

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
CHHATRAPATI SAMBHAJINAGAR.**



NACC- 'A+' Grade

Circular/SU/Interdisciplinary Studies/NEP-2020/Curriculu- UG & PG/72/2025

It is hereby inform to all concerned that, on recommendation of the Boards of Studies, Ad-hoc Boards and Faculty of Interdisciplinary Studies, the Academic Council at its meeting held on 09 May, 2025 has been accepted the following curriculum as per the Norms of National Education Policy-2020 Progressively under the Faculty of Interdisciplinary Studies.

Sr.No.	Name of the Curriculum	Semester/ Structure
1.	B.A. Home Science	IIIrd & IVth
2.	B.A. Physical Education	IIIrd & IVth
3.	B.A. (Optional) Library & Information Science	Ist to IVth
4.	B. Library & Information Science (B.Lib.&Inf.Sci.)	IIIrd & IVth
5.	B.F.A. Painting	IIIrd & IVth
6.	B.F.A. Applied Art	IIIrd & IVth
7.	B.F.A. Textile	IIIrd & IVth
8.	B.F.A. Fashion Design	IIIrd & IVth
9.	B.S.W. (Social Work)	IIIrd & IVth
10.	B.A. Music	IIIrd & IVth
11.	B.A. Dramatics	IIIrd & IVth
12.	B.A. Mass Communication & Journalism(M C & J)	IIIrd & IVth
13.	B.P.A. (Bachelor Of Performing Arts)	Ist to VI
14.	M.A. Music	Ist to IVth

This revised Curriculum shall be applicable from the Academic year 2025-2026 and onwards in all Affiliated Colleges.

This is also available on the University website www.bamu.ac.in

Therefore, all concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajinagar -431 004.

REF.NO.SU/All.UG.Curr./NEP-2020/2025/830-35

Date:- 27-05-2025. [AC.09.05.2025 I No.06]

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*Deputy Registrar,
Syllabus Section*

Copy forwarded for kind information and necessary action:-

- 1] All Heads of the University Departments, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar.
- 2] The Director, Sub-Center, Dharashiv, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar.
- 3] The Principals, All affiliated Colleges and Model College Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar. .
- 4] The Director of Recognized Institutions, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar.
- 5] The Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar. .
- 6] The Director, University Network & Information Centre, UNIC, with a request to upload the Circular along with its enclosures on University Website.

**Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajanagar.**



B.A. Mass Communication & Journalism

Curriculum as per the National Education Policy-2020

Second Year

Third & Fourth Semester

[IIIrd & IVth]

[Effective From 2025-2026 & Progressively]

BA Second Year: IIIrd Semester

Major (Core) Mandatory	
DSC-5 : EDITING	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> • This subject provides students with an overview to editing; Onscreen editing and offline editing. • It facilitates them to learn how to summarise news stories and avoid the repetition of words. It further assists the student to get an in-view of editing in the real newsroom. • Students get to learn about newsroom Structures; which has some addition of variance of the different media and they are introduced to multimedia newsroom. They will also learn more of the modern integrated newsroom where they learn about all news media newsrooms and how to multitask in various roles.. 	
Learning Outcomes of the Course : <ul style="list-style-type: none"> • Form group and take up roles of different roles in a newsroom; Chief Editor, Editor, Sub Editor, reporters, Stringers, Proof-readers, anchors and practice the session in covering different departments in the university. • Further the students will take up roles as per newspaper newsroom structure and effectively write for the student lab journal and edit various articles and come up with a weekly student's newspaper. • Journalism students will shift roles every month and take a different role so as to learn the dynamics and insights of editing. 	
Module No	Topics / actual contents of the syllabus
I	Time and space in journalism linked to editing. Telling the information in short, simple and effective way. Presentation neat, tidy and crisp.
II	Editing in the newsrooms of print, TV, Radio, internet. Structure of a newsroom and hierarchy in editing process. Sub-editor, Chief sub, news editor etc.
III	Elements, values and needs of editing. Role of the editor, guidelines and motive. Editing of provincial, State, National paper. News sources like Agencies, correspondents, press releases etc. Translation, G. K. and Fitness.
Reference Books : <p>संपादन कला व शास्त्र, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद.</p> <p>संपादकाचे जीवनस्वप्न, द्वा. भ. कर्णिक</p> <ul style="list-style-type: none"> • The Art of Editing, Baskett & Brooks, Macmillan, Newyor. • Editing in Electronic Era, Gibson, Prentice Hall. • Modern Newspaper Editing, Genegilmore, Iowa University Press. 1990 • Politics of News, J. S. Yadav, Concept, New Delhi, 1984. 	

