://www.mediacrimevictimguide.com/journalistguide.pdf>

<https://www.poynter.org/tag/police-and-crime-reporting/>

[https://reutersinstitute.politics.ox.ac.uk/sites/default/files/202001/Newman\\_Journalism\\_and\\_Media\\_Predictions\\_2020\\_Final.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/202001/Newman_Journalism_and_Media_Predictions_2020_Final.pdf)

-----

**JMC JR 4 Culture Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: Theoretical background.** Traditional definitions of art. The real world vs. the artistic world. A model for the understanding of how art functions. The primary (creative) arts vs. the secondary (interpretive) arts. Classifications of the arts into the auditory, the spatial, and the symbolic. What is culture? Importance of culture in a society and in an individual's life. Difference between culture and tradition. Understanding various aspects of Indian Culture and their scope.

**Unit 2: Introduction to various arts.** Dance, theatre, music, painting, sculpting, literature. Different forms- classical and folk, Indian and western, fusion etc. Origin and development of these art forms and their contemporary status. Culture and New media.

**Unit 3: Cultural reporting.** Why a specialised beat? Current scenario of cultural reporting in Marathi, other regional languages and English print media. Difference between reporting and criticism. Styles of writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

**Unit 4: Covering culture for other media.** Scope and pattern of Cultural reporting in other media T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

**Internal Assessment (25 marks):** Time/ Space bound class room writing/ reporting assignments, interview exercises, reporting cultural events, attending workshops etc.

**Suggested reading:**

Birdwood George Cm. "The Arts of India". Cosmo Publication.

Maheswary S.R.. "Society And Culture". Rajat Publications.

Bhargav Gopal. "Encyclopedia of Art And Culture In India". Isha Books Publishers.

Sayre, Henry M., (2002), *Writing About Art*, Prentice Hall, New Jersey

Barnet, Sylvan, (2005), *A Short Guide To Writing About Art*, Pearson, New York

Tichener, Campbell B., (2005), *Reviewing The Arts*, Lea, London.

-----

**JMC JR 5 - Data Journalism****Total Credits - 02****Internal Marks- 25, External Exam - 25, Total - 50 Marks****Total Lectures: 30****Syllabus Outline:**

**Unit 1: Introduction.** Data and Public Interest Stories; Use of data for journalists; News values related with data; History of Data Journalism; Importance of critical thinking for a Data Journalist; Importance of Data Journalism; Finding a Data Story.

**Unit2: Getting Data.** Common Data Formats; Finding and Cleaning the data; Building the data; Alternative Data Sources; Planning a Data Story: Hypothesis and Questions; Enriching Stories with Data; Analysing Fact Sheets.

**Unit 3: Understanding Data.** Organizing Data; Verifying Data; Summarizing and Simplifying Data Insights; Essential Statistics- Averages, Mean, Mode, Median, Percentage; Evaluating Data Interpretation; Data Privacy

**Unit 4: Data Visualization.** Working with Designers; Purpose of Data Visualization; Matching Data and Graph Types; Design and Colour Basics; Map Theory; Ethics of Data Visualization; Visual Storytelling.

**Unit 5: Data-Driven Stories.** Writing style of Data Stories; Sector-Specific Data Stories; Reaching your Audience; Data Driven Interviews; Anatomy of a Data Story; Data-Driven Leads; Data-Driven Writing; Solution Journalism.

**Internal assessment:** Collect and analyse data stories from regional and national level media outlets, plan interviews with data journalists from the city/ state, generate data stories based upon the city-level interactions and incidences.

**Suggested resources:**

Jonathan, G., Liliana, B., & Chambers, L. (Eds.). (2012). *The Data Journalism Handbook*. Sebastopol: O'Reilly Media.

Riche, N. H., Hurter, C., & Nicholas Diakopoulos, S. C. (Eds.). (2018). *Data- Driven Storytelling*. Boca Raton : CRC Press .

Data Journalism.com

<https://datajournalism.com/read/handbook/one/introduction/what-is-data-journalism>

The Data Journalism Handbook

<https://www.oreilly.com/library/view/the-data-journalism/9781449330057/ch01.html>

How to be a data journalist - [Paul Bradshaw](#)

<https://www.theguardian.com/news/datablog/2010/oct/01/data-journalism-how-to-guide>

Data Journalism: Global Investigative Journalism Network

<https://gijn.org/data-journalism/>

<https://gijn.org/?s=Data+Journalism+>

<https://gijn.org/2015/11/12/fifty-years-of-journalism-and-data-a-brief-history/>

Google News Initiative – Data Journalism

<https://newsinitiative.withgoogle.com/training/course/data-journalism>

Data Journalism – American Press Institute

<https://www.americanpressinstitute.org/publications/reports/strategy-studies/data-journalism/single-page/>

The Age of Insight: Telling Stories with Data

Google News Initiative

[https://www.youtube.com/watch?v=TA\\_tNh0LMEs](https://www.youtube.com/watch?v=TA_tNh0LMEs)

How is data journalism changing the newsroom? | BaharehHeravi | TEDxUCD

<https://www.youtube.com/watch?v=iJKIWxYEAZI>

Making data mean more through storytelling | Ben Wellington | TEDxBroadway

<https://www.youtube.com/watch?v=6xsVGYIxJok>

History of Data Journalism at The Guardian

<https://www.youtube.com/watch?v=iIa5EoxyvZI>

What is data journalism at The Guardian?

