



**Maharashtra Education Society's
Abasaheb Garware College, Pune
(Autonomous)**

(Savitribai Phule Pune University)

**Two Years M.A.J.M.C. Post-Graduation Degree Program in
Journalism and Mass Communication
(Faculty of Interdisciplinary Studies)**

**Syllabi under Autonomy
M.A.J.M.C.**

**Choice Based Credit System Syllabus
To be implemented from Academic Year 2022-2023**

Masters of Art In Journalism and Mass Communication (MA JMC)

Title of the Course: M.A.J.M.C.

Preamble

The syllabus of this course 'M.A.J.M.C.' is to equip the Graduated students the mind set and skill set of grooming into professional and ethical journalists to work objectively in the interest of the Society / Nation. This course also gives an opportunity to the students to specialize in Journalism or Mass Communication so that they enter the respective fields with confidence. The in-house and visiting faculty enrich the students, sharing their on-field experiences along with academics and make them qualified Media professionals. The well-equipped computer laboratory and studio make the students ready for multitasking, the current requirement of the Media industry, bilingually, in Marathi and English.

Objectives

- To train students to be successful journalists in any Media sector – Print, Electronic and New Media.
- To develop technical skill sets in students so that they make promising careers in Mass Communication.
- To groom students in Communication through academics that will help students in any field they choose.
- To develop Research aptitude in students so that they play an important role in Media Research.
- To give exposure to students through Study tours and Internships, develop Human Values to make them good citizens of India.

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Eligibility :-

- Student with graduation complete from any recognised university

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
1	I	Theory	PAJM-111	Fundamentals of Communication		04	60
		Theory	PAJM-112	Journalism: Principles, Process andPractice		04	60
		Theory	PAJM-113	Understanding Society (1)		04	60
		Practical	PAJMP-114	Media Technology		04	60
	II	Theory	PAJM-121	Print Journalism		04	60
		Theory	PAJM-122	Audio and Video Journalism		04	60
		Theory	PAJM-123	Digital Journalism		04	60
		Theory	PAJM-124	Research Methodology		04	60

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Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
2	III	Theory	PAJM-231	Understanding Society (2)		04	60
		Theory	PAJM-232	Journalism and Mass Communication Theories and Practice		04	60
		Theory	Common elective	<u>Any one*</u> from PAJMELE-233A to PAJMELE-233B		02	30
		Theory	Common elective	<u>Any one*</u> from PAJMELE-233C to PAJMELE-233D		02	30
		Theory	Journalism Stream Elective	<u>Any two**</u> from PAJMELE-235JRA to PAJMELE-235JRE		02	30
		Theory	Mass Communication Stream Elective	<u>Any two**</u> from PAJMELE-235MCA to PAJMELE-235MCD		02	30
				Total		16	240

Common elective any two* from PAJMELE-233A to PAJMELE-233D

Sr.No	Code	Course Title	Credit	Marks
1	PAJMELE-233A	Advertising	02	50
2	PAJMELE-233B	Development Communication	02	50

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Sr.No	Code	Course Title	Credit	Marks
1	PAJMELE-235MCA	Audio Visual Production	02	50
2	PAJMELE-235MCB	Book Editing	02	50
3	PAJMELE-235MCC	Technical Writing	02	50
4	PAJMELE-235MCD	Film Studies	02	50
3	PAJMELE-233C	Gender and Media	02	50
4	PAJMELE-233D	Magazine Production	02	50

Students have to choose an elective stream that they have to continue over Sem. III and IV.