Major (Core) Mandatory	
DSC-6 : TELEVISION JOURNALISM	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> To enable the students to learn basic concepts of working of the equipment. Working of television studios. Writing scripts for various television programme formats. 	
Learning Objectives of the Course : <ul style="list-style-type: none"> Students will be able to : Gain the ability to operate professional video equipments for making audio-visual news programs.. Will engage in their own television production on hard and soft news. Take up any role in a television channel, work as crew and handle responsibilities. Write and create various television news programs. 	
Module No	Topics / actual contents of the syllabus
I	Visual grammar, Parts of video camera and their functions, the business model of television, Television networks, studios and production houses, Camera support system, Basic camera shots, angles and movements, Lenses: different types of lenses and their application, Camera mounting, White/black balancing, Video shooting with professional TV cameras.
II	Stages of TV Production : pre-production, production and post-production, News Production, General Entertainment Production, Fast-paced production environment, recording live events and stage shows. TV industry personnel and their role in planning studio programs. Writing for television : concept, treatment, script visualization, storyboard and screenplay, writing for varied TV programs, programming research and effects of television, Writing for Electronic News Gathering (ENG), Electronic Field Production (EFP)
III	Technical and Non-Technical crew, Talent and artists, Coordinating a television shoot, programme scheduling and audience research, programming code and public service broadcasting, entertainment production houses-unions and freelancers.
Reference Books : <ul style="list-style-type: none"> Belavadi, Vasuki; Video Production; Oxford University Press Robert, Kenny F.; Teaching TV Production in a Digital World; Library Unlimited Publications Tyrell, Robert; The Work of a TV Journalist; Hastings House Scannell, Paddy; Radio, TV & Modern Life; John Wiley and Sons Schultz, Brad; Broadcast News Producing; Sage Publications 	

Major (Core) Mandatory .	
DSC-7 : EDITING (Practical)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	
Practical No	Topises / actual contents of the syllabus
I	Translation : PTI/UNI-20 News (10 Marks) Visit Report (10 Marks) Page layout-Minimum 4 page (10 Marks)
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)
III	Class test (every week) (10 Marks)

Major (Core) Mandatory	
DSC-8 : TELEVISION JOURNALISM (Practical)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	
Practical No	Topises / actual contents of the syllabus
I	Create Two TV news bulletine. Script must. (15 Marks) Create Two TV Talk Show. Script must. (15 Marks)
II	Prepare 2 power point presentations on your subject. (Script & Presentation must) (10 Marks)
III	Class test (10 Marks)

Minor	
Mn-1 : BUSINESS JOURNALISM-I	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> This subject provides students with an introduction to the changing nature of business in print and electronic media. Furthermore the students will get an overview of the history of Indian business journalism, market survey and corporate business reporting. 	
Learning Outcomes of the Course : <ul style="list-style-type: none"> Learn how to do research in business journalism, how the market works They will also learn about business newspapers and television channels dedicated only for business. Write special articles and critical review of achievements of small businesses. 	
Module No	Topics / actual contents of the syllabus
I	Definition, nature, scope, business news, features and articles. The changing nature of business journalism in print & electronic media.
II	History and evolution of Indian business journalism, Market survey and corporate business reporting.
III	Research skills in business writing, data processing , Information technology and business coverage based on interviews.
Reference Books : <ul style="list-style-type: none"> <input type="checkbox"/> उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business How to Exercise in Business Journalism, R. J. Vanketeshvaran. Business Journalism, Mausuri Business Journalism, Julien Elferibein, Horper Raw, 1960 Business Communiation, Urmila Roy & S. M. Roy, Himalaya Publication, 2008 	