<https://www.youtube.com/watch?v=IBOhZn28TsE>

The 2020 Vision of Data Journalism

<https://www.youtube.com/watch?v=1LZwSgv9dMA>

-----

## **JMC JR 6 Environment Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Environment and development.** What is environment? Basic concepts and perspectives, global and local issues. Environment and society, relation with development, economy and health, sustainable development. Need of environment journalism, future prospective, National Geographic to New media.

**Unit 2: National perspective.** India's national environment policy, background, principles, instruments and institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, peoples rights and environment, traditional practices and modern ways to protect environment, public awareness

**Unit 3: Climate change.** Why and how of global warming, basic terminology. Impact of climate change, response of the communities and governments, need for international cooperation, the IPCC, Kyoto and other protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact of global warming on local level. 2019 UN Climate Action Summit, Global Climate Action Summit, United Nations Framework Convention on Climate Change, Paris Agreement

**Unit 4: Biodiversity.** What is biodiversity? importance and impact. Wild life, endangered species, need for conservation, natural habitats and communities. Reporting nature and biodiversity, diversity of issues, style and format, India specific issues.

**Unit 5: Water Pollution and Waste management.** Water as a vital resource, pollution of water bodies, sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, land degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

**Unit 6: Environment and Energy.** Energy security, energy and development, hydro and coal power generation, its impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history, hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

**Internal Assessment:** Analysis of environment news in the media, quizzes on environment-related issues, essay-type assignments.

**Suggested resources:**

Specialised publications about environment like Down To Earth. Watching programmes on Discovery, National Geographic. Watching documentaries about environment etc.

Edited by KramerMark and Call Wendy. Telling True Stories: A Nonfiction Writers' Guide, (Harvard/Plume 2007)

Frome Michael. Green Ink: An Introduction to Environmental Journalism, (Utah, 1998)

Blum Deborah, Knudson Mary, Henig Robin Marantz. A Field Guide for Science Writers, (Oxford, 2004)

Acharya, Kaya and Noronha, Frederick (2010) The Green Pen:Environmental Journalism in India and South Asia,Sage.

Carson, Rachel (1962) Silent Spring, Houghton Mifflin.

Pawar S.N and Patil R.S (2005) Environmental Movements in India: Strategies and Practices,Rawat.

Pringle, Lawrence.D (2000) The Environmental Movement,Harper Collins.

Rootes, Christopher (1999) Environmental Movements: Local, National and Global,Routledge.

Wyss, Robert (2007) Covering the Environment: How Journalists Work the Green Beat?. Routledge

Lester Libby, Hutchins Brett. Environmental Conflict and the Media. Peter Lang Publication New York.

-----

**JMC JR 7 Investigative and In-depth Reporting**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: Introduction to Investigative Journalism.** Mission and objectives of investigative journalism; Difference between investigative journalism and routine journalism; Roles and responsibilities of an investigative journalist; Skills and personal qualities of an investigative journalist; Investigative journalism and its impact on society; History of investigative journalism in India and its contemporary relevance

**Unit 2: Basic grounding for Investigative stories.** Practice of exploring unknown and taking calculated risks for leading towards investigative journalism; Understanding importance of reading and researching for investigative journalism; Topics and approaches appropriate for investigative reporting; Thinking for investigative story ideas; Use of digital and social media to monitor news breaks and leads; Verifying hints, rumours and facts; Generating a concrete story idea

**Unit 3: Planning the Investigation.** Making a plan to work and execute; Asking the right questions to you and probing the sources; Pitching story idea, preparing budget and getting approval; Moving forward from an idea to hypothesis; Source mapping – Primary and

secondary sources, Human sources and paper sources, Digital sources and crowd sourcing; Managing the time; Involving the team; Recognising reliable sources; Securing the information and data; Security measures while investigating a story

**Unit 4: Working on Investigative Story.** Accessing the information; Building own database; Data mining and dealing with numbers; Researching with the data and un-locking the secrets; Using trustworthy human sources for leading towards the big story; Evaluating the human sources: Experts, Whistleblowers, Gatekeepers and Door-openers, Spin Doctors, Lobbyists; Protecting sources and protecting yourself; Interviewing the right people for generating detailed insights; Overcoming the legal and ethical issues

**Unit 5: Writing In-depth.** Shaping story's details into an interesting narrative through evidence based reporting; Updating facts; Using quotes from relevant and prominent people; Thinking Visually: Using graphs, charts, diagrams and explainers for investigative story; Writing to broadcast; Choosing the perfect format and

**Internal assessment:** Analysing the presentation and writing styles of selected investigative stories, group discussions and presentations about selected investigative stories in class, case studies of investigative journalists and their work.

### **Suggested resources:**

Burgh, H. d. (2008). Investigative Journalism Second Edition. London : Routledge .

Forbes, D. (2005). A watchdog's guide to investigative reporting . Johannesburg: Konrad Adenauer Stiftung Media Programme.

Hahn, O., & Stalsh, F. (Eds.). (2018). Digital Investigative Journalism. Cham, Switzerland: Palgrave Macmillan.

Hunter, M. L. (Ed.). (2012). The Global Investigative Journalism Casebook. Paris: Unesco .

Nazakat, S. (Ed.). (2010). A Manual For Investigative Journalism. Johannesburg: Konrad-Adenauer-Stiftung KAS Media Programme .