Any two from Journalism Stream Elective PAJMELE-235JRA to PAJMELE-235JRE**

Sr.No	Code	Course Title	Credit	Marks
1	PAJMELE-235JRA	Agriculture Journalism	02	50
2	PAJMELE-235JRB	Business Journalism	02	50
3	PAJMELE-235JRC	Crime Journalism	02	50
4	PAJMELE-235JRD	Culture Journalism	02	50
5	PAJMELE-235JRE	Data Journalism	02	50

Any twofrom Mass Communication Stream Elective PAJMELE-235MCA to PAJMELE-235MCD**

SEMESTER-1V Second YEAR MA JMC

Year	Semester	Course Type	Course Code	Course Title	Remark	Credit	No. of Lectures /Practical to be conducted
2	IV	Practical	PAJMELEP-241	Internship and Study Visits		02	30
		Practical	PAJMELEP-242A to PAJMELEP-242G	Individual Project (any one)		08	120
		Theory	Common elective	<u>Any one*</u> from PAJMELE-243MCA to PAJMELE-243MCC		02	30

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		Theory	Mass Communication Stream Elective	<u>Any two**</u> from PAJMELE-244MCA to PAJMELE-244MCD		02	30
		Theory	Journalism Stream Elective	<u>Any two**</u> from PAJMELE-244JRA to PAJMELE-244JRD		02	30

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Individual Project (any one of the below)

Course Code	Project Title	Credit	No of Lecture
PAJMELE-242A	Research Dissertation	08	120
PAJMELE-242B	In-depth Reporting	08	120
PAJMELE-242C	Documentary Production	08	120
PAJMELE-242D	Translation Project	08	120
PAJMELE-242E	Podcast Production	08	120
PAJMELE-242F	Web-based Content Development	08	120
PAJMELE-242G	Advertising Campaign	08	120

Any one* Common Elective from PAJMELE-243MCA to PAJMELE-243MCC

Course Code	Project Title	Credit	No of Lecture
PAJMELE-243MCA	Mass Communication Pedagogy	02	30
PAJMELE-243MCB	Public Relations	02	30
PAJMELE-243MCC	Radio Broadcasting	02	30

Any two** Mass Communication Stream Elective from PAJMELE-244MCA to PAJMELE-244MCD

Course Code	Project Title	Credit	No of Lecture
PAJMELE-244MCA	Intercultural Communication	02	30
PAJMELE-244MCB	Political Communication	02	30
PAJMELE-244MCC	Social Media Communication	02	30
PAJMELE-244MCD	Translation Skills	02	30

Any two** Journalism Stream Elective from PAJMELE-244JRA to PAJMELE-244JRD

Course Code	Project Title	Credit	No of Lecture
PAJMELE-244JRA	Environment Journalism	02	30
PAJMELE-244JRB	Investigative and In-depth Reporting	02	30
PAJMELE-244JRC	Science Journalism	02	30
PAJMELE-244JRD	Sports Journalism	02	30

Extra Credit Course- Semester-1

PAJMCYS-111 Cyber security 1 -- 2 credits

PAJMHR-111 Human Rights 1 – 2 Credits

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Extra Credit Course- Semester-2

PAJMCYS-121 Cyber security 2 -- 2 credits

PAJMRH-121 Human Rights 2 – 2 Credits

PAJM-111: Fundamentals of Communication

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

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

(Teaching and Learning of this paper has to focus more on practical sessions along with theory classes, bilingually conducted in Marathi **and English**)

Unit 1. Language (Introduction) -

Beginning and Development of Languages, Oral and Written formats, Importance of Languages in Communication and in Mass Media, Standard Language, impact of Technology on Languages
(15 hours)

Unit 2. Language skills for Media (Spoken) –

Pronunciation, Intonation, Inflection, Enunciation, Pace, Pauses, Pitch (10 hours)

Unit 3. Language skills for Media (Written) – Writing styles considering audience, subject, medium,

Writer driven; Spellings: basic norms; Vocabulary - conversational, journalistic, literary; Grammar: basic rules and their applications; Standard rules of writing (15 hours)

Unit 4. Intrapersonal and Interpersonal communication:

Introduction to Intrapersonal communication, Introduction to Interpersonal communication, comparative study of Intrapersonal and Interpersonal communication, Informal and formal situations of communication; Importance of gestures, posture, facial expression etc.; Personal space, tactile communication and interview skills (10 hours)

Unit 5. Group communication:

