

B. A.

Journalism as Optional Paper

First Year

First Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

Paper - I : Principles & History of Journalism 50

(30 Final Semester + 20 Internal Assessment)

History of Indian Journalism and Marathi Journalism, Nature scope and significance of journalism, Nature of periodicals, Introduction to the development journalism, Agriculture journalism, journalism & mass media, media & development, media's responsibilities.

Early efforts in printing - newspapers - types of newspapers - contents - characteristics; magazines - characteristics and types; print media in India: an overview; books as a medium of communication - types of books - book publishing in India.

Paper - II : Introduction to Mass Communication 50

(30 Final Semester + 20 Internal Assessment)

Introduction to Communication & Mass Communication - Nature - Scope - Mass Communication - Definition - Process; mass media and modern society - Functions - Mass Media and democracy. Types of communication, communication process, elements of communication, models of communication. Introduction to Print, Radio, Television, Film, New media, Folk media & other audiovisual media.

Early communication systems in India - first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement - brief history

of major English and Marathi language newspapers and magazines.

Practical : 40 Marks

(i) **Selection of News** : At least 5 news items must be selected on the basis of news value judgement.

(ii) **Re-writing of News** : At least 5 raw news items must be redressed, restyled and re-written.

(iii) **Planning of Page** : At least 5 News items must be selected and planned for printing. Student is expected to give printing instructions.

(iv) **Lead and Heading** : Five News items must be reshaped by lead-writing proper phrasing of Headlines.

(v) **Proof Reading** : Proof correction of five columns in News Papers.

(vi) **Editorial Process** : Editorial marks and processing techniques on articles, news-letters, features and photographs.

(vii) **Page Layout** : Layout models must be prepared by students about front page. Editorial Page and Sunday Supplement on computer.

B. A. (Optional Paper) Second Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

Paper - III : Basics of Reporting 50

(30 Final Semester + 20 Internal Assessment)

Reporting : News, News reporting, sources of news, editing news values, editorial, feature writing, interviews, press conference and to meet the press, news agencies and teleprinter service

Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - techniques of re-writing news agency copy.

techniques - qualities of a reporter - news reports, sources - pitfalls and problems in reporting - attribution - on-the-record - pool reporting; follow-up-advocacy, interpretation, investigation. Reporting- crime, courts, society, culture, politics, commerce and business, education reporting; practical.

Paper - IV : Basics of Editing

50

(30 Final Semester + 20 Internal Assessment)

Editing : Nature and need for editing. Principles of editing, edition desk, functions of editorial desk copy editing preparation of copy for press style sheet-editing symbols, proof reading symbols and their significance.

Functions and qualifications of a sub-editor and chief-sub editor, copy selection and copy testing, basic principle of translation

Practical : 40 Marks

(i) **News Reporting :** News items regarding programmes in the College & Departments (minimum 10)- News items about various programmes in the city assigned by the concerned teachers (minimum 10)

(ii) **Various Types of News :** Development news, mis-shap news, accident and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.

(iii) **Features :** At least 5 types of features on various objects.

(iv) **Non-news Articles :** These include topical articles such as side article, Biography, Book-review, Film Review and Special article, At least one article of each type must be produced by the student.

(v) **Interview :** The student is expected to write interviews of 5 personalities in various field.

B. A.

Journalism as Optional Paper

Second Year

Third Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

Paper - V : Civic & Field Reporting

50

(30 Final Semester + 20 Internal Assessment)

Civic reporting : Reporting functions - social, cultural, political seminar, workshop, symposium, civic problems (such as sanitation, health, education, law and order, police, hospitals etc)

Headlining - principles, types and techniques.

Field Reporting : Assignments to be given by the concerned faculty.

Editing : Assignment to be given by the concerned faculty. Visit to news paper offices.

Paper-VI:Development, Rural Reporting

50

(30 Final Semester + 20 Internal Assessment)

Development Reporting : Reporting social issues, controversies, development programmes - implementation and impact, feedback and evaluation.

Rural Reporting : Agricultural - practices, problems and policies, caste community relations, rural - urban relations, water-shed development & other activities of Govt. & NGO.

Structure and functions of newsroom of a daily weekly newspaper and periodicals, different sections and their functions.