Global Investigative Journalism Casebook

<https://www.pdfdrive.com/the-global-investigative-journalism-casebook-d157818970.html>

Verification Handbook

<http://verificationhandbook.com/downloads/verification.handbook.2.pdf>

Investigative Journalism Manual

<http://www.investigative-manual.org/en/>

<https://www.pdfdrive.com/investigative-journalism-d97712945.html>

Investigative Journalism

[https://www.youtube.com/watch?v=bPL3tQIKm\\_E](https://www.youtube.com/watch?v=bPL3tQIKm_E)

What Is Investigative Journalism? - David Kaplan

<https://www.youtube.com/watch?v=TCVU52T6Cbs>

Investigative Reporting Basics

<https://www.youtube.com/watch?v=OBp2FMLhHaE>

Tips from Bob Woodward on Investigative Journalism

<https://www.youtube.com/watch?v=VVKGUctuoXE>

TEDxPresidio - Robert Rosenthal - Investigative journalism in the 21st Century

<https://www.youtube.com/watch?v=KgcxYCUmgeo>

Lessons in investigative journalism: Carol Marin at TEDxMidwest

<https://www.youtube.com/watch?v=niJJH77cjvo>

Paradise Papers: The True Story Behind The Secret Nine-Month Investigation (HBO)

<https://www.youtube.com/watch?v=r8mdNahdo4M>

Investigative Journalism: Silence is an Expensive Commodity | Josy Joseph | TEDxGateway

<https://www.youtube.com/watch?v=VelSk6gV6F4>

The Lorana Sullivan Lecture Series - On Investigative Journalism



## **JMC JR 8 Science Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding Science.** Philosophy of science and basics of scientific thought; Scientific attitude; Various domains of science; Emerging areas of science and technology; Evidence-based work in scientific domain; Importance of science to the society; Role of science and technology in human development; Science as an essential element in political, corporate and community news

**Unit 2: Science Communication in India.** Science Communication; Role of organizations like NCSTC, Vigyan Prasar in Science Communication in India; Science Journalism as a form of Science Communication; Importance of Science Journalism for popularizing science; Science Communication and Science Journalism in India; Science Journalism in regional languages; Special Science Supplements and Science Magazines in Maharashtra; Well-known science writers and science columnists from Maharashtra; Science journalists and their specialities; Knowing the content formats: Science News, Science Feature, Science Columns and Op-ed articles, Interviews and Profiles, Science Blog, Explainers, Science Fictions and Documentaries

**Unit 3: Doing Science Journalism.** Homework for understanding the scientific topic; Approaching, developing and communicating with the perfect source; Writing science for the readers: simplifying scientific information, analysis, classification, partition, formal definition, informal definition, expanded definition, describing and illustrating - general vs specific description; Communicating technical information to non-experts; Unity, coherence and logic in science writing; Guidelines for scientific translation, Adaptation: socio-cultural adaptations, technical/popular terminology; Communicating data properly; Fact checking and establishing the claims; Reporting and writing about controversies; Politicization of science – Health, Energy, Environment, Biodiversity

**Unit 4: Scientific Institutions: The Source.** Scientific Institutions as the major source for Science News; Understanding the basic working environment of scientific institutions in India; Process of communicating with organisations through Press Information Office and getting the official information; Scientific Institutions in India – Council of Scientific and Industrial Research - CSIR, Indian Institute of Science - IISc, Indian Institute of Science, Education and Research - IISER, Indian Space Research Organization (ISRO), Indian Science Congress Association, Noted science societies at state level; Scientific organisations and their role in popularizing science; Major Awards in the field of science; Awards for science communication and popularization; Local science laboratories

**Unit 5: Domain of Science Journalism. Health:** Health communication, Public health policies, Vaccination campaigns, General Hospitals, Patient care, New diseases, Epidemics and response of Government, WHO Guidelines, NARI, NCCS, NIV.

**Weather and agriculture:** Importance of weather, Monsoon and its impact, IITM, IMD, Crop patterns- Kharip, Rabi; Fertilizers; Genetically Modified (GM) Seeds and Crops; Seed banks; Irrigation patterns

**Environment:** Understanding the environment; Pollution; Global warming and climate change; Government policies and institutions about environment; Role of NGOs in bio-diversity; Green technology

**Energy:** Growing need of energy; Power generation sources; Conventional and non-conventional energy sources; Regulatory authorities

**Internal assessment:** Attending and reporting science talks and events, Profiling the different scientific institutions, visiting scientific institutions and getting the information about the communication channel, interviewing scientists, talking to science journalists, Publication of Science Newsletter, Writing science news pieces for university/college departments, Analyzing science news and science features, Profiling science writers- science journalists- science supplements and science magazines,

**Suggested resources:**

Bagla, P., & Binoy, V. (2017). Bridging the Communication Gap in Science & Technology: Lessons from India. Singapore: Springer.

Bauer, M. W., & Bucchi, M. (Eds.). (2007). Journalism, Science and Society. New York: Routledge.

Bucchi, M., & Trench, B. (Eds.). (2008). Handbook of Public Communication of Science and Technology. New York: Routledge .

Bucchi, M., & Trench, B. (Eds.). (2014). Routledge Handbook of Public Communication of Science and Technology: Second Edition . New York : Routledge.

-----

**JMC JR 9 Sports Journalism**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: History and Traditions.** Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. Beginning & development of modern leagues in various sports. National and state sports awards like Arjuna, Dronacharya, Shiv ChatrapatiPurskar, etc. Sports and Society: Importance and place of sports in a civilization. Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy. Sports Diplomacy: Use of sports in international relations, major cases in history and present trends.

