

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and syllabi relating to the Master of Communication and Journalism (M.C.J.) degree course vide this office Circular No.UG/575 of 2003, dated 16th Decmber,2003 and the Co-Ordinator, University Department of Communication and Journalism, Principals of the affiliated colleges in Arts/ and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Dean of the Faculty of Arts has been accepted by the Academic Council at its meeting held on 13th April,2007 vide Item No.4.63 and subsequently approved by the Management Council at its meeting held on 20th April,2007 vide Item No.26 and that in accordance therewith in exercise of powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994, it has made **Ordinances 5706, 5707 and 5708 and Regulations 5717, 5718, 5719, 5720, 5721, 5722, 5723, 5724, 5725, 5726, 5727, 5728, 5729, 5730, 5731, 5732, 5733, 5734, 5735, 5736, 5737, 5738, 5739, 5740, 5741, 5742, 5743, 5744 and 5745** relating to the Master of Communication and Journalism (M.C.J.) is ~~passed~~ as per Appendix and that the same will be brought into force with effect from the academic year 2007-2008.

MUMBAI-400 032
18th May, 2007

for I/c. REGISTRAR

To,

The Co-Ordinator, University Department of Communication and Journalism, Principals of affiliated colleges in Arts and the Professor-cum-Director, Institute of Distance Education

A.C./4.63/13.04.2007

MC/26/20.04.2007

No.UG/205- A of 2007, MUMBAI-400 032 18th May,2007

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts

Copy to :-

The Director, Board of College and University Development, , the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the P.A. to the Pro-Vice-Chancellor, and the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Officer on Special Duty and Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar,(PRO) . the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies) . They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), the Superintendent, the Deputy Account, Unit V(1 copy), the In-charge Director, Centralized Computing Facility (2 copies), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent, Thesis Section (2 copies)

Num/cir-ju/17407

UNIVERSITY OF MUMBAI



**Ordinances, Regulations,
Scheme of Papers
and
Revised Syllabus for the
Master of Communication & Journalism
(M.C.J.)**

(With effect from the academic year 2007-2008)

**ORDINANCES, REGULATIONS AND REVISED SYLLABUS
INCLUDING SCHEME OF PAPERS FOR THE MASTER OF
COMMUNICATION AND JOURNALISM (M.C.J.)**

5706
O... Title: Master of Communication and Journalism

5707
O... Eligibility:

FOR FRESH STUDENTS

Students seeking admission to the Department of Communication and Journalism have to write an essay of not less than 500 words and not more than 800 words (typed in double spacing on a single sheet of paper and signed by the student) on their purpose for seeking admission to the course. This essay has to be submitted along with the application form. The essay has to be in the form of an argument justifying the purpose of taking the course. This essay may be written in English, Hindi or Marathi.

The student must produce testimonials from at least two teachers who have personally taught the student in school/college stating why the teachers feel that the student should do the course and how the course will benefit the student. The testimonials may not exceed 150 words each. The testimonials must mention the period that the teacher has been associated with the student, in which institution and how long has the teacher been with the said institution. The testimonials must accompany the admission form. The testimonials may be written in English, Hindi or Marathi.

The Department of Communication and Journalism shall conduct a test comprising of a written examination of 100 marks, a group discussion of 100 marks and a personal interview of 100 marks. Candidates who have passed their Bachelors Degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai and those who have submitted the application forms of the Department of Communication and Journalism along with the statement of purpose and the two testimonials mentioned above, shall be eligible to appear for this examination.

The written test: The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas. There will be a question on creative writing. There will be a word limit put to every question. The student, in this test, is being assessed for originality and quality of content (20 marks), language and grammar (10 marks), articulation (10 marks), historical context (20 marks), word management – whether the student stays within the word limit (20 marks) and conclusion (20 marks).

The Group Discussion: Students shall be given a subject to discuss and debate. The students are being assessed for language (25 marks), presentation (25 marks), articulation (25 marks) and content (25).

The Interview: Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course. The student is to present orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student is being assessed for language (25

marks), presentation (25 marks), clarity of purpose (25 marks) and overall impression (25 marks).

The candidate taking the examination will have to score an aggregate **150 marks** in the three tests to qualify for admission to the course.

Admission to the course shall be decided by merit in marks obtained in this examination.

