



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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आंतर विद्याशाखीय अभ्यास विद्याशाखे
अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२०
नुसार पदवी प्रथम वर्षाचे अभ्यासक्रम
(Syllabus) शैक्षणिक वर्ष २०२४-२५
पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक १५ मे २०२४ रोजीच्या मा. विद्यापरिषद बैठकीतील विषय क्रमांक १८/५९-२०२४ च्या ठरावानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील पदवी प्रथम वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२४-२५ पासून लागू करण्यास मा. विद्यापरिषदेने मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील खालील पदवी प्रथम वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहेत.

- 1) B. A. I year Education.
- 2) B. A. I year Fashion Design.
- 3) B. A. I year Mass Commutation & Journalism.
- 4) B. A. I year Home Science.
- 5) B. A. I year Physical Education.
- 6) B. A. I year Lib. & Information Science.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शौ-१/एनइपी २०२०/पदवी/आविशा/२०२४-२५/१४४
दिनांक : १०/०७/२०२४



C. P. M.

डॉ. सरिता लोसरवार
सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ)
विभाग

प्रत : १) मा. आधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.

४) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ

५) मा. प्राचार्य, न्यू मॉडल डिग्री कॉलेज हिंगोली.

६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

**SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED-431606.**



**(Structure and Syllabus of Four Years Multidisciplinary Degree
Program with Multiple Entry and Exit Option)**

**Four Year Bachelor of Arts in
Mass Communication & Journalism**

Major in **DSC** Minor in **DSM**

Under the Faculty of
Interdisciplinary Studies

Effective from Academic Year 2024 – 2025
(As per NEP-2020)

Details of the Board of Studies Members in Mass Communication & Journalism Under the faculty of Interdisciplinary Studies of Swami Ramanand Teerth Marathwada University, Nanded

Sr. No.	Name of the Member	Designation	Address for Correspondence	Contact No.
01	Prof. Dr. Rajendra Gonarkar	Chairman	School of Media Studies, SRTM University, Nanded	9890619274
02	Dr. Suhas Pathak	Member	School of Media Studies, SRTM University, Nanded	9326778410
03	Prof. Dr. Ramanand Vyavhare	Member	Shri Shivaji College, Parbhani	8308993825
04	Dr. Balaji Shinde	Member	P. A. H. Mahavidyalaya, Ranisawargaon	9420176582
05	Prof. Dr. Dinkar Mane	Member	Department of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad	9850741114

Abbreviations:

- 1) **DSC** : Department/Discipline Specific Core (Major)
- 2) **DSE** : Department/Discipline Specific Elective (Major)
- 3) **DSM** : Discipline Specific Minor
- 4) **GE** : Generic/Open Elective
- 5) **SC/VSEC** : Vocational and Skill Enhancement Course
- 6) **AEC** : Ability Enhancement Courses
- 7) **MIL** : Modern Indian Languages
- 8) **IKS** : Indian Knowledge System
- 9) **VEC** : Value Education Courses
- 10) **OJT** : On Job Training (Internship/Apprenticeship)
- 11) **FP** : Field Projects
- 12) **CEP** : Community Engagement and Service
- 13) **CC** : Co-Curricular Courses
- 14) **RM** : Research Methodology
- 15) **RP** : Research Project/Dissertation



SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Interdisciplinary Studies

Credit Framework of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit

Program: Bachelor of Arts in Mass Communication & Journalism

Course: Mass Communication and Journalism

Year & Level	Semester	Optional- 1	Optional- 2	Optional- 3	Generic Elective (GE) [Select from Basket 3 of Faculties other than Inter Disciplinary]	Vocational & Skill Enhancement Course	Ability Enhancement Course (AEC) (Basket 4) Value Education Course (VEC) Indian Knowledge System (IKS) (Basket 5)	Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6)	Credits	Total Credits
1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)
1 st Year (4.5)	1 st Sem.	IMCJCT1101 (2 Cr) History of Media	IMCJCT1102 (2 Cr) News Reporting	IMCJCT1103 (2 Cr) Advertising	IMCJGE1101 Mobile Journalism 2 Credits	IMCJSC1101 Photojournalism 2 Credits	AECENG1101 (2 Cr) English	---	22	44
		IMCJCP1101 (2 Cr) History of Media	IMCJCP1102 (2 Cr) News Reporting	IMCJCP1103 (2 Cr) Advertising			AECXXX1101 (2 Cr) (MAR, HIN, PAL, URD, KAN)			
		4 Credits	4 Credits	4 Credits			IKSXXX1101 (2 Cr) Indian Knowledge System 6 Credits			
	2 nd Sem.	IMCJCT1151 (2 Cr) Introduction to Mass Communication	IMCJCT1152 (2 Cr) News Editing	IMCJCT1153 (2 Cr) Film Studies	IMCJGE1151 Film Appreciation 2 Credits	IMCJSC1151 Digital Journalism 2 Credits	AECENG1151 (2 Cr) English	---	22	
		IMCJCP1151 (2 Cr) Introduction to Mass Communication	IMCJCP1152 (2 Cr) News Editing	IMCJCP1153 (2 Cr) Film Studies			AECXXX1151 (2 Cr) (MAR, HIN, PAL, URD, KAN)			
		4 Credits	4 Credits	4 Credits			VECCOI1151 (2 Cr) Constitution of India 6 Credits			
Cum. Cr.		08	08	08	04	04	12	00	44	
Exit Option: UG Certificate in Opt. 1, Opt. 2 and Opt. 3 on completion of 44 Credits and additional 4 Credits from NSQF / Internship.										