**Unit 2: Sports Associations.** Traditional Indian sports and its present conditions- Kabaddi, Kho Kho, Wrestling, Malkhamb, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Olympics, Asian European and other sports association. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities. Role and duties of Sports Association. Different affiliation and legalities for association. Changing nature of sports management.

**Unit 3: Sports Journalism.** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Sports channels and their functioning; Future of sports journalism, career opportunities. Case study of famous sports journalists from global to regional level.

**Unit 4: Sports Reporting and Writing.** Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events; Developing sources – advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Reporting sports for news channels; Live telecast, Sportscast, Web commentaries; Previews and Reviews of the match, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game, research and background information; Importance of statistics, official record and history.

**Unit 5: Sports Editing.** Sports Style Guide: AP, Reuters. Working on a sports desk; Editing and translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

**Unit 6: Online Sports Reporting.** Introduction of different sports news portal in the World and India. Online news sources of sports happenings, Introduction of official websites of Sports Association, clubs, players & competition. Digital storytelling for sports: Online content policies & stylebook; Writings for a sports portal, finding archival data, writing stories with the help of scorecard. Use of statistics and anecdotes for sports writing. Use of tools like stats guru, cricket archives or ATP stats., Introduction of sports podcasts and sports web series, OTT platforms in sports industry, Sports content analysis on various digital platforms. Tracking star players on digital platforms.

**Internal assessment:** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interviews of sports persons and officials, Analysis of sports sections/pages of newspapers and sports websites, Analysis of sports bulletins/commentaries, etc.

**Suggested resources:**

Stofer, Kathryn; Schaffer, James and Rosenthal, Brian. (2019). 'Sports Journalism: An Introduction to Reporting and Writing'. Rowman and Littlefield, New York.

Gisondi, Joe. (Aug 2017). 'Field Guide to Covering Sports (2nd ed)'. CQ Press, Sage. Washington.

Andrews, Phil. (2013). 'Sports Journalism: A Practical Introduction'. Sage Publications.

Aamidor, Abraham (Ed.). (2003). 'Real Sports Reporting'. Indiana University Press. Bloomington, USA.

Jones, Robyn L and Kingston, Kieran (Ed.) (2013). 'An Introduction to Sports Coaching: Connecting Theory to Practice'. Routledge, London.

Barnes, Simon. (2007). 'The Meaning of Sport'. Short Books.

Barnes, Simon. (2011). 'A Book of Heroes, Or, A Sporting Half-Century'. Short Books.

Wooldridge, I. (2008). Searching for Heroes: Fifty Years of Sporting Encounters. Hodder & Stoughton, London

Payne, Michael. (2006). 'OLYMPIC TURNAROUND: How the Olympic Games stepped back from the brink of extinction to become the world's best known brand'. Praeger, Connecticut, USA.

Singh, Dr. Hoshiyar. (2017). 'Sports Journalism and Mass Media'. Khel Sahitya Kendra, New Delhi.

Thakur, K C. (2010). 'Sports Journalism'. Cyber Tech Publications, New Delhi.

Mishra, Prasad Kumar. (2010) 'Sports Journalism'. Pinnacle Technology.

The Best American Sports Writing (yearly publications)

Legendary sports writer Dave Kindred's "50 do's and don'ts for sportswriters" and "50 More do's and don'ts for sportswriters."

-----

## **JMC MC 1 – Audio Visual Production**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Basics of video production.** Image-making, camera operations, compositions, camera movements, visual techniques, pre-production, production design and post-production.

**Unit 2:Pre-production.** Production and post-production planning, duties and responsibilities of producer/director. Set designing and make-up, visualization, composition: aesthetics, directing the actors, directing the crew.

**Unit 3: Production.** Single-camera shooting techniques, video display systems, multi-camera production, lighting systems: lighting methods and needs, mike positioning and arrangements, art direction, setups, casting, indoor and outdoor shooting, planning and management of live shows, production design – Production;

**Unit 4: Production techniques.** Importance of backgrounds; real, unreal and neutral backgrounds. Economical setting, location selection, post-production editing, script: length and style of scripts, storyboards and components, pre and postproduction techniques, effective camera shots, footages. Special effects- graphics and animation, Chroma key usage and Economy shooting methods.

**Unit 5: Post-production.** video editing, sound, voice-over, and background music, titles and subtitles, video formatting, production design- post-production.

**Internal assessment:** Students can produce a documentary, series of short videos; prepare production plan for a short story, writing scripts or storyboard etc.

### **Suggested resources:**

Ivan Cury, Directing and Producing for Television. A Formal Approach, Oxford University Press.

De FossardEsat and Riber John, 'Writing and Producing for Television and Film', Saga Publications.

Belavadi Vasuki, 'Video Production', Oxford University Press.

Ralph Donald & Thomas Spann. 2004. Television Production, Surjeet Publications, New Delhi.

Thomas A. 1998. Editing Film and Video on the Desktop. Focal Press Publications.

Steven Bernstein. 1994. Film Production Focal Press Publications.

Barnard Wilkie. 1996. Creating Special Effects for TV and Video. Focal Press Publications.

R.B. Musburger.1977. Single Camera Video Production. Focal Press Publications.

P. Kriwaczek.1997. Documentary for the small screen Oxford; Boston: Focal Press.

William Moylan. 2006. The Art of Recording. Focal Press Publications.