<p align="center">Minor (Choose any two from pool of courses) It is from different discipline of the same faculty</p>	
Mn-2 : BUSINESS JOURNALISM-2	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
<p>Learning Objectives of the Course :</p> <ul style="list-style-type: none"> • This subject provides students with an introduction to the changing nature of business in print and electronic media. • Furthermore the students will get an overview of the history of Indian business journalism, market survey and corporate business reporting. 	
<p>Learning Outcomes of the Course :</p> <ul style="list-style-type: none"> • Learn how to do research in business journalism, how the market works • They will also learn about business newspapers and television channels dedicated only for business. • Write special articles and critical review of achievements of small businesses. 	
Module No	Topics / actual contents of the syllabus
I	Business features and field work, success stories, covering small, medium and big business problems. Writing special articles and critical review of achievements.
II	Multinational companies and their role, the problem of competition and connectivity, Private and public business coverage
III	new modes and models of business writing – ethical issues, SEZ and Agro industrial change, PPP & covering new issues.
<p>Reference Books :</p> <p><input type="checkbox"/> उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक</p> <ul style="list-style-type: none"> • Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business • How to Exercise in Business Journalism, R. J. Vanketeshvaran. • Business Journalism, Mausuri • Business Journalism, Julien Elferibein, Horper Raw, 1960 • Business Communication, Urmila Roy & S. M. Roy, Himalaya Publication, 2008 	

BA Second Year : IIIrd Semester

Generic / Open Elective (GE/OE)		
GE/OE-3 : TELEVISION ANCHORING		
Total Credits : 02		Total Contact Hours : 30 Hrs
Maximum Marks : 50		
Learning Objectives of the Course :		
<ul style="list-style-type: none">• To develop knowledge and understanding of Techniques of TV.• To develop the practical skills of Presentation in Television.• To understand the importance of voice modulation in TV Anchoring.		
Learning Objectives of the Course :		
<ul style="list-style-type: none">○ At the end of this subject the students will be able to identify the various nuances of TV anchoring.○ They will also be able to develop the practical skills of a Presenter and will make them Industry ready.○ Students will be conversant with different formats of Television Anchoring.		
Module No	Topics / actual contents of the syllabus	Contact Hours
I	INTRODUCTION TO TELEVISION ANCHORING : Importance of Anchoring in a programme; Role of digitization in Anchoring ; Difference between News Reader and News Anchor.	10 Hrs
II	DUTIES OF AN ANCHOR : Duties and Responsibilities of an Anchor; Do's and Don'ts of Anchoring; Anchoring for different formats.	10 Hrs
III	ANCHORING ESSENTIALS : Voice over for different programming formats; Art of public speaking, gestures, voice and its functions, body language, voice exercise, improvements and attention holding ; On-Air essentials of Anchoring; importance of dressing and Makeup in Anchoring .	10 Hrs
Reference Books :		
<ol style="list-style-type: none">1. Barun Roy, Understanding Journalism, Vol-1, V & S Publisher, India, 20172. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.3. M.L. Stein, Susan Paterno & R. Christopher Burnett, News writer's Handbook : An Introduction to Journalism; Blackwell Publishing, 2006.4. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication, 2007.5. Carole Flemming and Emma Hemmingway, An Introduction to Journalism; Vistaar Publications, 2006.		

VSC (Vocational Skill Courses)	
(Choose any one from pool of courses)	
VSC-3-A : COMPUTER FOR MASS MEDIA-I	
Total Credits : 01	Total Contact Hours : 15 Hrs
Learning Objectives of the Course : <ul style="list-style-type: none"> To enable the students to learn and understand the practical working of a computer, and its components and various applications required in the field of journalism mass communication. 	
Learning Objectives of the Course : <ul style="list-style-type: none"> Upon successful completion of the course, students will be able to : Gain knowledge of the use of computers and its components. Understand the workings of various softwares and applications in media. Demonstrate the knowledge of softwares in making effective presentations. Understand the working of internet and different Social Media platforms 	
Module No	Topics / actual contents of the syllabus
I	Introduction to Computer : Applications of computer, Functions of input-output device, Computer languages, Computer hardware and software, Open sources: uses and Applications.
II	Word Processing : Basic editing, Formatting, Copying, and Moving text and object, Editing features, Paragraph formatting, Tables, Lists, Page Formatting, Inserting Graphics, Pictures, Table of contents, Advanced tools.
III	Spreadsheet : Spreadsheet Basics, Terminology, Creating A New Spreadsheet, Saving A Document, Simple Formulas, Simple Functions: Data, Review And View, Fill Right, Fill Down, Insert Row Or Column, Page Setup and Printing, Margins, Headers, Formatting, Column Width, Freeze Columns Or Rows, Spell Checker.
Reference Books : <ul style="list-style-type: none"> Rajaram, V.; Fundamentals of Computer; Pearson Education Parthasarathy, G.K.; Computer Aided Communication; Authors Press Chakravorthy, J.; Cyber Media; Authors Press Mukherjee, D.P.; Fundamentals of Computer Graphics and Multimedia; PHI Learning Adobe; Adobe PageMaker; Techmedia 	