Member

Member

Member

Member

Chairman
Board of Studies
Mass Communication & Journalism



B. A. (MCJ) First Year Semester 1 (Level 4.5)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional- 1	IMCJCT1101	History of Media	02	--	04	02	--
	IMCJCP1101	History of Media	--	02		--	04
Optional- 2	IMCJCT1102	News Reporting	02	--	04	02	--
	IMCJCP1102	News Reporting	--	02		--	04
Optional- 3	IMCJCT1103	Advertising	02	--	04	02	--
	IMCJCP1103	Advertising	--	02		--	04
Generic Electives (GE)	IMCJGE1101	Mobile Journalism	02	--	02	02	--
Vocational & Skill Enhancement Course (SC)	IMCJSC1101	Photojournalism	--	02	02	--	04
Ability Enhancement Course (AEC)	AECENG1101	English Language	02	--	02	02	--
	AECXXX1101	Second Language (MAR, HIN, PAL, URD, KAN)	02	--	02	02	--
Indian Knowledge System (IKS)	IKSXXX1101	Indian Knowledge System	02	--	02	02	--
Total Credits			14	08	22	14	16



B. A. (MCJ) First Year Semester 1 (Level 4.5)

Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2) /2	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional- 1	IMCJCT1101	History of Media	10	10	10	40	--	--	50
	IMCJCP1101	History of Media	--	--	--	--	10	40	50
Optional- 2	IMCJCT1102	News Reporting	10	10	10	40	--	--	50
	IMCJCP1102	News Reporting	--	--	--	--	10	40	50
Optional- 3	IMCJCT1103	Advertising	10	10	10	40	--	--	50
	IMCJCP1103	Advertising	--	--	--	--	10	40	50
Generic Electives (GE)	IMCJGE1101	Mobile Journalism	10	10	10	40	--	--	50
Vocational & Skill Enhancement Course (SC)	IMCJSC1101	Photojournalism	--	--	--	--	10	40	50
Ability Enhancement Course (AEC)	AECENG1101	English Language	10	10	10	40	--	--	50
	AECXXX1101	Second Language (MAR, HIN, PAL, URD, KAN)	10	10	10	40	--	--	50
Indian Knowledge System (IKS)	IKSXXX1101	Indian Knowledge System	10	10	10	40	--	--	50

IMCJCT1101: HISTORY OF MEDIA

Course Objectives:

- ❖ The student learns to understand the evolution of different media forms in the Course Regional, national and global.
- ❖ Students should know about historical aspect of the Indian Media- Past and Present.
- ❖ Discuss the history of early printing era.

Course Outcomes:

- ❖ Students should be able to understand Indian Freedom Struggle and role of the Media.
- ❖ The students will be able to understand the different phases of print and broadcast journalism in India.
- ❖ Students should acquire communication skills for personal and professional development.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Traditional Media	08
	1.1	Traditional Media: Meaning and Importance	
	1.2	Brief history of Traditional Media in India	
	1.3	Types of Folk Arts in Maharashtra	
	1.4	Functions of Traditional Media	
2.0		Growth of Print Media In India	07
	2.1	Early history of the Press in India	
	2.2	National Freedom Movement and Press	
	2.3	Prominent Newspapers & Magazines	
3.0		Brief History of Marathi Media	07
	3.1	Early history of Press in Maharashtra	
	3.2	Bal Gangadhar Tilak, Dr. B. R. Ambedkar, Dinkarrao Jawalkar, Prabodhankar Thackeray	
	3.3	Marathi Press: Present and Future	
4.0		Radio and Television	08
	4.1	History of Radio in India	
	4.2	Formation of Prasar Bharati	
	4.3	The Television: Past, Present & Future	
	4.4	The brief history of Audio-Visual Media	
Total			30

Reference Books:

1. डॉ. समीरण वाळवेकर, "आजच्या ठळक बातम्या", राजहंस प्रकाशन, पुणे, २०१९.
2. रा. के. लेले, "मराठी वृत्तपत्रांचा इतिहास", (तृतीय आवृत्ती), कॉन्टीनेन्टल प्रकाशन, पुणे, २००९.
3. वनिता कोहली-खांडेकर, "भारतीय माध्यम व्यवसाय", Sage Bhasha Publication India Pvt. Ltd.
4. श्रीपाद भालचंद्र जोशी, "जनसंवाद आणि जनमाध्यम: सैद्धांतिक संकल्पना", मंगेश प्रकाशन, नागपूर.
5. वि. का. जोशी आणि रा. के. लेले, "वृत्तपत्रांचा इतिहास", युगवाणी, वाई, १९५१.
6. वि. ल. धारूरकर, "शोध माध्यमांचा", शुभदा प्रकाशन, औरंगाबाद.
7. गंगाधर पानतावणे, "पत्रकार डॉ. बाबासाहेब आंबेडकर", अभिजीत प्रकाशन, पुणे.
8. डॉ. परमवीर सिंह, "भारतीय टेलीविजन", कल्पना प्रकाशन, जहांगीर पुरी, दिल्ली.
9. कामिल पारखे, "बदलती पत्रकारिता", सुगावा प्रकाशन, सदाशिव पेठ, पुणे, २०२०.
10. वीर बाला अग्रवाल, "पत्रकारिता एव जनसंचार", प्रथम संस्करण, Concept Publishing Company, New Delhi, 2020.
11. आलोक मेहता, "भारत में पत्रकारिता", सातवी आवृत्ती, नेशनल बुक ट्रस्ट, नई दिल्ली, २०११.
12. Robin Jeffrey, "India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press", Third Edition, OUP India, 2009.
13. Keval J. Kumar, "Mass Communication in India", 5th Edition, Jaico Publishing House, Mumbai, 2020.
14. R. C. S. Sarkar, "The Press in India", S. Chand & Co. Ltd., 1984.
15. R. Srinivasan (Edited), "Crusaders of the Fourth Estate in India", Bharatiya Vidya Bhavan, Bombay, 1989.
16. Swaminath Natarajan, "A History of the Press in India", Asia Publishing House, Bombay, 1962.
17. J. Natarajan, "History of Indian Journalism", Ministry of Information & Broadcasting, New Delhi, 2010.
18. Madan Gopal, "Freedom Movement and the Press: The Role of Hindi Newspapers", Criterion Publications, 1990.
19. Motilal Bhargava, "The Role of Press in Freedom Movement", Reliance Publication, New Delhi, 1987.
20. J. Natarajan, "History of Indian Journalism", Ministry of Information & Broadcasting, New Delhi, 2010.
21. Madan Gopal, "Freedom Movement and the Press: The Role of Hindi Newspapers", Criterion Publications, 1990.
22. Motilal Bhargava, "The Role of Press in Freedom Movement", Reliance Publication, New Delhi, 1987.
23. T. V. Parvate, "Marathi Journalism", Maharashtra Information Centre, Connaught Circus, New Delhi, 1969.
24. J. V. Vilanilam, "Growth and Development of Mass Communication in India", National Book Trust, New Delhi, 2003.