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Presentations and Public speaking with or without external aids; Group discussion - attentivelistening, expressing agreement/disagreement, qualities necessary for success in Group communication, strengths and limitations of Group communication (05 hours)

Unit 6. Mass communication:

Nature of Mass communication, Basic elements and Model of Mass communication, Difference from face-to-face communication; Types – Audio, written and audio-visual; Etiquettes: Do's and Dont's inMass Communication (05 hours)

Internal assessment: 50 marks

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

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

Suggested reading:

- Crystal, David. 1997. *English as a Global Language*. Cambridge.
- Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
- Seely John. *The Oxford Guide to Writing & Speaking*. Cambridge Advanced Learner's Dictionary.
- Oxford Learner's Word finder Dictionary.
- Evans, Harold. 1972. *Newsman's English*. Heinmann Publication.
- Menon K.S.R.. 1990. *Stylebook for Journalists & Writers*. Konark Publishers Hicks, Wynterd. 1993. *English for Journalists*. Routledge Publication.
- Thakur, Kiran. *Newspaper English*. Vishwakarma Publications. Carnegie, Dale. *The Art of Public Speaking*. Rupa Publications

PAJM-112 Journalism: Principles, Process and Practice

Syllabus with no. of lectures at right side for M.A.J.M.C. – Part 1

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

Unit 1. Basics of Journalism:

Journalism as a form of Mass Communication; What is News? News gathering, assessing, creating and presenting news; Basic functions of News: inform, educate and entertain; difference between News and Features; importance of news for empowering the informed; helping readers make correct choices; Elements of journalism: truth, independence, objectivity, fairness, loyalty to citizens etc.; Role and function of journalism in a society and democracy; (6 hours)

Unit 2. Development of journalism:

- a) India: Journalism in pre-independence era; Journalism after independence: supporting development process, during Emergency, in globalized environment; Role of radio in disseminating news; Changes brought about by Doordarshan news; Rise and spread of television news channels; Impact on newspaper journalism; Internet and journalism, internet edition, e-paper to news portals; Convergent journalism.
- b) World: Role of journalism in major events in different countries (cases - Vietnam War, Pentagon papers, Watergate, Panama Papers, WikiLeaks). (12 hours)

Unit 3. The journalist:

Role of Journalist; Qualities, skills and competencies required for different types of journalistic work; Developing an area of Specialization (Beats); Role and function in the organization and society; Career prospects as a journalist; responsibilities, risks and privileges;
(6 hours)

Unit 4. Understanding News:

- a) Criteria defining news: new, unusual, significant, about people; News values and their importance; News areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.; News in different forms: Breaking, developing, follow-up, speculative etc.
- b) News sources: Coverage by Reporters and Correspondents: tools, developing Sources,

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developing nose for news; Publicity mechanism of government and private entities, websites, social media feeds, news agencies etc.

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

Unit 5. Views and Comments:

Importance: In traditional and in present 24 hour connectivity era; Journalism and opinion making; Formats in different media: Letters to Editors, features, editorials, panel discussions, interviews, open forums, interactive chats; Influences on views: Individual ideologies, organizational beliefs/interests, government restrictions, commercial interests etc.; Importance of audience feedback;
(8 hours)

Unit 6. News Media Management:

Structure of news media organizations: Print, Electronic and Digital; Definition of Media Management, Principles of Media Management, Characteristics of Media Management, Management's role in Editorial freedom, Types of Media ownership; Present hiring policies (8 hours)

Unit 7. Legal and Ethical Framework:

Laws governing media – Plagiarism, IPR, Copyright, Defamation, Parliamentary privileges, Sedition, Slander, IT Act etc.; Ethical norms set by and role of Statutory and Self-regulatory bodies (PCI, BARC, MRUC, ASCI, RNI etc.) (8 hours)

Internal assessment:

News writing, case studies of journalism in different fields, critical analysis of journalism in different media, interviewing senior journalists, visits to media news rooms