For students other than University of Mumbai, the admission to the course is provisional subject to the student producing an eligibility certificate within the first month from the beginning of the course.

FOR STUDENTS WITH A POSTGRADUATE DIPLOMA IN MASS COMMUNICATION

Students who have successfully cleared a postgraduate Diploma course (whether part time or full time) in Communication and Journalism recognised by the University of Mumbai shall be eligible for admission directly to Part II of the Master of Communication and Journalism on the basis of the following criteria:

- a) The student shall apply to the department with an essay of not less than 500 words and not more than 800 words (typed in double spacing on a single sheet of paper and signed by the student) on her/his purpose for seeking admission to the course. The essay may be written in English, Hindi or Marathi.
- b) The student shall produce testimonials from at least two teachers from the Diploma course stating why the teachers feel that the student should pursue the Masters Degree course in the Department of Communication and Journalism. The testimonial must state an assessment by the teacher on the ability of the student to do research. The testimonials may be written in English, Hindi or Marathi.
- c) The student shall undergo a written test and an interview identical to the ones conducted for fresh students to MCJ Part I mentioned earlier. This examination will be for 200 marks and the student will be required to score an aggregate of 100 marks to become eligible for admission directly to Part II of the MCJ course.

FOR MEDIA PROFESSIONALS

Media professionals seeking a Masters Degree in Communication and Journalism from the University of Mumbai may apply directly to the Part II of the course. Such applications shall be scrutinised by a panel chaired by the Head of the Department and comprising lecturers and members of the ad hoc committee of the Department of Communication and Journalism.

The applicant will have to be a Graduate from any discipline from an institution recognised by the University of Mumbai. The work experience of the applicant, ability to do academic research and proven journalistic experience shall be considered by the panel during an interview. The applicant, if admitted to the Part II of the course, will have to take a minimum of 128 hours of teaching in the Part I course. For this teaching exercise the student shall get one credit in his Part II course.

5717
R... Duration:

The duration of the course is four semesters. Semester I, II and III are devoted to the course work whereas Semester IV is a full time research leading to a dissertation. However, candidates can do preliminary background work such as experimental set-up, literature search etc during the first three semesters.

5718
R... Intake Capacity: 60

5719
R... Teachers' Qualifications

Master in Communication and Journalism from University of Mumbai or any other institution recognised by the University of Mumbai scoring aggregate of 55 per cent marks or above.

5720
R... FEE STRUCTURE

Number of students for MCJ - 60

Tuition Fees (per semester) - Rs 20,000

Examination Fees (per semester) – Rs 1,000

Thesis Examination Fees (to be paid in the second year only) – Rs 1,000

Computer Lab Fees (per semester) – Rs 1,000

Library Fees (per semester) – Rs 1,000

5721
R... Structure of the Course

Part	Semester	Subjects	Contact Hours per subject	Credits per subject	Total Contact Hours	Total Credit
I	I	4	32	2	128	8
	II	4	32	2	128	8
II	III	4	32	2	128	8
	IV	Research	Full Time	8	Eight month thesis	8

5722
R... A minimum of 8 credits of course work is required for passing Part I and become eligible to appear for Part II. A minimum of 8 credits of course work and thesis are required for passing Part II. Only if a student passes Part II will the award of the degree with GPA be awarded.

If a student opts to take more courses within the department the student shall be awarded additional credits as assigned to the specific course and these shall be mentioned in the degree certificate.

Those students in Part II who accept teaching assistance assignments in the Department for a minimum 114 hours shall get one credit in their Part II course. This additional credit will be separately mentioned in the degree certificate.

5723

R... Grade Point Average

The University has introduced a 4-point grade scale for M.Tech. (Green Tech). We shall be following the same system. The overall GPA includes both institutional and transfer work. The students' performance will be monitored continuously through quiz/assignment/participation in class discussions/attendance and the end-term semester examination for all theory and practicals. The weightage will be 50 per cent for continuous evaluation and 50 per cent for the end-term examination.

For each of the grades below, the grade carries quality point weights.