IMCJCT1102: NEWS REPORTING

Course Objectives:

- ❖ To understand the basics of news reporting and editing.
- ❖ To understand the news values and their significance while reporting.
- ❖ To teach students the techniques of news reporting & editing.

Course Outcomes:

- ❖ After studying the course students should know about value of reporting.
- ❖ Students should be able to write & edit the news, stories and articles.
- ❖ Students will be able to understand how to pursue a career as a journalist and to improve himself for given the headline and caption writing for print and online.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		News Concept	08
	1.1	News: Meaning, Definitions and Importance	
	1.2	5 Ws and H and its importance	
	1.3	Inverted Pyramid: Elements and Structure of News	
	1.4	Types of news: Hard and Soft	
2.0		Reporting	07
	2.1	News Reporter: Role, Qualities and functions	
	2.2	Nose for news, News values	
	2.3	News Reporting for Newspaper, TV, Radio, Web Portal	
3.0		News Sources	07
	3.1	News source: Meaning and Importance	
	3.2	News sources Verifying and Dealing	
	3.3	Ethical aspect of source	
4.0		News Beats	08
	4.1	Rural Reporting: Importance and Issues	
	4.2	Education, Health and Environment	
	4.3	Political, Crime, ZP, Municipal Corporation	
	4.4	Press Conferences, Events and Meets	
Total			30

Reference Books:

1. पी. के. आर्य, "समाचार लेखन", प्रभात प्रकाशन, असफ अली रोड, नई दिल्ली, २००९.
2. सुनील माळी, "बातमीदारी भाग १", राजहंस प्रकाशन, पुणे, २०१८.
3. एस. के. कुलकर्णी (संपा.), "पाऊले पत्रकारितेची", डॉ. नानासाहेब परुळेकर सकाळ चेरिटी ट्रस्ट, पुणे, २००१.
4. सुधीर गव्हाणे, "ग्रामीण पत्रकारिता", प्रचार प्रकाशन, कोल्हापूर.
5. जयदेव डोळे, "समाचार अर्थात प्रसारमाध्यमांची झाडाझडती", लोक वांडमयगृह, मुंबई, २०२०.
6. डॉ. हरिमोहन, "समाचार, फीचर-लेखन एवं सम्पादन-कला", तक्षशिला प्रकाशन/तक्षशिला प्रकाशन, नई दिल्ली, १९९९.
7. सुधाकर पवार, "उपसंपादकाचा मित्र", दास्ताने रामचंद्र प्रकाशन, पुणे.
8. एस. मुस्तफा जैदी, "टेलीव्हिजन समाचार: लेखन और वाचन", विश्वविद्यालय प्रकाशन, वाराणसी.
9. डॉ. रामानंद व्यवहारे, "बातमीदारी", Educational Publishers & Distributors, Aurangabad, 2018.
10. उत्तम कांबळे, "माझी प्रयोगशील पत्रकारिता", मनोविकास प्रकाशन, मुंबई, २०२०.
11. K. M. Srivastava, Dr. K. K. Rattu (Trans.), "News Reporting and Editing", Surubhi Publication, Jaipur.
12. M. V. Kamath, "Professional Journalism", Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
13. T. J. S. George, "Editing: A Handbook for Journalists", IIMC, New Delhi, 1989.
14. Rich Carole, "Writing and Reporting News A Coaching Method", Wadsworth
15. Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork.
16. S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
17. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.
18. Alfred Lawrence & John Vivian, "News Reporting and Writing", Dorling Kindersley (India) Pvt. Ltd., Delhi, 2006.
19. डॉ. रामानंद व्यवहारे, "मीडिया डेटलाईन", Educational Publishers & Distributors, Aurangabad, 2019.

IMCJCT1103: ADVERTISING

Course Objectives:

- ❖ Define the basic concepts of advertising.
- ❖ Critically analyse the role of advertising in our culture, society, and economy.
- ❖ Understand integrated brand promotion and integrated marketing communication.