Reference Books

- Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
- Rich, Carol. *Writing and Reporting News A Coaching Method*. Wadsworth Cengage Learning. 2010

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- *The Handbook of Journalism Studies*. Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch. Routledge. 2009

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PAJM-113 - Understanding Society (1)

Lectures: 60 (Credits- 04)

Syllabus with no. of lectures at right side for M.A.J.M.C. – Part 1

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

Note:

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

Unit 1. Conversation with the society:

Jack of all and master of few!, Journalists' profession to educate masses, New challenges every day, growing complexity and need for specialization, interdisciplinary approach in education (2 lectures)

Unit 2. Understanding the Universe and Environment:

The Cosmos: Our galaxy and the Solar system, our planet, basic concepts in Geography, the Evolution and Biodiversity, natural resources and their exploitation, fundamentals of Climatology and Indian Monsoon, Environment and its protection, Geography of India: Major Physical Regions: Geology, Geomorphology and Drainage, Global warming, Climate change and related challenges,
Important Laws and Treaties related to environment, NASA, ISRO and space missions, Reporting of Universe and Environment (8 lectures)

Unit 3. Basics concepts in Sociology:

Community, society, religion and culture, development of languages; Social organizations, social

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structure, social stratification, Caste and Class, Socialization and media's role; Understanding Indiansociety through sociological concepts; Journalistic dealing with Sociology (8 lectures)

Unit 4. Understanding Philosophy:

What is philosophy? Importance of philosophy in human life; Oriental thinkers and philosophy; Vedic literature (Veda, Upanishads and Six Darshanas, Dvait - Advait philosophy), Charvak andatheist views, Buddha, Jain and other traditions; Western thinkers and philosophy, Basic tenets of Christianity and Islam; Modernism and post-modernism, Secularism. (8 lectures)

Unit 5. Understanding Science and Technology:

What is science? What is technology? Role of Science and Technology in human development, the scientific temperament, Introduction to Basic Sciences, fundamentals of physics (Newton's principles), Chemistry (Basic elements and periodical table) and Biology (Nature of evolution, human body, etc.), Major science magazines and websites, how to report science andtechnology (10 lecture)

Unit 6. Understanding History:

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

India: Timeline of Indian history, major dynasties and empires in India; Foreign invasions and its socio

- political impact, British rule and its consequences, overview of Indian freedom struggle and Indian renaissance; Indian Constitution: Preamble and major features; India after independence: Major landmarks. (8 lectures)

World: Timeline of history, ancient civilizations, characteristics of medieval society; Industrial revolution, European renaissance and colonization, French and American revolutions, World wars and theCold war (8 lectures)

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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.

Reference Books

- Warf, Barney. (2010). *'Encyclopaedia of Geography'*. Sage Publications, Thousand Oaks, California, USA.
- Khullar D. R. (2011). *'India: A Comprehensive Geography'*. Kalyani Publishers, Ludhiana.
- Mathur, H. S. (2003). *'Essentials of Biogeography'*. Pointer Publishers, Jaipur.
- Mohanty, J.N. (1992). *'Reason and Tradition in Indian Thought'*. Clarendon Press, Oxford, UK.
- O'Connor, D.J. (1964). *'A Critical History of Western Philosophy'*. Collier Macmillan Publishers, London.
- More, Dr. Sadanand.S. *'Gita as Theory of action'*. Satguru Publication, New Delhi.
- Raghuramraju. (2006). *'Debating Gandhi'*. Oxford University Press, New Delhi.
- Appelrouth & Edles. (2008). *'Classical & Contemporary Sociological Theory'*. Pine Forge Press, Thousand Oaks, USA.
- Ritzer, George. (2008). *'Sociological Theory'*. McGraw –Hill, New York, USA.
- Das, Veena. (2003). *'The Oxford Companion to Sociology and Social Anthropology, Vol. I and II'*. Oxford University Press, New Delhi.
- Deshpande, Satish. *'Contemporary India: Sociological Perspectives'*. Viking.
- Dube, S. C. (1990). *'Indian Society'*. National Book Trust, New Delhi.
- Kothari, Rajni. (1973). *'Caste in Indian Politics'*. Orient Longman, New Delhi.
- Madan, T.N. (1991) *'Religion in India'*. OUP, New Delhi.
- Chandra, Bipin. (1989). *'India's Struggle for Independence 1857-1947'*. New Delhi.
- Chandra, Bipin; Mukherjee, Mridula and Mukherjee Aditya. (2008). *'India Since Independence'*. (Revised and updated edition). Penguin Books, New Delhi.
- Sunthankar, B. R. (1993). *'Maharashtra (1858-1920)'*. Popular Book Depot,