Grade	Marks out of 50	Quality Points 4	Marks out of 100
A+ - Outstanding	46-50	4	90-100
A - Excellent	41-45	3.75	80-89
B+ - Very good	36-40	3.5	70-79
B - Good	31-35	3	60-69
C - Satisfactory	26-30	2	51-59
D - Passing	25	1	50
F - Failure	24 or less	0	49 or less
WF – Withdrew Failing		0	

Grade Point Averages are calculated at the end of each term after grades have been processed and after any grade has been updated or changed. Individual assignments/quiz/surprise tests are all based on the same criterion as given above. The instructor should convert his marking into the quality points.

5724

R... How to Calculate a GPA

The Grade Point Average (GPA) is calculated by dividing the number of hours scheduled in all subjects attempted in which a grade of A, B, C, D, F or WF has been received into the number of quality points earned on those hours scheduled.

For example, a student had the following schedule. The tutor determines the total number of quality points and the GPA as given below:

Subject-Hours-Grade	Quality Points for the Subject
Subject I-3-A	$3 \times 4 = 12$
Subject II-4-C	$4 \times 2 = 8$
Subject III-3-B	$3 \times 3 = 9$
Subject IV-1-A	$1 \times 4 = 4$
Subject V-3-B	$3 \times 3 = 9$
Total Hours = 14	Total Quality Points = 42

Sum of Quality Points/Total Number of Hours = GPA

$42/14=3.0$

The student gets B Grade.

5725
R... Repeated Subject Work

If a student repeats a subject, only the grade of the most recent attempt of the subject will be used for the purpose of calculating the GPA. This is true even if the second attempt is lower than previous attempts. On the student's transcript previous attempts are marked with an 'E' to indicate the "Earlier" grades are included in the form GPA calculations.

5726
R... Transfer students

For students whose previous attempts at a subject were from another institution/university/department, the carry-forward grades will be marked with a grade that includes a © symbol. The name of the earlier institute will be mentioned in the transcript as a footnote against this symbol.

5727
R... Calculations of GPA for subjects transferred from other Institutes where GPA system does not exist

The table given above with absolute marks and grades will be used to determine the equivalence in such cases.

5728
R... Cumulative Grade Point Average

Each Semester Grade Point Average is calculated by dividing the total of product of grade point and subject credit by sum of all subject credits as given above. This gives the aggregate performance of student in each semester. A similar measure calculated cumulatively gives Cumulative Grade Point Average (CGPA) giving the aggregate performance of student up to that semester.

$$\text{CGPA} = \frac{\sum_{i=1}^n C_i \cdot GP_i}{\sum_{i=1}^n C_i}$$

- N is the number of subjects
- C_i is credits of the ith subject,
- GP_i is grade points for the ith subject. and,
- CGPA is the cumulative grade point average

In all case where selection is to be done award - of prizes/placement etc., selection is based on CGPA unless some other measure is advocated under the conditions of the award. A student gets rigorous academic input here over the curriculum. The University expects absolute academic honesty from all the students. In the exams/assignments/tutorials/project a student must report his/her own work/analysis and conclusions. Whenever he/she uses other's work he/she must give proper citation references. **The Department of Communication and Journalism has zero-tolerance for plagiarism.** If found, the student shall be barred from further studies in

the Department and all previous credits that the student may have acquired in the Department shall also be withdrawn.

5729

R... Every candidate registered for the Degree of MCJ shall be required to pass a theory examination which will be held in three parts: Part I – to be hereinafter referred to as Semester I and Semester II examinations and Part II – to be hereinafter referred to as Semester III. The Semester I will be normally of 16 weeks classroom teaching/lectures duration and the examination for this semester will be held during/after 17th week after the commencement of the Semester I. Semester II will also be normally of 16 weeks classroom teaching/lecturers duration and the examination for this semester will be held during/after 16th week after the commencement of Semester II. Semester III will also be normally of 16 weeks classroom teaching/lecturers duration and the examination for this semester will be held during/after the 16th week after the commencement of Semester III.

5730

R... Every candidate registered for the Degree of MCJ shall be required to carry out research work in all the four semesters.

5731

R... No candidate will be admitted to the Semester I examination unless he produces a satisfactory testimonial of having passed the qualifying examination referred to in O... and having kept one term to the satisfaction of the Head of the Department.

5732

R... Failure to pass the Semester I examination of the MCJ Course will not disqualify the candidate from continuing his/her studies for Semester II. Failure to pass the Semester I examination will not disqualify the candidate for presenting herself/himself on a subsequent occasion on a new application being forwarded and a fresh examination fee paid. Such a candidate is also allowed to keep terms and appear for the Semester II examination, notwithstanding the fact that he may not have cleared the Semester I examination. A candidate who has kept two terms to the satisfaction of the Head will be eligible to take the Semester II examination.