Course Outcomes:

- ❖ The student will be able to identify and define the advertising concepts.
- ❖ The students will be able to distinguish between advertising and marketing.
- ❖ The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Introduction to Advertising	08
	1.1	Advertising: Concept; Meaning; Definition and Nature	
	1.2	Early History of Advertising, Advertising in India	
	1.3	Objectives and Importance of Advertising, Functions of Advertising	
	1.4	Various Types and Classification of Advertising	
2.0		Advertising Agencies	07
	2.1	Advertising Agencies: Structure, Function, Importance	
	2.2	Advertising Idea, Developing a Campaign	
	2.3	Media Selection Criteria, Market Research	
3.0		Creativity	07
	3.1	Creative Strategy, Stages in Creative Process	
	3.2	Brand: Meaning, Importance, Positioning	
	3.3	Use of Colour in Design, Graphics Role and Scope in Advertising, Design Principles	
4.0		Copy Writing	08
	4.1	Copy writing: How to Prepare, Principles of Writing	
	4.2	Types of Copy, Principles of Print Advertising	
	4.3	Copy Writer: Qualities, Duties and Responsibilities	
	4.4	Advertising Ethics & Laws	
Total			30

Reference Books:

1. डॉ. खेमसिंग डहेरिया, "विज्ञापन: स्त्री छवि अध्ययन", पब्लिशर्स एंड डीस्ट्रीब्यूटर्स, नई दिल्ली, २०११.
2. यशोदा भागवत, "जाहिरातीचं जग", मौज प्रकाशन गृह, मुंबई, २०१५.
3. नंदन दीक्षित (संपा.), "जाहिरात विश्व", शब्दमल्हार प्रकाशन, पुणे.
4. प्रा. जयप्रकाश जगपात, "जाहिरात कला.काम: सिद्धांत आणि संकल्पना", जगताप पब्लिशिंग हाऊस, २०१९.
5. ए. रा. धोंगडे आणि ग. मं. रेगे, "जाहिरात कला व कल्पना".
6. प्रा. डॉ. संजय कप्तान, "जाहिरात विश्व", जनरिक, २०१५.
7. डॉ. एस. पी. गिरासे आणि डॉ. जे. बी. मोरे, "जाहिरात तंत्र आणि व्यूहरचना", प्रशांत पब्लिकेशन.
8. सुरेश पुरी, "जनसंपर्क संकल्पना आणि सिद्धान्त", विमुक्तजन प्रकाशन, औरंगाबाद.
9. अल् राइस आणि लॉरा राइस, (अनु. यशोदा भागवत), "ब्रँडिंगचे कधीही न बदलणारे २२ नियम", मौज प्रकाशन गृह, मुंबई, २०२०.
10. प्रा. सुभाष भावे, "जाहिरात आणि जाहिरात व्यवस्थापन – एक ओळख"
11. रमा गोळवलकर-पोटदुखे, "जनसंवाद सिद्धान्त आणि व्यवहार", श्री मंगेश प्रकाशन, नागपूर.
12. David Ogilvy, "Ogilvy on Advertising", Pan/Prion Books.
13. Frank Jerkins, "Advertising Made Simple", Rupa & Company.
14. Chunawalla, "Advertising Theory and Practice", Himalaya Publishing House.
15. Jaishri Jethwaney, "Advertising", Phoenix Publishing House.
16. Olaf Ellefsen, "Campaign Planning", London, 1957.
17. Harry Henry, "Motivation Research", London, 1958.
18. J. W. Hobson, "Selection of Advertising Media", London, 1961.
19. G. M. Rege, "Advertising Art and Ideas", Bombay, 1972.
20. F. B. Lane, "Advertising Administration", (4th Ed. by N. T. Sandbrook & L. Livesey), Butterworth London, 1968.
21. Roger Baron, "Advertising Media Planning", (7th Edition), McGraw Hill Education, Noida, 2017.

Practical

IMCJCP1101: HISTORY OF MEDIA

IMCJCP1102: NEWS REPORTING

ICJCP1103: ADVERTISING

IMCJGE1101: MOBILE JOURNALISM

Course Objectives:

- ❖ This Course provides to the students the necessary skills required to understand the history, economics, techniques and prospects of Mobile Journalism.
- ❖ This Course aims to offer an in depth understanding of Mobile Journalism through social media platforms.

Course Outcomes:

- ❖ The Students able to uses of mobile devices for reporting.
- ❖ He/ She expert to Video Shooting, Photo, Audio & Video editing on a mobile device.
- ❖ He/ She able to the live blogging, storytelling, making reels, short video to using mobile tools.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Introduction to Mobile Journalism	08
	1.1	Understanding Mobile Journalism	
	1.2	History of MOJO , Influence of the Mobile	
	1.3	Basic Equipment for MOJO	
	1.4	Smartphone: Nature, Scope and Reach	
2.0		Techniques for Mobile Journalism	07
	2.1	Various Smart phones and their uses	
	2.2	Framing Composition, Creating Shots	
	2.3	Video Recording Applications for MOJO	
3.0		Technical Tools of Mobile Journalism	07
	3.1	Fundamentals of Video Editing Applications	
	3.2	Captions and Logos for MOJO, Basics of Voice	
	3.3	Lighting for Videos, Special effects	
4.0		MOJO and Workflow	08
	4.1	Live Storytelling for Mobile Journalists	
	4.2	Citizen Journalism through YouTube	
	4.3	Mobile News Packaging	
	4.4	Use of technology and understanding of laws related to Cyber Crime	
Total			30

Reference Books:

1. प्रभू झिंग्रान, "मोबाइल पत्रकारिता: अवधारणा, संभावनायें और तकनीक", भारत भारती प्रकाशन, वाराणसी.
2. शैलेंद्र तिवारी, "डिजिटल मीडिया", इंद्र पब्लिशिंग हाऊस.
3. A. Athique, "Digital media and society: An introduction", John Wiley & Sons, 2013.
4. A. Dewdney, & P. Ride, "The Digital Media Handbook", Routledge, 2003.
5. S. K. Bansal, "Information Technology", APH Publication, New Delhi, 2004.
6. Suresh Kumar, "Internet Patrkari", Taxsila Prakashan, New Delhi, 2004.
7. Harimohan, "Soochna Kranti aur Vishva Bhasha Hindi", Taxsila Prakashan, Delhi, 2004.
8. D. D. Ozha and Satya Prakash, "Doorsanchar Evam Praudyogiki", Gyan Ganga Publication, Delhi, 2007.
9. Deepika Verma, "The Era of New Media", A. R. Publication, New Delhi, 2015.
10. दिनकर कुमार, "मोबाइल पत्रकारिता"
11. D. Buckingham, "Youth, Identity and Digital Media", MIT Press, 2007.
12. T. Feldman, "An introduction to digital media", Routledge, 2003.
13. S. Lindgren, "Digital media and society", Sage India, 2017.

IMCJSC1101: PHOTOJOURNALISM

Course Objectives:

- ❖ To understand the basics of visual language.
- ❖ Learn concepts and tools of photography.
- ❖ Learn the qualities and skills to prepare as a photojournalist.
- ❖ Encourage creative skills for self-employment.
- ❖ To teach students the techniques of how to understand visual frames.

Course Outcomes:

- ❖ After studying the course students should be able to understand the photo coverage and photojournalism
- ❖ Understand the crisis in journalism industry and its impact on news consumers.
- ❖ Learner should be ready to join any media organization or be self-employed.
- ❖ Learner should develop her/his individual talent and potential for photography.
- ❖ Learner should be introduced to different branches and styles of photography and photojournalism.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Journey of Photography	08
	1.1	Introduction to photography	
	1.2	History of photojournalism	
	1.3	Tools of photography	
	1.4	Exposure and exposure triangle	
2.0		Understanding Photography	07
	2.1	Shutter speed, Aperture, ISO, depth of field	
	2.2	Camera lenses, focal length and starting off to shoot	
	2.3	Understanding Shooting modes and menu	
3.0		Digital Photography	07
	3.1	Color theory and color temperature	
	3.2	Pixilation and noise	
	3.3	Composition	
4.0		Frame Language	08
	4.1	Rules and in-camera composition	
	4.2	Role and importance of lights in photography	
	4.3	Use of flash in photography	
	4.4	Rules and Steps for Photojournalism	
Total			30

Reference Books:

1. Bryan Peterson, "Learning to See Creatively: Design, Color, and Composition in Photography", Amphoto Books, 2015.
2. Susan Sontag, "On Photography", Penguin, 2008.
3. Poorva Trikha, "Photojournalism: A Tool for Social Change", Arun, 2014.
4. Paul Martin Lester, "Photojournalism: An Ethical Approach", Routledge, 2015.
5. Kenneth Kobre, "Photojournalism: The Professionals' Approach", Focal Press, 2004.
6. Robert Capa, "Slightly Out of Focus: The Legendary Photojournalist's Illustrated Memoir of World War II", Modern Library, 1947.
7. Marc Aronson & Marina Budhos, "Eyes of the World: Robert Capa, Gerda Taro, and the Invention of Modern Photojournalism", Henry Holt and Co. (BYR), 2017.
8. Kenneth Kobre, "Photojournalism: The Professionals' Approach", 6th Edition, Focal Press, 2008.
9. Richard Lacayo, "Time Eyewitness: 150 Years of Photojournalism", Time Home Entertainment Inc, 1998.
10. Cristi Hegranes, "Byline: How Local Journalists Can Improve the Global News Industry and Change the World", Global Press, 2023.
11. Jennifer Good & Paul Lowe, "Understanding Photojournalism", University of the Arts, London, UK, 2017.



B. A. (MCJ) First Year Semester 2 (Level 4.5)

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional- 1	IMCJCT1151	Introduction to Mass Communication	02	--	04	02	--
	IMCJCP1151	Introduction to Mass Communication	--	02		--	04
Optional- 2	IMCJCT1152	News Editing	02	--	04	02	--
	IMCJCP1152	News Editing	-	02		--	04
Optional- 3	IMCJCT1153	Film Studies	02	--	04	02	--
	IMCJCP1153	Film Studies	--	02		--	04
Generic Electives (GE)	IMCJGE1151	Film Appreciation	02	--	02	--	--
Vocational & Skill Enhancement Course (SC)	IMCJSC1151	Digital Journalism	--	02	02	--	04
Ability Enhancement Course (AEC)	AECENG1151	English Language	02	--	02	02	--
	AECXXX1151	Second Language (MAR, HIN, PAL, URD, KAN)	02	--	02	02	--
Value Education Courses (VEC)	VECCOI1151	Constitution of India	02	--	02	02	--
Total Credits			14	08	22	12	16



B. A. (MCJ) First Year Semester 2 (Level 4.5)

Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

Subject	Course Code	Course Name	Theory				Practical		Total Col. (6+7) or Col. (8+9)
			Continuous Assessment (CA)			ESA			
			Test I	Test II	Avg. of (T1+T2) / 2	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional- 1	IMCJCT1151	Introduction to Mass Communication	10	10	10	40	--	--	50
	IMCJCP1151	Introduction to Mass Communication	--	--	--	--	10	40	50
Optional- 2	IMCJCT1152	News Editing	10	10	10	40	--	--	50
	IMCJCP1152	News Editing	--	--	--	--	10	40	50
Optional- 3	IMCJCT1153	Film Studies	10	10	10	40	--	--	50
	IMCJCP1153	Film Studies	--	--	--	--	10	40	50
Generic Electives (GE)	IMCJGE1151	Film Appreciation	10	10	10	40	--	--	50
Vocational & Skill Enhancement Course (SC)	IMCJSC1151	Digital Journalism	--	--	--	--	10	40	50
Ability Enhancement Course (AEC)	AECENG1151	English Language	10	10	10	40	--	--	50
	AECXXX1151	Second Language (MAR, HIN, PAL, URD, KAN)	10	10	10	40	--	--	50
Value Education Courses (VEC)	VECCOI1151	Constitution of India	10	10	10	40	--	--	50

IMCJCT1151: INTRODUCTION TO MASS COMMUNICATION

Course Objectives:

- ❖ The students will be able to understand concept in communication & implement it.
- ❖ Communication is integral to human expression and growth.
- ❖ To familiarize the students with the theories and models of communication.