Declan McGrath.2001. Editing and Postproduction. Focal Press Publications.

Gerald Millerson. 1973. TV Camera Operation. Hastings House Publications.

-----

## **JMC MC 2 Book Editing**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Overview of ‘Book Publishing’** Definition of book; Invention of printing and its impact on society, Brief history of publishing (milestones); Books, culture and society; Size and nature of English, Indian languages and Marathi book publishing industry, Categories of books (by size, type, content, etc), Parts of book and sequential arrangement; ISBN, barcoding and basics of book cataloguing; Production, sales and distribution of books, New developments: Computer, digitization, E-books, self-publishing, digital publishing and E-delivery platforms such as Amazon, Flipcart; Some case studies of book publishing houses (4 hours)

**Unit 2: Organization and Approvals.** Philosophy and identity of the publishing house, Various departments and their interdependence, Nature and functions of the Editorial department; Commissioning and Acquisition Editors – roles and responsibilities, Publishing proposals and keeping track of intellectual activities, Assessing manuscripts: acceptance or rejection, consulting sales department, preliminary costing; Author-Publisher relations – contract and royalty agreements (4 hours)

**Unit 3: The Process of Editing Books.** News editing and book editing: similarities and differences; Essential qualities of the book editor, Substantive editing: House Style, Two readings – from readers’ perspective and critical but sympathetic approach, inconsistencies and incongruities of facts and details, literary style and grammar, checking plagiarism and authenticity, Discussions with author: editorial improvements and suggestions, consent and approval of author; data illustrations, graphs and figures, layout and design of books, Blurbs – importance and style; Legality of the content: checking legal aspects; proof reading and making print ready copy; Reprint and new editions: Differences between the two, feedback from sales, changes and updating content (10 hours)

**Unit 4: Evolving Genres.** Variety of content and genres for books – Novels and fictions, non-fiction, histories and biographies, general interest books, utility books, science and technology books, textbooks and study material, doctoral and reference works; Translation of books and related aspects; Changing tastes of audience and new markets; different genre may need differential editing (3 hours)

**Unit 5: Book Production and its Economics.** Overview of different stages – Manuscripts, typesetting, proofreading, dummy, designing, colour separation and platemaking, printing and binding; Different stakeholders in publishing industry; Economics of production: Paper – quality, size, types and cost; book cover – paperback and hardbound, estimation of price and print order, survey, distribution and marketing, reviews and promotions, discount and concessions, book exhibitions, readers’ movement and libraries, Role of government and institutions like NBT, Sahitya Academy, etc. (5 hours)

**Unit 6: Publishing and Laws.** Press and Registration of Books, Official Secrets Act, Shops & Establishment Act and relevant provisions; Intellectual Property Rights: Copyrights, translation rights, co-publishing, foreign rights, etc.; Piracy, plagiarism and ethics of publications; Provisions in the Indian Penal Code regarding harmful publications, defamation and libel, sedition, obscenity, public tranquillity, etc. (4 hours)

**Internal assessment:**

Visit to a book publishing house, libraries and printing units;

Internship with a book publisher,

Writing proposals for a book, collaborative project like production of a book/written document during the semester as group assignment

**Suggested resources:**

Editors on Editing, ed. Gerald Gross, 3rd ed. (Grove, New York, 1993)

Gitlin, Peter, ed. What Editors Do: The Art, Craft & Business of Book Editing. University of Chicago P, 2017.

Kurowski, Travis, Wayne Miller, and Kevin Pruffer, eds. Literary Publishing in the Twenty-First Century. Milkweed Editions, 2017.

Lupton, Ellen. Indie Publishing. Princeton Architectural Press, 2008. Print.

Saller, Carol Fisher. The Subversive Copyeditor, 2nd Edition. University of Chicago P, 2016.

Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)

William Strunk, Jr. and E. B. White, The Elements of Style, Penguin, 2007

King, Stephen. (2002). 'On Writing: A Memoir of the Craft'. Pocket Books, New York.

The Chicago Manual of Style (Latest edition from web)

Gallaway, Matthew. (December 13, 2010). 'Five Writers Talk About Their Book Editors'.

Available on the following link:

<https://theawl.com/five-writers-talk-about-their-book-editors-438c8b9c9ad8#.1pkk8fbkv>

Barbara DeMarco-Barrett. (2004). 'Agents and Editors: An Inside Look at the Working Relationship'. From Poets & Writers magazine, Spring 2005. Available on the following link:

[https://www.barbarademarcobarrett.com/wp-content/articles/writing/Agent-](https://www.barbarademarcobarrett.com/wp-content/articles/writing/Agent-EditorRelationship.html)

[EditorRelationship.html](https://www.barbarademarcobarrett.com/wp-content/articles/writing/Agent-EditorRelationship.html)

-----

**JMC MC 3 Technical Writing**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

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

**Unit 1.Need of Technical Writing:** What is Technical Writing?, Who is a Technical Writer?, Types of documents created by a Technical Writer, Study of sample documents; Tools used, Career path: Skills needed, Professional and placement opportunities.

**Unit 2.Theprocess of Technical Writing:** Audience analysis, Information collection, Interviewing SME, Interview questionnaire, Brainstorming information, Preparing document outlines, 'Pyramid Writing Technique', Writing the document, Information organization Patterns, Guidelines for use of numbers and units of measurements, Writing Concepts, Writing Procedures, Templates for describing 'Dialog Box', Inserting screenshots.