5733

R...A candidate who has failed to clear the Semester I and/or the Semester II examination will be disqualified from presenting herself/himself for the Semester III examination because Semester III is a specialised component. Thus, a candidate must have cleared both Semester I and Semester II to be able to keep terms for Semester III. Only a candidate who has cleared Semester I as well as Semester II and kept terms of Semester III to the satisfaction of the Head will be eligible to present herself/himself for the Semester III examination. A candidate who has cleared both Semester I and Semester II shall be given a Certificate that the candidate has successfully cleared Part I of the two-year MCJ course.

5734

R... Failure to pass the Semester III examination of the MCJ Course will not disqualify the candidate from continuing his/her studies for Semester IV. Failure to pass the Semester III examination will not disqualify the candidate for presenting herself/himself on a subsequent occasion on a new application being forwarded and a fresh examination fee paid. However, the result of the thesis will not be declared until the student has cleared Semester III and kept terms to the satisfaction of the Head.

5735

R... Notwithstanding the paper/s the candidate fails to clear in any Semester, she/he will have to present herself/himself for an examination of all the papers in that

Semester on a subsequent occasion on a new application being forwarded and a fresh examination fee paid.

5736

R... Every candidate registered for the Degree of MCJ shall be required to carry out research work for the thesis under the supervision and guidance of a recognised University Teacher. Whole or a part of the research work could also be carried out in an industrial establishment or a research institution approved by the Head. The research project shall be assigned within a four weeks of the beginning of Semester III. Three typewritten copies of the thesis embodying the result of the research project together with a synopsis and a statement indicating to what extent the candidate's work is original and to what extent it is referred to other sources, shall be submitted by the candidate to the Controller of Examinations, through the candidate's guiding teacher. The thesis shall be candidate's own work carried out under the guidance of her/his teacher and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon payment of fresh fees of Rs.5000/-. Extension of the limit will be on the basis of recommendations from the Research Supervisor and approved by the Head.

5737

R... At least two months before submitting his/her thesis a candidate shall forward to the Controller of Examinations through the University Teacher under whom he has worked or by whom he has been guided, a statement giving the title and the synopsis of the thesis along with his form of application for admission to the examination and a fee of Rs 1,000 (Rupees One Thousand only). In the synopsis the candidate shall indicate the broad outlines of the work carried out by him. Before submission of the thesis every candidate should present Research Colloquium at least two weeks prior to the submission of the thesis. Colloquium schedule should be formally announced at least ten days before the presentation and the colloquium shall be open to all.

5738

R... Every candidate shall submit a certificate signed by the guiding teacher under whom he has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate has to be submitted along with the synopsis of the thesis. Such a certificate shall be regarded as satisfying the Research and Recognition Committee for the Ad Hoc Committee of the Department of Communication and Journalism that the candidate has done sufficient work to enable him to appear for the examination.

5739

R... The thesis shall be referred for examination and report to two referees, to be appointed by the Board of Examinations on the Recommendation of the Research and Recognition Committee or the Ad Hoc Committee of the Department of Communication and Journalism; one of the referees being always the guiding teacher. If both the referees recommend the thesis for the award of the degree, viva-voce examination shall be conducted jointly and at the time of via-voce examination, copy of the thesis should be in their possession. The referees to whom the thesis is refereed for examination, shall, after valuing the thesis and holding viva-voce examination, report to the Controller of Examinations whether the thesis should be accepted or rejected and their report shall be final.

If at the time of the viva-voce examination one of the referees rejects the thesis, while the other recommends it for the degree, the Board of Examination shall appoint a third

referee and shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees. In addition, viva-voce examination of the candidate should be conducted once again by the new referee, guiding teacher and one of the members or nominee of the Research and Recognition Committee for the Ad Hoc Committee for the Department of Communication and Journalism. Majority decision as to whether the thesis should be accepted or rejected shall be final. This decision shall be circulated to the members of the Research and Recognition Committee of the Ad Hoc for the Department of Communication and Journalism and placed before the Board of Examinations for information.