Course Outcomes:

- ❖ After studying the course students should know about communication power.
- ❖ The students will be able to identify the use of media in providing information.
- ❖ The students will be able to the introduced to community media and folk media.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Communication	08
	1.1	Communication: Definition; Elements & Process	
	1.2	Functions of Communication	
	1.3	Types of Communication	
	1.4	Mass Media Communication: Scope & Importance	
2.0		Theories and Models of Communication	07
	2.1	Communication Theory: Definition; Elements	
	2.2	Two-step flow theory, Mass Society Theory	
	2.3	Communication Models: Meaning, Nature	
3.0		Role of Communication in Development	07
	3.1	Development Communication and Indian Thoughts	
	3.2	Role of Communication in Family Welfare	
	3.3	KHEDA & SITE Projects	
4.0		Community and Folk Media	08
	4.1	Community Approaches: Plan; Implement	
	4.2	Traditional Media: Street Plays, Folk Songs, Folk Dance	
	4.3	Media as Vehicles of Inter-Cultural Communication	
	4.4	Case Studies of Community	
Total			30

Reference Books:

1. डॉ. वि. ल. धारूरकर, "विकास संवादाची नवी क्षितिजे", चैतन्य प्रकाशन, औरंगाबाद.
2. श्रीपाद भालचंद्र जोशी, "जनसंवाद आणि जनमाध्यम: सैद्धांतिक संकल्पना", मंगेश प्रकाशन, नागपूर.
3. सुधाकर पवार, "संवादशास्त्र", मानसन्मान प्रकाशन, पुणे, 2001.
4. Keval J. Kumar, "Mass Communication in India", Jayco Publication, Delhi, 2020.
5. Marshall McLuhan, "Understanding Media", Raitledge & Kegan Paul, 1964.
6. Denis McQuail, "Mass Communication Theory", Sage Publications, London, 2005.
7. Schramm Wilbur, "The Process and Effects of Mass Communication", Uty & Illiniois, 1965.
8. Arvind Singhal and Everett M. Rogers, "India's Information Revolution: From Bullock Carts to Cyber Marts", Sage, New Delhi, 2001.
9. Colin Sparks, "Globalization, Development and the Mass Media", Sage Publications, London, 2007.
10. Graeme Burton, "Media & Society Critical Perspectives", Tata McGraw-Hill, New Delhi, 2010
11. John D.H. Downing (Ed.), "Encyclopaedia of Social Movement Media", Sage Publications, London, 2011.
12. Ghanshyam Shaw, "Social Movements in India: A Review of Literature", Sage Publications, New Delhi, 2004.
13. A. A. Burger, "Media Analysis Technique", Sage Publications, New York, 1988.
14. M. R. Dua & T. Manonmani, "Communication and Culture", Galgotia Publishing House, New Delhi, 1997.
15. P. V. Malhan, "Communication Media: Yesterday, Today & Tomorrow", Publication Division, New Delhi, 1985.

IMCJCT1152: NEWS EDITING

Course Objectives:

- ❖ To understand the basics of news editing technique.
- ❖ To understand the news values and their significance while editing.
- ❖ To teach students the techniques of news editing for different media platforms.

Course Outcomes:

- ❖ After studying the course students should know about importance of editing.
- ❖ Students should be able to re-write & edit the news, stories and articles & Press Note.
- ❖ Students will be able to give the headline and caption writing for print and online.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Editing Concept	08
	1.1	Editing: Concept, Process and Significance	
	1.2	Inverted Pyramid, News Leads, Headlines	
	1.3	Editing Tools & Techniques	
	1.4	Editing for Newspapers, TV, Radio and Web Portals	
2.0		Editorial Department	07
	2.1	Editorial Department Structure	
	2.2	Functioning of News Desk	
	2.3	News Value & News Selection	
3.0		News Agencies	07
	3.1	Brief History of News Agencies	
	3.2	Editing on News Agencies Information	
	3.3	Use of symbols while editing	
4.0		News Rewriting	08
	4.1	Writing and Rewriting	
	4.2	News Sense and News Values, 5 Ws & H	
	4.3	Proof Reading and its importance	
	4.4	Stylebook, Preparing Page Layout on computer	
Total			30

Reference Books:

1. सुनील माळी, "बातमीदारी", (भाग १), राजहंस प्रकाशन, पुणे, २०१८.
2. एस. के. कुलकर्णी (संपा.), "पाऊले पत्रकारितेची", डॉ. नानासाहेब परळेकर सकाळ चेरिटी ट्रस्ट, पुणे, २००१.
3. डॉ. हरिमोहन, "समाचार, फीचर-लेखन एवं सम्पादन-कला", तक्षशिला प्रकाशन, नई दिल्ली, १९९९.
4. डॉ. मनोहर प्रभाकर, "फीचर लेखन स्वरूप और शिल्प", राजकमल प्रकाशन, नई दिल्ली.
5. अरविंद गोखले, "संपादन", टिळक महाराष्ट्र विद्यापीठ, पुणे, २०११.
6. वि. ल. धारूरकर, "संपादन कला व शास्त्र", चैतन्य प्रकाशन, औरंगाबाद.
7. सुधाकर पवार, "उपसंपादकाचा मित्र", दास्ताने रामचंद्र प्रकाशन, पुणे.
8. एस. मुस्तफा जैदी, "टेलीव्हिजन समाचार: लेखन और वाचन", विश्वविद्यालय प्रकाशन, वाराणसी.
9. सुधीर गव्हाणे, "ग्रामीण पत्रकारिता", प्रचार प्रकाशन, कोल्हापूर.
10. K. M. Srivastava, Dr. K. K. Rattu (Trans.), "News Reporting and Editing", Surubhi Publication, Jaipur.
11. T. J. S. George, "Editing: A Handbook for Journalists", IIMC, New Delhi, 1989.
12. Rich Carole, "Writing and Reporting News A Coaching Method", Wadsworth
13. Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork.
14. S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
15. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.

IMCJCT1153: FILM STUDIES

Course Objectives:

- ❖ To understand the basics of audio-visual language.
- ❖ To understand the film art, culture and different genres.
- ❖ To teach students the techniques of how to understand audio-visual frames.

Course Outcomes:

- ❖ After studying the course students should know about audio-visuals effects.
- ❖ Students should be able to understand film approaches and theories.
- ❖ Students will be able to understand the techniques of Film review, critics.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Early Indian Cinema	08
	1.1	Indian Cinema: Historical Approaches	
	1.2	Fundamentals of Film Narrative	
	1.3	Indian Popular Cinema	
	1.4	Basics of Filmmaking	
2.0		Cinema and Art	07
	2.1	Evolution of Cinema as Art	
	2.2	Sequence and Script Analysis	
	2.3	Basics of Visual and Sound	
3.0		Films Theory	07
	3.1	Early Film Forms, Different Genres	
	3.2	Film Theory	
	3.3	Contemporary Critical Theory	
4.0		Film Language	08
	4.1	Film Language: Introduction to Practical Criticism	
	4.2	Film Critic, Columnist, Review Writer	
	4.3	Song in Indian Cinemas	
	4.4	Television and Popular Culture in India	
Total			30

Reference Books:

1. राम अवतार अग्रिहोत्री, "आधुनिक हिंदी सिनेमा का सामाजिक व राजनीतिक अध्ययन", कामनवेल्थ पब्लिशर्स, दिल्ली, १९९०.
2. प्रमोद कुमार वर्णवाल, "श्याम बेनेगल और समानांतर सिनेमा", (पहला संस्करण), अंतिका प्रकाशन, गाजियाबाद, २०२०.
3. प्रमोद मीणा (संपा.), "हिंदी सिनेमा- दलित-आदिवासी विमर्श", अनन्य प्रकाशन, दिल्ली, २०१८.
4. पुरुषोत्तम कुंदे (संपा.), "सिनेमा का सौंदर्यशास्त्र", जवाहर पुस्तकालय, मथुरा (उ.प्र.), २०१५.
5. डॉ. राही मासूम रझा, "सिनेमा और संस्कृति", वाणी प्रकाशन, नई दिल्ली, २००१.
6. प्रो. कमला प्रसाद (संपा.), "फिल्म का सौंदर्यशास्त्र और भारतीय सिनेमा", शिल्पायन प्रकाशन, दिल्ली, २०१०.
7. डॉ. राजेंद्र गोणारकर, "गुरुदत्तचा प्यासा", शब्ददान प्रकाशन, नांदेड, २०१५.
8. सतीश बहादूर, सुषमा दातार (अनु.), "चित्रपटाचे सौंदर्यशास्त्र", लोक वांडमयगृह, मुंबई, २००८.
9. एच. एन. नरहरी राव, रेखा देशपांडे (अनु.), "अविस्मरणीय १३०: एका फिल्म सोसायटीवाल्याच्या डायरीतून", (प्रथम आवृत्ती), परममित्र पब्लिकेशन्स, ठाणे, २००८.
10. चिदानंद दासगुप्ता, सुधीर नांदगावकर (अनु.), "अभिजात- सत्यजीत राय यांची चित्रसंपदा", ग्रंथाली प्रकाशन, मुंबई, १९९७.
11. विजय पाडळकर, "सिनेमाचे जादुगार", यक्ष प्रकाशन, नांदेड, २०१०.
12. गणेश मतकरी, "फिल्ममेकर्स", (प्रथम आवृत्ती), मजेस्टिक प्रकाशन, मुंबई, २००८.
13. Marie Seton, "The Art of Five Directors: Film Appreciation", National Institute of Audio Visual Education, National Council of Educational Research and Training.
14. Satyajit Ray, "Our Films, Their Films", Orient Blackswan Private Limited, Hyderabad, 2012
15. Andrew Sarris, "Interviews with Film Directors", Avon Books, 1969.
16. Roger Manvell, "Penguin Film Review", Scholar Press, 1977.

Practical

IMCJCP1151: INTRODUCTION TO MASS COMMUNICATION

IMCJCP1152: NEWS EDITING

IMCJCP1153: FILM STUDIES

IMCJGE1151: FILM APPRECIATION

Course Objectives:

- ❖ To understand the basics of audio-visual language.
- ❖ To understand the film art, culture and deferent genres.
- ❖ To teach students the techniques of how to understand audio-visual frames.