VSC (Vocational Skill Courses)	
(Choose any one from pool of courses)	
VSC-3-B : COMPUTER FOR MASS MEDIA-2	
Total Credits : 01	Total Contact Hours : 15 Hrs
Learning Objectives of the Course : <ul style="list-style-type: none"> To enable the students to learn and understand the practical working of a computer, and its components and various applications required in the field of journalism mass communication. 	
Learning Objectives of the Course : <ul style="list-style-type: none"> Upon successful completion of the course, students will be able to : Gain knowledge of the use of computers and its components. Understand the workings of various softwares and applications in media. Demonstrate the knowledge of softwares in making effective presentations. Understand the working of internet and different Social Media platforms 	
Module No	Topics / actual contents of the syllabus
I	Presentation : Creating a basic presentation, Building blocks of a presentation, Working with Text, Working with Themes and Styles, Working with Charts, Graphs, and Tables, Working with Media Clips and Animation, Working with Macros and Customizing PowerPoint, Troubleshooting, Packaging and Publishing your Presentation.
II	Internet: Web browsing, Searching the web, Internet: basics of sending and receiving e-mail, and specific mail programs.
III	Social Media : Social Media: introduction and its uses, Various platforms of Social Media : Blogging, Twitter, Facebook, Youtube, LinkedIn.
Reference Books : <ul style="list-style-type: none"> Rajaram, V.; Fundamentals of Computer; Pearson Education Parthasarathy, G.K.; Computer Aided Communication; Authors Press Chakravorthy, J.; Cyber Media; Authors Press Mukherjee, D.P.; Fundamentals of Computer Graphics and Multimedia; PHI Learning Adobe; Adobe PageMaker; Techmedia 	

VSC (Vocational Skill Courses)	
(Choose any one from pool of courses)	
VSC-4 : COMPUTER APPLICATION FOR MASS MEDIA (Practical)	
Total Credits : 01	Total Contact Hours : 30 Hrs
Module No	Topics / actual contents of the syllabus
I	Create one Blog. (at least 30 posts)
II	Create one Facebook Account. (at least 30 posts)
III	Create one Youtube channel. (at least 10 Video)

AEC, VEC, IKS	
AEC-3 : MARATHI-I, Modern Indian Language (MIL-1)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> Students would be able to communicate fluently and develop all the skills in communication. Students would be able to listening, speaking, reading and writing in Marathi. Analyze the mistakes in writing. Differentiate the speaking language in various region of Maharashtra state. Gain confidence in using Marathi language in various communication situations, both formal and informal. 	
Learning Objectives of the Course : <ul style="list-style-type: none"> <input type="checkbox"/> अभ्यासक्रम यशस्वीरित्या पूर्ण केल्यावर विद्यार्थ्यांना विविध विषयांवर लेखन करता येईल. <input type="checkbox"/> भाषेच्या पूर्वाभ्यासामुळे विद्यार्थी भाषिकदृष्ट्या समृद्ध होतील. <input type="checkbox"/> व्याकरण अंगिकारल्यामुळे लिखनात नेमकेपणा व स्पष्टता आणता येईल. संवादकौशल्य विकसित झाल्यामुळे विद्यार्थ्यांमधील आत्मविश्वास वाढेल. 	
Module No	Topics / actual contents of the syllabus
I	मराठी भाषेची उत्पत्ती, राजवटीचा भाषेवर झालेला परिणाम, मराठी भाषेचे वेगळेपण, यादवकालीन मराठी ते राजभाषा, मराठीचे भाषाविज्ञान, मराठीच्या पोटभाषा, प्रमाणभाषा, बोलीभाषा, देवनागरी लिपी, देवनागरी लिपी आणि मराठीचा संबंध, देवनागरी ते लोकनागरी लिपी.
II	भाषाशास्त्र : भूमिका, इतर शास्त्रांशी संबंध, अभ्यास पद्धती, मराठी भाषेचे व्याकरण, वर्णमाला, अनुनासिके, जोडाक्षरे, दंततालव्य, मराठीतील कवी, साहित्यिक व संतांचा परिचय, त्यांचे मराठी भाषेतील योगदान.
III	शुद्धलेखन, शुद्धलेखनाचे महत्त्व, नियम, काही सामान्य लेखनदोष, भाषेचे शुद्धीकरण, पत्रलेखन, परिचयपत्र लेखन.
Reference Books : <ul style="list-style-type: none"> <input type="checkbox"/> डॉ. स. गं. मालशे, डॉ. द. दि. पुंडे, डॉ. अंजली सोमण, भाषाविज्ञान परिचय, पद्मगंधा प्रकाशन, पुणे <input type="checkbox"/> गोरे दादा, आधुनिक भाषाविज्ञान आणि मराठी भाषा, गोदा प्रकाशन, औरंगाबाद, २०१४ <input type="checkbox"/> वळेकर सुभाष, सुगम भाषाविज्ञान, निराली प्रकाशन, पुणे २०१८ डॉ. गं. ना. जोगळेकर, मराठी भाषेचा इतिहास, श्री विद्या प्रकाशन, पुणे 	