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

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PAJMP-114 - Media Technology

Lectures: 60 (Credits- 04)

Syllabus with no. of lectures at right side for M.A.J.M.C. – Part 1

Internal Assessment: 75 marks; End-of-semester exam: 25 marks

Unit 1. Word processing

Word and Image Processing: Desktop Publication, Text Editing Tools, Page Layouts, types of Pages; Fonts, Text alignments, Design Infographics, Panelling, Header / Skyline; Anchor / Side Story/ Main Lead/ Second Lead / Short News

Still Camera and DSLR; functions of still camera, Camera: Aperture, ISO and Image sensor, Single-lens Reflex (SLR) camera; functions of DSLR, Digital SLR camera; Images file Formats; Photo Editing: Photo Captions, Final Copy, Export asImage, PDF, Share / Link file with various formats, File Compressions, Print. Software's – P a g e m a k e r / InDesign / Quark express / Photoshop (15 hours)

Unit 2. Audio Technology

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

Unit 3. Video Technology

Audio-Visual: Advanced Tools (Hardware and Software); Components of camera; Types of camera: ENG/ EFP cameras, demonstration of video camera, its anatomy and functions; Operational characteristics: Video camera handling practice on tripod, shoulder and hand; Teleprompter; Understanding sound, light and color; Video recording formats and different online converters; Camera, Shots and Composition; Practicing different type of shots, movements, angles and composition; multi camera shooting; Colour video system - NTSC, PAL, SECAM; Editing Using Final-Cut-Pro, Adobe Premier and Various Mobile Application; Input-Process-Output-Share; kinds of

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File Formats; video exporting (20 hours)

Unit 4. Digital Technology

Digital Media: Advanced Tools (Hardware and Software); Standard Operating Procedures; Data / Content Processing; Multimedia Content; SEO; Data retrieval and analytics; Cloud storage; Media Sharing; Content Management System, Management Information System, Content Sharing; Links Formation and Short Links; File Formats; File Compressions; Web servers, Web Browsers, URL, HomePage

Internet Hardware, Internet Protocols - Search resources - Web Page Development, Inserting, Linking; Editing and publishing, fact checking (15 hours)

Internal Assessment (75 marks)

One assignment for each technological skill: word processing (in English and Devnagari), page designing, photography, photo-editing, exporting / importing / converting files; audio recording, audio editing, basic sound mixing; video recording, video editing, preparing a package; SEO, links formationetc.

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

Reference Books

- Kamath, M. V. *'The Journalist's Handbook'*. (Reprint). Vikas: New Delhi. Barns, Margarita. *'The Indian Press'*. George Allen and Unwin Ltd.
- Contractor, Huned. *'The art of feature writing'*. Icon Publications: Pune. Natrajan, S. *'A History of the Press in India'*. Asia Publishing House, Mumbai. Carole, Rich *'Writing and Reporting News A Coaching*

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

MA JMC-PART-I SEMESTER-II Syllabus

PAJM-121: Print Journalism

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

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

Unit 1. Organization of the Newsroom: Basic features of newspapers and magazines; target readers and importance of pages (page 1, page 3, editorial page, last page, special sections, supplements); Organization structure, coordination and management functions in single / multi edition / multi – media houses); Structure of traditional and modern newsrooms; Sub – Editor to Editor – in – chief: Hierarchy, Roles and Responsibilities; Changes in technology and work practices; Importance of Advertisements in newspaper media (8 hours)