**Unit 3.Document Review & Publication:**Linear & Looping review, Self-Review, Language Review, Technical Review, Examples of why computer-based review is not perfect, Review Checklist, guidelines for Publishing.

**Unit 4.Use of MS Word in Technical Writing:**Book Building in MS Word, Working with paragraphs, tables, drawings tools, Including ToC, Index, Cross-references, Spelling & Language Check, Readability Check, Publishing as PDF/HTML, Advanced Features.

**Unit 5.Advanced Topics:**Single Sourcing, Topic-based Authoring, DITA, Wiki-based authoring, Article-based authoring, Plagiarism, Digital Rights Managements, eBook Formats.

**Internal assessment:** Assignments based on

- Writing a Procedure
- Writing a Concept
- Preparing Document Outline
- Preparing Estimate
- Writing Document
- Reviewing a Document etc.

**End-of-semester exam (25 marks)** will evaluate Technical Writing skills, and capability to apply the knowledge learnt to real-life requirements

**Suggested resources:**

Microsoft Manual of Style – Edition 4

Chicago Manual of Style – Latest Edition

Science & Technical Writing, Philip Ruben

NASA – Guidelines for Science & Technical Writers

RCO & Estimation Part 1, 2, 3 by MakarandPandit, Published in Indus, Society for Technical Communication – India Chapter

Jaiprakash, Sajitha. Technical Writing. Everest Publication

Pandit, Makarand. Technical Writing.

www.stc-india.org, www.stc.org

-----

**JMC MC 4 Film Studies**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

**Syllabus Outline:**

**Unit 1: What is cinema?** Definition of cinema. The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

**Unit 2: Visual literacy.** The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and colour, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.

**Unit 3: Film styles and Genres.** Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, issue based, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films.

**Unit 4: Film history.** Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. and contemporary trend-setting directors. Special focus on Marathi films: classics and contemporary.

**Unit 5: Film Studies.** Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media. Recent Technological Innovations in

Cinema. Rise of Multiplex, OTT (Over the Top Media Services) etc., Marketing and Distribution.

**Internal assessment:** Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

**Suggested resources:**

Villarejo Amy, Film Studies: The Basics. Routledge, 2013

Yves Thoraval, The Cinema of India. MacMillan India, 2000

Geoffrey Nowell-Smith, The History of Cinema: A short Introduction. OXFORD 2018

Piper Jim, Film Appreciation Book: The Film course, All Worth Press, 2018

Petrie, Dennis & Boggs, Joseph, The Art of Watching Films, Mc Graw Hill Publication, 2011.

Sanders John, The film genre book, Auteur, 2009.

Leo Eubank & Marshall Cohen, Film Theory and Criticism: Introductory Readings, Oxford University Press, 2004.

Matilda Mroz, Temporality and Film Analysis, Edinburgh University Press, 2012.

Garwood Ian, The Sense of Film Narration, Edinburgh University Press, 2013.

-----

**JMC MC 5: Intercultural Communication**

**Total Credits: 02**

**Internal marks: 25, External exam: 25, Total marks: 50**

**Syllabus Outline**

**Unit 1: Defining culture.** Tangible/intangible; learned/biological; static/dynamic, shared; what is subculture; major elements that make up a culture; taxonomies of culture; culture and identity.

**Unit 2: Intercultural communication (ICC).** Importance of ICC in globalised world; forms of ICC: direct/indirect/mediated; barriers to ICC: language, body language, context, prejudices, emotions etc.

**Unit 3: Overview of different cultures in the world.** Differences as per region, religion, gender, language; dominant cultures; Cultural diversity in India: between states, within a state; urban and rural; religion and culture.

**Unit 4: Role of media in ICC.** translational/cross cultural media content; spread of American culture; emergence of new culture; impact of digital media on culture at global level; emerging uniformity among cultures.

**Unit 5: ICC competency.** Phases of venturing into a different culture; competence: knowledge, awareness and sensitivity; respect for diversity, cultural self-assessment; ethics of inter-cultural communication; importance for media persons.

**Internal assessment:** Observation and simulation of different cultures; meeting people of different cultures and noting experiences etc.

**Suggested resources:**

Ahmet Atay, M. U. (2019). Mediated Intercultural Communication in a Digital Age. Routledge.

Bennett, M. (2013). Basic Concepts of Intercultural Communication: Paradigms, Principles, & Practices. Boston: Intercultural Press.

Fay Patel, M. L. (2011). Intercultural Communication: Building a Global Community. SAGE

Judith Martin, T. N. (2012). Intercultural Communication in Contexts: Sixth Edition. McGraw-Hill Higher Education.



Larry A. Samovar, R. E. (2011). *Intercultural Communication: A Reader*. Cengage Learning.  
Piller, I. (2011). *Intercultural Communication: A Critical Introduction*. Edinburgh: Edinburgh University Press, 2011.  
Ramesh N. Rao, A. T. (2015). *Intercultural Communication: The Indian Context*. New Delhi: SAGE Publication India.  
The International Encyclopaedia of Intercultural Communication. Wiley: 2017.

-----

## **JMC MC 6–Political Communication**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding Politics.** ‘Politics’ as a term; Politics as a subject; Politics as a means of governance; Nature of politics expected in a democratic set-up; Characteristics of Indian Politics; Various political ideologies and their nature of politics; Political Leadership and politics as a lifestyle; Important factors for Politics: Religion, Caste, Economic Dominance, Social Status, Dynasty, Loyalty, Professional and educational background, Regional identity etc.; Factors related with Local, Regional, National and International politics; Politics and other fields.