OJT / FP / CEP / CC / RP		
FP-1 : Field Project (News Reporting, Editing & Print Media Production-1)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topics /actual contents of the syllabus	Marks 50
I	<p>News Reporting Exercises :</p> <ul style="list-style-type: none"> • Beat Reporting : Political news, Crime news, Educational news, Sports news, Civic issues news, Health issues news. Submit 20 news. • Field Work : Attend local events, press conferences • Translation : English news from PTI and UNI should be translated during practical hours. Each student should submit at least 20 news items time to time signed by the practical teacher in class room. 	20
II	<p>Editing & Subbing Practical :</p> <ul style="list-style-type: none"> • Correct grammar, punctuation, spelling. • Rewrite leads for clarity and impact. • Eliminate redundancy, bias, jargon. • Shorten long sentences while retaining meaning. • Edit raw copy into publishable form. <p>Each student should submit at least 15 news items time to time signed by the practical teacher in class room.</p>	15
III	<p>News Layout:</p> <ul style="list-style-type: none"> • Use layout software like Adobe InDesign or Page Maker • News layout in three different formats. Use photos, charts and diagrams. Submit at least 5 news. (5X3=15) 	15

Major (Core) Mandatory	
DSC-10 : WEB JOURNALISM	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> To enable the students to learn basic concepts of Web Journalism. Writing for Web media, its importance in mass media and skills for web journalism 	
Learning Objectives of the Course : <ul style="list-style-type: none"> Students will be able to: Gain conceptual knowledge Web Journalism and its different aspects Write good web articles and maintain their blogs online. Distinguish Web Media from other mediums of Journalism. Critically analyze the web reporting of different top websites 	
Module No	Topics / actual contents of the syllabus
I	Introduction to Web Journalism : Online journalism : concept, definition and scope, Fundamentals of online media, Cyber space, Information Super Highway, Internet and information revolution, Synergy among cyber media : print, radio, television and other mediums, Advantages and disadvantages of Web journalism, Cyber-crime and security, Cyber laws, ethics and recent development, Social Media: introduction, its uses & various platforms.
II	Writing for Web and Social Media : Basic rules of writing for web and social media platforms, Do's and Don'ts, Writing news stories, features and articles on the web, Interviewing on the web, Impact of web journalism, Recent trends. Presentation on Web : Presentation and layout of web newspapers and magazines, Advertising on the web, Circulation of web newspapers, Future of web journalism.
III	Technical Analysis of Web Reporting : Analysis of important Indian news based websites, Trends in Web reporting and editing, Use of mobile in reporting, Impact of globalization on web journalism, Concept of e-governance. e-Papers and e-Magazines : Online edition of newspapers and e-Magazines, (Cyber newspaper creation: online editing and e-publishing), Growth of e-newspapers and e-magazines in India, Security issues on the internet : social, political, legal and ethical issues related to ICT, freelancers.
Reference Books : <ul style="list-style-type: none"> Bharihoke, Deepak; Fundamentals of Information Technology; Pentagon Press Pachauri, Sudhir ; Cyberspace and Media; Praveen Pachauri Publications Dudeja, V. D.; IT in the New Millennium; GDMK Publications D'Souza, Y. K.; Electronic Media and the Internet; Gyan Book Depot Publications Siapera, Eugenia; Understanding New Media; Sage Publications Thornburg, Ryan.M.; Producing Online News; Sage Publications Keval J.Kumar; Mass Communication in India, Jaico publishings 	