Unit 2. News Writing and Reporting: What is news? Changes in News Values; Elements of News – Headings, Sub – Headings, Leads, Photos, Info graphics etc.; News Reporters: categories, rights, roles and responsibilities; News Beats: Introduction, mapping and new Beats; Cultivating Sources: Investigative and development Reporting; Use of Internet, New Media and Technology for Reporting; Use of RTI for Reporting; reporting for digital editions (12 hours)

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Unit 3. News Editing: Importance of Editing: Value addition to news stories; News desks: roles and responsibilities; Sorting and selection of agency copies; Basics of news translation; Editing different types of copies, developing stories; Writing Headlines and types of Headlines; Visual journalism: Selecting and Editing photos, writing captions, writing photo features; Use of infographics; designing news pages and redesign of a newspaper; Write – edit - design philosophy; Qualities necessary for a News Editor (12 hours)

Unit 4. Feature and editorial writing: Difference between News and Features; Basic elements of features; Types of features, news pegs and story ideas; Research and References for Feature writing; Writing Columns and Editorials; Feature writing for special supplements; Editing features and coordination with the experts; Freelance featurewriting and running a feature agency (12 hours)

Unit 5. Magazine journalism: Writing and Editing newspaper supplement and magazines: Periodicity, special interest and niche magazines; Writing for and editing a magazine; Mentoring and developing writers; Planning regular and special issues; Economics and management of a magazine (8 hours)

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

Internal assessment (50 marks)

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

Other assignments can include: Translating agency copies, attending Press Conferences and writing news reports; Going to the spot, attending functions and writing news stories; Visit to newsrooms, interaction with journalists and Report submission

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Suggested reading:

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

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

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

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

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

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

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PAJM-122: Audio and Video Journalism

Total Credits: 4 Interaction/Teaching-learning hours:

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

50 marks

Part 1: Audio Journalism

Unit 1. Understanding Audio: Types: conventional radio, internet radio, community radio, convergent news production; Difference between A.M. and F.M. radio channels; Importance of sound and spoken word in audio journalism; Using sound effectively in audio journalism; Study of News Services Division of AIR, news podcasts, BBC, NPR etc. (6 hours)

Unit 2. Writing for the ear: Simple, conversational, clutter free writing; difference between writing to be read and writing to be heard; writing to suit the listeners' needs and consumption pattern; addressing linearity of presentation in radio scripts (6 hours)

Unit 3. News-based programs: Types of news presentations: duration, frequency, coverage, topic; Structure of a news program; Selection of news; Use of actuality, sound bites, reports etc.; Other formats: Interviews, features, documentaries, live commentaries, magazines, news reels etc. (8 hours)

Part 2: Video Journalism

Unit 4. Understanding the medium: Brief history and development of video journalism; Strengths and limitations of the medium; Understanding TV News: News values, significance of timeliness, news as it happens; Sources of news, types of news, news agencies; News priorities for TV, Breaking news; MOJO. (8 hours)

Unit 5. Working of a news room: Various functionaries in a news room: Reporters, copy editors,

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input editors, output editors, news producers; Convergent Newsroom; Research: Backroom researchers, reference library or archives (8 hours)

Unit 6. TV writing style and news presentation: Writing for News Channels: Words verses visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls, updating information; Structure of a news bulletin: Headlines, individual stories, telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc. (12 hours)

Unit 7. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate program format; indoor / outdoor; personality opinion, informative interviews; Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types - nature, institutional, event-based, personality etc., Process of Documentary making: Pre – production, Production, Post – Production (6 hours)

Unit 8. Overview of News Television Industry and Its Impact on Society: Major Indian and international news channels; regional language Indian channels: Their role, importance and impact; Management of news channels; Organizational structure of the news room; Doordarshan and its expansion; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends; Impact on society, Use of News television as a tool in politics, Television Rating Points (T.R.P.) (6 hours)

Internal assessment (50 marks)

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

Part 2 (30 marks): Students have to record individual piece-to-camera, news anchoring, production of news bulletin / documentary / interview and submit report of the same.