**Unit 2: Political Communication.** Understanding the terms- ‘Communication’ and ‘Political Communication’; Importance of communication for politics; Politics related to communicating and not communicating something; Targeted and specific communication for politics; Political symbolism- Understanding the importance of Culture, Language, Signs, Symbols and Time for political communication; Communication the political image.

**Unit 3: Media and Political Communication.** Political economy of media; Media as the opinion maker; Agenda Setting; Agenda building; Framing; News and public opinion; Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication; Media and politics in India: Pre-independence situations in India, Political Development and Mass Media in Post-independence India, Government and private media, Impact of media on politics in India, Media and Indian Democracy.

**Unit 4: Political Campaigns and Propaganda.** Political advertisements: Understanding the political appeal, distinguishing characters as compared to general commercial advertisements; Various Political campaigns in India and their respective impacts; Propaganda: characteristics, types and its use with special reference to politics in India; Political PR and image management

**Unit 5: Communicating Politics.** Understanding the language of politics and political messages; Understanding political processes like filing nominations for communicating through media; Selecting proper form of content; Political news, views and opinion pieces; Events and media coverage; Building a political campaign; Campaigning for a leader and campaigning for a political party; Social and digital media for political campaigning; Understanding and analysing the representation of political events in mass media; Understanding the nature of professional organisations working for political communication and the related culture.

**Internal assessment:** Attending local political events and mapping its media coverage  
Analysing the political speeches, agendas, brochures and advertisements used for political purposes, analysing the media use by local political party in the city, analysing the media use by local political leaders in the city, studying and analysing different media platforms for availability of political content.

### **Suggested resources:**

Amale, R. (2020). Propaganda. Pune: Manovikas Prakashan.

Borate, Y. (2020). The Pagebook. Jalgaon: Atharva Prakashan

Brants, K., & Voltmer, K. (Eds.). (2011). Political Communication in Postmodern Democracy. London: Palgrave Macmillan.

Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .

Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .

Harvey, K. (Ed.). (2014). Encyclopaedia of Social Media and Politics (Vol. 1). Los Angeles : Sage Publications .

Lal, A. (2017). India Social: How Social Media Is Leading The Charge And Changing The Country. Gurugram: Hachette India.

Perloff, R. M. (2014). The Dynamics of Political Communication- Media and Politics in a Digital Age . New York: Routledge.

Prasad, K. (Ed.). (2003). Political Communication: The Indian Experience. Delhi: B. R. Publishing Corporation.

Sardesai, R. (2014). 2014 The Election That Changed India . New Delhi: Penguin Books .

Sardesai, R. (2020). 2019 How Modi Won India .Noida : Harper Collins Publishers .

### **Has Media Become a Tool of Political Mobilisation?**

<https://www.youtube.com/watch?v=9erbnSuNEBw>

### **Political Communication**

[https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD\\_w7qpIpvZvnj1LghNU](https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD_w7qpIpvZvnj1LghNU)

### **Media & Politics**

[https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLlIbdaSzugusN2rSQy\\_YL-HjhNiP7kFa2](https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLlIbdaSzugusN2rSQy_YL-HjhNiP7kFa2)

### **New Media and Political Communication**

<https://www.youtube.com/watch?v=y6l5QGuHqOY>

### **How the Internet is Changing Politics | Vinay Nayak | TEDxKingsCollegeLondon**

<https://www.youtube.com/watch?v=BrvpD-5zwqk>

### **How to Win an Election: Political Campaign**

<https://www.youtube.com/watch?v=d-X09-gbtyQ>

### **Political campaigning in the digital age: Lucian Despoiu at TEDxBucharest**

<https://www.youtube.com/watch?v=sTgOUL0iYW8>

### **How Social Media is Shaping Our Political Future | Victoria Bonney | TEDxDirigo**

<https://www.youtube.com/watch?v=9Kd99IIWJUw>

### **The impact of social media in political debate | Mark Shephard | TEDxGlasgow**

<https://www.youtube.com/watch?v=I-YUVP7G524>

### **Unboxing with Prashant Kishor | What it takes to plan, execute and win an election**

<https://www.youtube.com/watch?v=IldCA4JLehw>

### **Political Communication: Our Past(s), Our Present(s)**

<https://www.youtube.com/watch?v=PWos2UvPSqg>

-----

## **JMC MC 7 Social Media Communication**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: The Network Society.** Internet-based communication revolution; Technological foundations of Network Society; Access and acceptance of digital technology; Characteristics of new media communication; Socialization and individualization of space and time; Connected spheres of living; Virtual communities and social relations; Evolution of Social Media Network; Economy of social media; Psychology and Sociology of Social Media; Pros and cons of social media; Impact of social media networks on human communication

**Unit 2: Understanding Digital Culture.** Meaning of being 'Digital'; The culture of 'Screen'; Understanding importance of speed and visualization; Changing media use and its impact on content generation; Impact of convergence; Hyper-mediation; Multi-functionality; Interactivity and creativity; New media and diversification of mass audience; Culture of real virtuality; Information Overload; Risks of over-communication; New trends in digital culture