Course Outcomes:

- ❖ After studying the course students should know about audio-visuals effects.
- ❖ Students should able to understand film approaches and theories.
- ❖ Students will be able to understand the techniques of Film review, critics.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Early Indian Cinema	08
	1.1	Indian Cinema: Historical Approaches	
	1.2	Fundamentals of Film Narrative	
	1.3	Indian Popular Cinema	
	1.4	Basics of Filmmaking	
2.0		Cinema and Art	07
	2.1	Evolution of Cinema as Art	
	2.2	Sequence and Script Analysis	
	2.3	Basics of Visual and Sound	
3.0		Films Theory	07
	3.1	Early Film Forms, Different Genres	
	3.2	Film Theory	
	3.3	Contemporary Critical Theory	
4.0		Film Language	08
	4.1	Film Language: Introduction to Practical Criticism	
	4.2	Film Critic, Columnist, Review Writer	
	4.3	Song in Indian Cinemas	
	4.4	Television and Popular Culture in India	
Total			30

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2. प्रमोद कुमार वर्णवाल, "श्याम बेनेगल और समानांतर सिनेमा", (पहला संस्करण), अंतिका प्रकाशन, गाजियाबाद, २०२०.
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4. डॉ. राजेंद्र गोणारकर, "गुरुदत्तचा प्यासा", शब्ददान प्रकाशन, नांदेड, २०१५.
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9. डॉ. राही मासूम रझा, "सिनेमा और संस्कृती", वाणी प्रकाशन, नई दिल्ली, २००१.
10. प्रो. कमला प्रसाद (संपा.), "फिल्म का सौंदर्यशास्त्र और भारतीय सिनेमा", शिल्पायन प्रकाशन, दिल्ली, २०१०.
11. सतीश बहादूर, सुषमा दातार (अनु.), "चित्रपटाचे सौंदर्यशास्त्र", लोक वांडमयगृह, मुंबई, २००८.
12. एच. एन. नरहरी राव, रेखा देशपांडे (अनु.), "अविस्मरणीय १३०: एका फिल्म सोसायटीवाल्याच्या डायरीतून", (प्रथम आवृत्ती), परममित्र पब्लिकेशन्स, ठाणे, २००८.
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IMCJSC1151: DIGITAL JOURNALISM

Course Objectives:

- ❖ To understand the information & communication technology in creating social change.
- ❖ To know the different tools of information & communication technology.
- ❖ To make students to appreciate the importance of using ICT for development.

Course Outcomes:

- ❖ After studying the course students should know importance of ICT in Today.
- ❖ Students should be able to understand the future of digital journalism.
- ❖ The students will able to the adoption and implementation of ICT initiatives in different sectors for as a career.

Module No.	Unit No.	Topic	Hrs. required to cover the contents
1.0		Brief History of Internet	08
	1.1	Internet: Introduction, History, Evolution, Development	
	1.2	Internet Fundamentals: WWW, IP Address, Website	
	1.3	Internet Services: E-mail, Chatting, Chat Rooms	
	1.4	Working of Internet, Browsing Good Websites	
2.0		Introduction of Digital Journalism	07
	2.1	Digital Media: Evolution, Characteristics	
	2.2	Digital Media Revolution: Mass Media Adaptation	
	2.3	New Media: Web Portal; Blogs; Wikis; Short Reels	
3.0		Impact of Digital Media	07
	3.1	New Roles of Journalists in the Digital Era	
	3.2	Creating & Managing a Blog Trends in Web/Online	
	3.3	Economy of Digital Media	
4.0		Digital Media: Challenges & Ethical Issues	08
	4.1	Challenges before Digital Media	
	4.2	Basics of Digital Audiences, Search Engine Strategies	
	4.3	Copyright & Legal Issues in Cyber Space	
	4.4	Globalization & Emerging Cyber Cultures	
Total			30

Reference Books:

1. संदीप कुलश्रेष्ठ, "भारत में प्रिंट, इलेक्ट्रॉनिक और न्यू मीडिया", प्रभात प्रकाशन, दिल्ली.
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9. अच्युत गोडबोले, "संगणक युग", मौज प्रकाशन, पुणे, २०००.
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11. Ashwani Saith, M. Vijaya Baskar and V. Gayathri, "ICTs and Indian Social Change", Sage Publications, New Delhi, 2008.
12. Ashwani Saith and M. Vijaya Baskar, "ICTs and Indian Economic Development", Sage Publications, New Delhi, 2005.
13. A. Athique, "Digital Media and Society: An Introduction", John Wiley & Sons, 2013.
14. Subhash Bhatnagar and Robert Schware, "Information and Communication Technology in Development Cases from India", Sage Publications, New Delhi, 2000.
15. Dharmendra Singh, "Mass Communication and Social Development", Adhyagan, 2004.

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA (Mass Communication and Journalism) - (Affiliated Colleges)

Question Paper Pattern as per NEP-2020

Time: 2:00

Effective from academic year 2024-25

Max. Marks: 40

Note: Attempt any four questions.

Question no. 1 is compulsory.

Off the remaining Q. 2 to 6 attempt any Three (03) questions.

All questions carry equal marks.

कोणतेही चार प्रश्न सोडवा.

प्रश्न क्रमांक १ सोडवणे अनिवार्य आहे.

उर्वरित प्रश्न क्र. २ ते ६ पैकी कोणतेही तीन प्रश्न सोडवा.

सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on (Any two):

10 Marks

- A)
- B)
- C)
- D)

थोडक्यात टिपा लिहा (कोणत्याही दोन):

- अ)
- ब)
- क)
- ड)

Q. 2

10 Marks

Q. 3

10 Marks

Q. 4

10 Marks

Q. 5

10 Marks

Q. 6

10 Marks

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Board of Studies

Mass Communication & Journalism