In case the two referees differ in their opinion on accepting the thesis prior to holding the viva-voce examination, the Ad Hoc committee will appoint the third referee and shall decide whether viva-voce examination should be conducted or not depending upon two of the referees accepting or rejecting the thesis. If the thesis is accepted, two of the referees accepting the thesis for the degree will conduct viva-voce examination in accordance with the procedure outlined below.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he is informed about the thesis being rejected. The candidate has to pay fresh tuition and examination fees. If the candidate does not submit the thesis within this period or if his thesis is rejected again, he will not be granted re-admission for the MCJ Degree course.

Provided further that the thesis submitted and accepted for the degree shall be given a grade:

Grade	Quality Points
A+ - Outstanding	4
A – Excellent	3.75
B+ - Very Good	3.5
B – Good	3

The grade to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work and performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed international journal, the candidate shall provide a proof of the same. **Only such a candidate should be considered for A+ grade.** A mention of the grade so awarded shall be made in the results of the examination.

5.7.40

R... The successful candidate shall be awarded the combined GPA in the final degree certificate jointly on the basis of the results of the Semester I, II and II examinations and the thesis submitted by her/him.

5.7.41

O... A thesis that has been rejected may be submitted again after due revision and payment of fresh tuition and examination fees. The revised thesis has to be submitted within two semesters after rejection.

5741

R... A candidate registered for the degree of MCJ may, on the merits of the individual case (GPA of 4.00 at the Semester I, II and III examinations) and on the basis of the research conducted by her/him during the third semester, will be eligible for the transfer of registration to PhD (Arts), provided the candidate's case has been recommended by a Committee consisting of (1) Head of the Department, (2) Research Guide and (3) Senior Professor, subject to the approval by RRC of the University. A slight change in the thesis title may be permitted while changing to PhD (Arts) Registration. In such an event, the candidate will not be awarded MCJ Degree.

5742

R... The scheme of papers for Semester I, Semester II and Semester III is laid down as follows:

Scheme of papers

Semester I

- **Communication Theory (2 credits, 32 hours)**
- **Ethics and the Law (2 credits, 32 hours)**
- **Reporting and Current Affairs (2 credits, 32 hours)**
- **Introduction to Public Relations and Advertising (2 credits, 32 hours)**

Semester II

- **Electronic Journalism (2 credits, 32 hours)**
- **Film Appreciation (2 credits, 32 hours)**
- **Research Methods in Mass Communication (2 credits, 32 hours)**
- **Media Laws (2 credits, 32 hours)**

Semester III

Specialisation

Group I

Media Management

- **Introduction to Media Organisations (2 credits, 32 hours)**
- **Media products – production and marketing – I (2 credits, 32 hours)**
- **Media products – production and marketing - II (2 credits, 32 hours)**
- **Media and knowledge management (2 credits, 32 hours)**

Group II

Electronic Media

- **History, scope and sociology of electronic journalism (2 credits, 32 hours)**
- **Emerging Technologies, an introduction (2 credits, 32 hours)**
- **Production (2 credits, 32 hours)**
- **Post Production (2 credits, 32 hours)**

Group III

Development Journalism

- Sociology of Mass Communication – I (2 credits, 32 hours)
- Sociology of Mass Communication – II (2 credits, 32 hours)
- Issues and Ideas in Indian Society – I (2 credits, 32 hours)
- Issues and Ideas in Indian Society – II (2 credits, 32 hours)

Group IV

Business Journalism

- The Indian Economy (2 credits, 32 hours)
- Key Sectors (2 credits, 32 hours)
- Trends in the Indian Marketplace (2 credits, 32 hours)
- Technology writing (2 credits, 32 hours)

Group V

Metropolitan Journalism

- The Indian Metropolis (2 credits, 32 hours)
- The Language Press and the English language press (2 credits, 32 hours)
- Media issues, ideas and challenges in the Indian Metropolis (2 credits, 32 hours)
- New Media (2 credits, 32 hours)

Group VI

Public Relations

- The practice of PR – I (2 credits, 32 hours)
- The practice of PR – II (2 credits, 32 hours)
- Advanced PR – I (2 credits, 32 hours)
- Advanced PR – II (2 credits, 32 hours)

Semester IV

Research on an advanced topic for thesis (32 weeks, 8 credits)