**Unit 3: Social Media.** Social media – Emergence and history; Characteristics of social media; Categorization and types of social media - social Networks, media sharing networks, Discussion forums, Bookmarking and content curation networks, Consumer review networks, Blogging and publishing networks, Interest-based networks, Social shopping networks, Sharing Economy networks, Anonymous social networks; Social media networks in India and their socio-political impacts; Different social media networks and their characteristic features; Basic of social media marketing;

**Unit 4: Social Media for Personal Use.** Understanding the platform specific features for personal use; Understanding individual needs for social media use and prioritizing the social media platforms; Characteristics of content for social media platforms – Facebook, Twitter, Instagram and You-tube; Creating specific content for specific social media platform; Integrating social media platforms: Do's and Don'ts; Social Media and Image building; Writing for social media

**Unit 5: Social Media for Business.** Knowing the different social media tools for business; Importance of social media policy for business; Need analysis and creation of social media policy for business; Social media integration with business websites; Social Media for branding: Facebook, Instagram, Twitter and You-tube for business; Social media and crises communication; Social Media and institutional branding; Social Media Campaigning

**Internal Assessment:** Write social media strategy for an individual political person.

Evaluate social media strategy for an NGO that you are following regularly.

Analyses social media use of any selected celebrity personality that you like.

Follow different business brands on different social media platforms and analyses the use of content and particular platform.

### **Suggested resources:**

Borate, Y. (2019). Social Media . Jalgaon: Atharva Publications .

Burgess, J., Marwick, A., & Poell, T. (Eds.). (2018). The Sage Handbook of Social Media . New Delhi : Sage.

Castells, M. (2010). The Rise of the Network Society Second Edition. Chichester, West Sussex, United Kingdom : Wiley Blackwell.

Dijk, J. v. (2006). The Network Society Second Edition . New Delhi: Sage.

Network Society- Documentary

<https://www.youtube.com/watch?v=7OwjgkxuyPI>

Manuel Castells: Communication power in the Network Societies

<https://www.youtube.com/watch?v=xoMam-oFOzY>

Cultures of the Internet

<https://www.youtube.com/watch?v=QXdE6hJ1iUc>

The Role of Social Media in our Lives | Jake Swayze | TEDxSouthPasadenaHigh

<https://www.youtube.com/watch?v=BmV-4qx0sIs>

Why Social Media Is Ruining Your Life | Katherine Ormerod | TEDxManchester

<https://www.youtube.com/watch?v=sBeWrNgMVeM>

Social Media Communication

<https://www.5wpr.com/new/social-media-communication/>

Social Media Agency

<https://www.5wpr.com/new/category/social-media-agency/>

How to maximize social media communication?

<https://heidicohen.com/social-media-communications/>

How social media is changing communication

<https://www.walkersands.com/how-social-media-is-changing-communication/>

Types of Social Media

<https://blog.hootsuite.com/types-of-social-media/>

Role of social media in business

<https://study.com/academy/lesson/the-role-of-social-media-in-business-communication.html>

## **JMC MC 8 Translation Skills**

**Total Credits - 02**

**Internal Marks- 25, External Exam - 25, Total - 50 Marks**

**Total Lectures: 30**

### **Syllabus Outline:**

**Unit 1: Understanding language.** Biological, psychological and social aspects of language; word as a sign; word as a world view; functions fulfilled by language: communicative, imperative and aesthetic.

**Unit 2: Nature of Translation.** Complex communicative process; three stages involved in Translation: Decoding: Grammatical analysis; morphological meanings of words; lexical analysis; identifying semantic and semotactic markers of a word; lexical meaning; synonyms and their lexical analysis. Transfer: finding equivalences for various lexico – grammatical features of the Source Text; and Re-encoding: function of the source text; target audience; listing priorities while re-coding.

**Unit 3: Types of texts translated.** Fiction/non-fiction; informative/analytical/academic/promotional; writing style: straight forward, satirical, parody, poetry, humorous; type of media: print: newspapers/magazines/specialised journals; audio-visual: radio, TV, films, websites etc.; dos and don'ts for each type; editing of translated works.

**Unit 4: Skills of a translator.** Language knowledge: of source and target language; writing skills; cultural knowledge; research skills; developing the skills.

**Unit 5: Using resources.** Dictionaries, encyclopaedia; online resources; experts and native speakers; basics of phonetics, introduction to phonetic script; transliteration of proper nouns and other non-translated words.

**Internal Assessment:** Translating news items, features, advertisement, film dialogues, official report etc. Editing of texts translated by other students also can be undertaken.

**Suggested resources:**

Various unilingual. Bilingual and specialised dictionaries; thesaurus.

Nida, Eugene Albert and Taber, Charles Russell. (2003). *The Theory and Practice of Translation*. Brill: Leiden.

Samuelsson-Brown, Geoffrey. (1993). *A Practical Guide for Translators*.

Kale, Kalyan and Soman, Anjali. (1997). *भाषांतरमीमांसा*. Pratima Prakashan: Pune.

Yashwantrao Chavan Maharashtra Open University. *भाषांतरविद्या*. YCMOU: Nasik.

Snell-Hornby, Mary. (1995). *Translation studies - An integrated approach*.

Snell-Hornby, Mary. (2006). *The Turns of Translation Studies: New Paradigms or shifting viewpoints?* John Benjamins Publishing Company: Amsterdam / Philadelphia.

Munday, Jeremy. (2008) *Introducing Translation Studies, Theories and Applications*. Second edition. Routledge: New York.

## 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.

## Semester IV: Individual Projects

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

Details of projects

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

-----#####-----