Specialized reporting : Investigative reporting, Interpretative reporting, Special story, Environmental reporting, Business & Economic reporting, Crime

Practical : 40 Marks

- 1) Civic Reporting : 10 news stories
- 2) Development Reporting : 10 news stories
- 3) Rural Reporting : 10 news stories
- 4) Headlines writing : 10
- 5) Field assignments : Investigative reporting, Interpretative reporting, Special story, Environmental reporting, Business & Economic reporting, Crime reporting. 1 item each.

B.A. (Optional Paper) : Fourth Semester

Total Credits : 30

4 Credits per Paper 4 x 5 papers = 20 credits

10 credits for Practicals

Paper -VII : Basics of Public Relations

50

(30 Final Semester + 20 Internal Assessment)

Public Relations - definition - PR as a communication functions - history of PR - growth of PR in India, PR, publicity, propaganda and public opinion - PR as a management function.

Stages of PR - planning - implementation - research - evaluation - PR practitioners and media relations - press conference - press releases - other PR tools, Qualities of P. R. O.

Paper -VIII : Corporate Communication

50

(30 Final Semester + 20 Internal Assessment)

Nature & scope of corporate communication. Communication with publics - internal and external - community relations - employee relations; PR in India - public and private sectors; PR counselling; PR and advertising - PR for media in institutions.

Shareholder relations - dealer relations; PR for hospitals - PR for charitable institutions; defence PR; PR for NGOs; PR for political parties; crisis management - case studies

Practical : 40 Marks

1. Production of PR Literature handout and press-notes-each one.
2. Preparing and update - Press Release for Press conference - 1.
3. Notification - rejoinders - 5 types
4. Poster, broucher, folder - each one
5. Visit Report regarding AIR, Field Publicity and Govt. Information and PR Department - atleast one.
6. Various forms of writing for Broadcast media Radio and T. V. - One each.
7. At least one articles on a compounds such as Social Forestry, National Literacy Scheme, National Intregation and Governments different Developmental Programmes.

B. A.
Journalism as Optional Paper
Third Year
Fifth Semester

Total Credits : 30
 4 Credits per Paper 4 x 5 papers = 20 credits
 10 credits for Practicals

Paper -IX : Development Journalism (Theory) 50
 (30 Final Semester + 20 Internal Assesment) *X Pract*

Concept of develoment : Development indicators, approaches to development; dilemmas of development; development policy, development planning, concept of sustainable development and its importance.

Development journalism - concept - relevance; development communication - meaning - strategies in development communication - dominant paradigm - its critique.

Social cultural and economic barriers to development communication approaches to development; use of media and inter-personal communication; channels for development; case studies in Indian context.

Paper -X : Development communication (Theory) 50
 (30 Final Semester + 20 Internal Assesment)

Participatory model, mechanistic and organic models of development for communication; diffusion of innovation, extension, dependency, Guardian model.

Création of development messages - language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evalution - case studies in Indian context.

Practical : 100 Marks

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| 1. Cliping file | - | 50 marks |
| 2. Publication of features & articles | - | 50 marks |

B.A. (Optional Paper) : Sixth Semester 4

Total Credits : 30
 4 Credits per Paper 4 x 5 papers = 20 credits
 10 credits for Practicals

Paper -XI : Basics of Advertising (Theory) 50
 (30 Final Semester + 20 Internal Assesment) *XIV Pract*

Advertising - definition, historical development; social and economic benefits of advertising; mass media and advertising; criticisms; types of advertising; cousumer advertising corporate - industrial - retails - national - trade - professional social.

Product advertising - target audience - brand image - positioning; advertising strategies; appeals, advertising spiral, market an its segmentation, sales pormotion.

Paper -XII : Advertisement : Production & Research (Theory) 50
 (30 Final Semester + 20 Internal Assesment) *XV (Pract)*

Advertising agency - structure and functions, creativity - media selection - newspapers magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

Copy writing and advertising production techniques; print; radio; television, films, outdoor, ideation, visualisation, use of computers; practical assignments in advertising; copy-preparation.

Research in advertising, planning, execution, copy research, market research, ethical aspects of advertising; law and advertising; advertising and pressure groups; emerging trends.

Practical : 100 Marks

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| 1. Survey Print or Electronic media | - | 50 marks |
| 2. Pagination / Layout & Design of newspaper & one Advertisement of any product on computer | - | 50 marks |