5743
R...Detailed syllabus

Semester I

- Communication Theory (2 credits, 32 hours)
- Theories of communication, Media history, Media and society, Language and media, Technology and media, Media and politics, Issues and Ideas in contemporary media, Advertisement, Media in India, Media in Maharashtra, Media in Mumbai, Indigenous language press in India, Folk media, Cinema, Television, Theatre
- Ethics and the Law (2 credits, 32 hours)

- **Ethics in Western and Indian philosophy, What is Freedom?, Equality and Justice, The State and its functions, Democracies of today, The Indian Republic, The making of the Indian Constitution, Secularism, Socialism, Sovereignty, Civil Society, Civil Law in India, The Indian Penal Code and the Criminal Procedure Code, The Police in India, Media and the Criminal Justice System, Media Ethics, Fundamental Rights and Obligations, Personal laws in India.**
- **Reporting and Current Affairs (2 credits, 32 hours)**
- **Our World and its conflicts – I, Our World and its conflicts – II, India and the world, Issues, ideas and challenges before India, What makes news?, News and newsmakers in India, Design and layout of Indian newspapers, Indian news writing, Language Editing – I, Language Editing – II, Writing the news report – I, Writing the news report – II, Writing the feature, Writing the news analysis, Writing the editorial, Writing the Reviews.**
- **Introduction to Public Relations and Advertising (2 credits, 32 hours)**
- **Theory and practice of Public Relations – I, Theory and practice of Public Relations – II, Tools of PR – I, Tools of PR – II, Theory and practice of Advertising – I, Theory and practice of Advertising – II, Advertisement as media, PR as media, Social PR, Political PR, Corporate PR, Celebrity PR, PR for the Indian State, Event management, Crisis management, Media relations**

Semester II

- **Electronic Journalism (2 credits, 32 hours)**
- **News writing for radio, News writing for television, News writing for Internet, Writing for the documentary, Pre production – I, Pre production – II, Pre production – III, Pre production – IV, Post production – I, Post production – II, Post production – III, Post production – IV, Web building and designing – I, Web building and designing – II, News reading for radio, News reading for television**
- **Film Appreciation (2 credits, 32 hours)**
- **Cinema and society, History of World Cinema, History of Indian Cinema, History of Marathi Cinema, Legends of Indian Cinema, The Indian Documentary, The Hindi film industry – I, The Hindi film industry – II, Hollywood, European Cinema, Cinema from the Communist World, Cinema from the Third World, Music and choreography in Indian Cinema, Direction and cinematography, Story, dialogue, screenplay, Editing and visual effects**
- **Research Methods in Mass Communication (2 credits, 32 hours)**

- What is research?, Research Approaches, Hypothesizing and theorizing, Hypothesizing and theorizing, Literature Review – I, Literature Review – II, Writing a research proposal – I, Writing a research proposal – II, Research methods and tools – I, Research methods and tools – II, Content Analysis, Ethnography and observation studies, How to prepare a questionnaire, Interview techniques, Thesis writing – I, Thesis writing – II

■ **Media Laws (2 credits, 32 hours)**

- Freedom of the Press, Constitutional foundation of freedom of the press in India – I, Constitutional foundation of freedom of the press in India – II, Need for limitations on freedom of the press, The press as business, The press as property, The press and the legislature, Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor – I, Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor – II, The Press Council Act, 1978, The Cinematography Act, The Prasar Bharati (Broadcasting Corporation of India) Act, 1990, The Information Technology Act, The Cable Television Networks Rules, 1994 and Cable Television Networks (Regulation) Act, 1995, Right to Information Act, 2005, Working Journalists (Fixation of rates of wages) Act, 1958 and the journalists' wage boards.

Semester III

Group I

Media Management

- **Introduction to Media Organizations (2 credits, 32 hours)**

Organization structure: a media perspective, Work specialization, Departmentalization, Chain of Command & Span of Control, Centralization and Decentralization, Common Organization designs, Organization Design and Employee Behavior, Technology, Work Design and Stress, Human Resource Policies and Practices, Organizational Culture, Communication Theories, Diagnosing Communications in Organizations, Overcoming Organizational Communication Barriers, Organizations as Communication Systems, Communicating between Organization Structures