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Suggested reading

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

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

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

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

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

Fiske, John. *Television Culture*. Routledge

Mehta, Nalin. *India on Television*. Harper

CollinsYorke, Ivor. *Basic TV Reporting*. Focal

Press

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

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

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

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

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

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

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

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

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

PAIM-123: Digital Journalism

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

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

Unit 1. Introduction to Digital Journalism: What do you mean by Digital media?; Concept of internet and its functioning; Concept of Web 2.0 and concept of interactivity; Mobile 2.0;

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Social networking websites; Concept of Media Convergence; Four types of convergence in media – Technological, business, professional, content ; What is multimedia content?; Web browsers and RSS Feed; Journalism and Digital media; Digital Journalism in India – e newspapers, websites for newspapers and TV News channels, emergence of online news portals. (12 hours)

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

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

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

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

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Unit 6. Socio - Political impacts of Digital Journalism: Digital Journalism and Digital social movements; Digital Journalism and Politics 2.0; Digital Media and Politics – Practices and impacts, Digital media and propaganda; Social media's impact on social fabric of India (6 hours)

Internal assessment (50 marks):

Analysis / Case study of various news portals / internet editions; production of news bulletins in various digital formats and platforms; Objective tests, Group discussions, visits etc.

References:

Al Jazeera Media Training and Development Centre, *Mobile Journalism*. Briggs, Mark. *Journalism 2.0*. J Lab and Knight Citizen News Network. Feldman, Tony. *An Introduction to Digital Media*. Routledge.

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

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

New Media and Politics, Sage

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

The Routledge Handbook of Developments In Digital Journalism

Studies The Handbook of Global Online Journalism, Wiley-Blackwell

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

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

Unit 1. Basics of research: What is Research? Types of Research – Basic and Applied, Formal and Informal etc.; Characteristics of Scientific Research; History, nature and relevance of Media Research; Areas of Media Research; Importance of Review of Literature; Placing the research in a theoretical framework; Objectives and Assumptions, Scope and Limitations, Hypothesis or research questions; Types of variables etc. (10 hours)

Unit 2. Qualitative research methods: Nature, strength and limitations, interpreting qualitative data; Various methods: i) Field observations: Participant, non-participant, techniques; ii) Focus groups: Procedure, advantages and disadvantages; iii) Intensive interviews: Procedure, advantages and limitations iv) Case studies: Procedure, utility and limitations; (12 hours)

Unit 3. Quantitative research methods: Nature, uses, generalization, strengths and limitations etc. Various methods: i) Content Analysis: Definition, uses and limitations, steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys, types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection analysis; iii) Longitudinal research: Types, trend analysis, cohort analysis, panel studies ; iv) Experimental Research: Laboratory experiments, design; field experiment (12 hours)

Unit 4. Sampling: Universe, Population and Sample; Types of Sampling methods: Probability and non-probability sampling and their sub types; Their advantages and limitations; measuring sampling error. (6 hours)

Unit 5. Statistics for Research: Mean, median, mode, tabulation, basic Statistical tools, importance of Statistical analysis; Descriptive and Inferential Statistics; basic statistical terms, Statistical tests: Central tendency, Standard deviation, Chi square, T test, Hypothesis testing etc.

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(12 hours)

Unit 6. Allied issues: Research report writing, Bibliography, in-text citations, footnotes, references, Specifications of Research thesis, Research and Publication Thesis (8 hours)

Internal Assessment: 1. Publication of Research paper in any Research Journal (20marks)

2. Analyzing content and presenting Data from other Research Dissertations (10marks)

3. Conduct Research – based one interview of unique personalities from Society / Prepare Research –based Questionnaire and collect Data from at least 30 Samples (10 marks)

Suggested Reading:

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

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

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

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

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

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

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

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