- **Media products-production and marketing-I (2 credits, 32 hours)**

Principles of Management, Theories and Techniques of Motivation, Theories of Leadership, Foundations of Group Behaviour, Understanding Work teams, Decision making, Risk Management, Budgeting/Financial Management, Era of Mergers and Acquisitions ,Marketing: Basics; Sales management and Analysis; Branding; Consumer behaviour, Creativity, Advertising and New Media in sales promotion, Entrepreneurship, Project management, Marketing Research

- **Media products-production and marketing-II (2 credits, 32 hours)**

Mechanics of Media buying and selling, Print media production process and management, Process of electronic media production, Techniques of television production and broadcasting management, Techniques of radio production and broadcasting management, Production for the new media and the internet, Film Production distribution and exhibition management, Use of various Media for Training, Handling the media, Team Building Exercises, Training through Experiential Techniques

- **Media and Knowledge Management (2 credits, 32 hours)**

Archiving Techniques and software, Compression Technologies, Benefits of sharing data, Knowledge management and Networking, Cutting the red tape – Inter-departmental Communication, Knowledge management Training

Group II

Electronic Media

- **History, scope and sociology of electronic journalism (2 credits, 32 hours)**

History of Television, History of Radio, History of Mobile phones, Television and Radio today, Television and the children, Television and the teenagers, Television and its impact on the Indian family institution I, Television and its impact on the Indian family institution II, Television and Consumerism, Television and Sectarianism, Electronic Media and Social Movements I, Electronic Media and Social Movements II, Electronic Journalism and Political Movements, Impact of Electronic Media on inter-personal relationships

- **Emerging Technologies, an introduction (2 credits, 32 hours)**

Impact of Satellite communication on Media, History of Internet and its impact on Society, Internet and Blogs, Impact of Internet on Communication, Impact of Internet on Economy, Impact of Internet on the Print Media, Mobile telephony and its impact on media, Mobile telephony and its impact on society, Satellite telephones and media, Impact of electronic media on Print Media, Impact of Films on society, Films and social movements, History of Computers and its impact on Economy, Computers and their impact on India, Emerging technologies and Journalism.

- **Production (2 credits, 32 hours)**

Pre-production I, Pre-production II, Selecting the story, Script writing, Screenplay writing, Shot break-ups, preparing the Story Board, Cast selection, crew selection, logistics, Film production management, Hiring

personnel, Selecting and hiring studios and technicians, dealing with writers and directors, equipment handling and hiring, location hunting and selection, camera basics, handling the camera, lights, Lighting Techniques - Indoors, Lighting Techniques – Outdoors, Film / Video Formats, Types of Film, Film and Tape requirements and selection, Managing the shoot.

■ **Post Production (2 credits, 32 hours)**

Selecting the right studios and technicians, Logistics, Appointments and Timings, Selecting and Handling Artists for dubbing and voice, Capturing video, Telecine, Reverse Telecine, Editing software, Editing set-ups, Online and offline editing, Linear and non-linear editing, Sound editing, Mixing sound, Laying sound tracks, syncing sound and picture, Editing techniques, rendering the edit, Encoding for various Media I, Encoding for various Media II, Delivery of final product, Making DVDs and VCDs, Transferring back to tape.

Group III

Development Journalism

■ **Sociology of Mass Communication – I (2 credits, 32 hours)**

Concepts and contexts in sociology, Civil society, What is Indianness, India's population, its growth and key characteristics, The Indian city, Social stratification, Hierarchy, Difference and Social Mobility, Public Culture, Religions of India, Plurality and Pluralism, Secularism, Myth, Text and Context, Schooling, culture and modernity, The Indian family, Decentralisation and the poor, Entrepreneurship in India,

■ **Sociology of Mass Communication – II (2 credits, 32 hours)**

Indian caste system, The Indian nation-state, The nature of Indian Democracy, Local-level/grassroots political studies, Social Movements, The Green Revolution, The White Revolution, The Blue Revolution, The Indian judiciary – challenges ahead, The Institution of Marriage.

■ **Issues and Ideas in Indian Society – I (2 credits, 32 hours)**

Labour, Technology and Industry, The Informal Sector, Social aspects of language, Social and Cultural framework of Health and Disease in India, Modern India, The Water Crisis, The Power Crisis, Issues in Land Reform, Issues in Labour Reform, The conflict of the Indian family and the Indian, Traditional India vs conservative India vs Modern India.

■ **Issues and Ideas in Indian Society – II (2 credits, 32 hours)**

Globalisation and the Indian society, The Urban and Rural Divide in India, The Gender Divide in India, Agrarian Structures and their Transformations, The Indian Market, Collective Violence, Media and Development, The Great

Indian Middle Class, The Knowledge Highway and Indian society, Higher Education in India, The crisis of language.

Group IV

Business Journalism

■ The Indian Economy (2 credits, 32 hours)

Issues in the Indian economy, Globalisation, privatisation, population, employment, poverty, traditional agriculture and modern markets, planning processes, business of politics, revenue patterns in the Indian economy, Inflation, The Rupee, The Middle Class and consumerist trends, Urban economic issues, rural economic issues, GATT, The Chinese Challenge.

■ Key Sectors (2 credits, 32 hours)

Banking, oil, power, pharmaceuticals, bullion, Foreign currency, capital markets, organised sector, unorganised sectors, retailing, IT, Entertainment, FMCG, Knowledge as product, the service sector, commodities.

■ Trends in the Indian Marketplace (2 credits, 32 hours)

APMC, The Great Indian Bazaar, traditional retailing, modern retailing, PDS, APM, globalisation of markets and its impact on India in agriculture, electronics, FMCG, luxury, food, impact of technology on the Indian marketplace.

■ Technology writing (2 credits, 32 hours)

The language of business, Going beyond the definition, How to make copy interesting, Dealing with technicalese, Using graphic and visual representation.

Group V

Metropolitan Journalism

■ The Indian Metropolis (2 credits, 32 hours)

What is a city, sociology of urbanisation, the urban psyche, urban vs rural, The Indian city – its history, present and the future challenges.

■ The Language Press and the English language press (2 credits, 32 hours)

Urban media, the Indian regional language press – its history and the future, the English language press – its history and the future, the challenge of Gutenberg, the English educated and the regional language educated Indian, audience of the regional language and audience of the English language press.

■ Media issues, ideas and challenges in the Indian Metropolis (2 credits, 32 hours)

Reporting on the city, tribalisation processes and globalisation processes in the city and their impact on the media reportage and comment, urban images and

the corporate need, the urban consumer and the mass media, urban social and political movements and the media, civic issues, crime issues, urban interpersonal and community conflict and its reflection in mass media.

■ **New Media (2 credits, 32 hours)**

Technology of language and the language of technology, the electronic challenge, 'infotainment' and 'edutainment', issues, ideas and challenges emerging from the convergence in media.

Group VI

Public Relations

■ **The practice of PR – I (2 credits, 32 hours)**

PR Planning, The campaign, the process of PR, tools of campaign, goal setting, implementation, profiling the client, the client brief, evaluation of the campaign.

■ **The practice of PR – II (2 credits, 32 hours)**

International practices in PR,, the state of PR in the world and practice of PR in the international relations, pitching for a client.

■ **Advanced PR – I (2 credits, 32 hours)**

Effective strategic planning, research and analysis, types of research in PR and its application.

■ **Advanced PR – II (2 credits, 32 hours)**

Advanced Public Relations writing and editing skills which includes learning to write and edit all kinds of written and visual text.

5744
R...Requirements of teaching, non-teaching and technical staff

Implementation of this revised scheme of papers will require following addition to existing staff strength:

Teaching Staff

Lecturers (grade Rs 8,000 basic): Four

Non Teaching Staff

Senior Clerk: One

Junior Clerks: Two

Peons: Two

Technical Staff

Lab assistant: Two (consolidated salary of Rs 3,000 per month per person) The candidate must have working knowledge of Microsoft Office and basic hardware configuration.

5745

R... Short Duration Courses offered by the Department of Communication of Journalism

1. Introduction to Issues in Indian Agriculture (16 weeks)
2. Screenplay writing (two weeks)
3. Online Video Editing (eight weeks)
4. Introduction to Indian cinema (four weeks)
5. Introduction to world cinema (four weeks)
6. Science journalism (16 weeks)
7. An introduction to issues in environment and ecology (16 weeks)
8. Writing for media (eight weeks)
9. Political Journalism in India (16 weeks)
10. Copywriting (16 weeks)
11. Video Production (16 weeks)
12. Introduction to Public Relations (eight weeks)

A detailed syllabus for the abovementioned courses shall be provided by the Department shortly.