Major (Core) Mandatory	
DSC-11 : ADVANCED EDITING (Practical)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	
Practical No	Topises / actual contents of the syllabus
I	Visit Report : Visit to newspaper office & write detail report. (10 Marks)
II	Magazine Special Issue Publication Project under earn and learn scheme. (30 Marks)
III	Class test (10 Marks)

Minor	
Mn-3 : INTRODUCTION TO PUBLIC RELATIONS	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> This subject provides students with an introduction to the history of Public relations and growth of PR in India. Stages of PR, PR practitioners and its relations to advertising. Students will also learn about PR Communications with the public and media for media institutions and the ethics in PR 	
Learning Outcomes of the Course : <ul style="list-style-type: none"> Learn how to communicate with the publics. They will also be able to write House Journal and learn its uses in communication 	
Module No	Topics / actual contents of the syllabus
I	Public Relations-definition-PR as a communication functionhistory of PR-growth of PR in India, PR, publicity, propaganda and public opinion-PR as a management function.
II	Stages of PR planing, implementation, research-evaluation, PR practitioners and media relations, press conference, press releases, other PR tools.
III	PR in India . Public and private sectors; PR counselling; PR and advertising -PR for media institutions. Ethics in PR.
Reference Books : <ul style="list-style-type: none"> Mahalanobis P., Publication Relation & Corporate Communication, Dominant Publication, New Delhi, 2005. पुरी सुरेश, जनसंपर्क : संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद, १९८४. डॉ. पाटील प्रताप, जनसंपर्क साधने, जयदत्त प्रकाशन, कोल्हापूर १२. डॉ. पाटील प्रताप, जनसंपर्क साधने, जयदत्त प्रकाशन, कोल्हापूर 	

Minor	
Mn-4 : SPORTS REPORTING	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> • This subject provides students with an introduction to the sports reporting. • The nature and different types of sports. • It further introduces students to the rules of sports and how to report. • The terminologies used in sports and different cameras used in various sports. 	
Learning Outcomes of the Course : <ul style="list-style-type: none"> • Learn how to interpret and analyse different sports while writing in the sports beat. • Write special columns and focus on editing and writing about sports personalities, commentaries and review of sports pages and articles. 	
Module No	Topics / actual contents of the syllabus
I	Sports Journalism- The concept, definition, nature and scope - types of sports reporting - significance in the new age.
II	Tools and techniques of sports reporting - features and stories, sports coverage - investigative and interpretative sports writing.
III	Electronic media and sports. Commentary and review, qualities of sports reporter, benefits of sport journalism. Comparative study of cricket and hockey news, Indian games. Sport on internet.
Reference Books : <p>आलिम्पीक खेल, अमरिश कुमार, खेल साहित्य केंद्र, नई दिल्ली.</p> <p>क्रीडा पत्रकारिता, हेमंत जोगदेव, श्रीविद्या प्रकाशन, पुणे २००२</p> <ul style="list-style-type: none"> • Sports & Recreation , Frank W. Hoffmann, William Bailey, Harrington Park Press, Newyork. • Media & Sports Journalism, T. Rajshekhar • Sports Laws, Adan Epsten, Delmar Learning, Canada 2003 • Sports Journalism, Srinivas Rao, KSK New Delhi, 2009. 	

BA Second Year : IVth Semester

Generic / Open Elective (GE/OE)		
GE/OE-4 : RADIO JOCKEY		
Total Credits : 02		Total Contact Hours : 30 Hrs
Maximum Marks : 50		
Learning Objectives of the Course : <ul style="list-style-type: none">• To develop knowledge and understanding of Techniques Radio presentation.• To develop the practical skills of Presentation in Radio.• To understand the importance of voice modulation in Radio Jockeying.		
Learning Objectives of the Course : <ul style="list-style-type: none">○ At the end of this subject the students will be able to identify the various nuances of Radio jockeying.○ They will also be able to develop the practical skills of a Presenter and will make them Industry ready.○ Students will be conversant with different formats of Radio Jockeying.		
Module No	Topiscs / actual contents of the syllabus	Contact Hours
I	INTRODUCTION : Basics of Radio Jockey; Importance of RJ in audio medium of communication; Role of digitization in Radio Jockeying; Future of Radio Jockeying in the age of digital media.	10 Hrs
II	DUTIES OF RJ : Duties and responsibilities of RJ; Difference between Audio and Audio Visual presentation ; Radio Jockeying for different formats of programs; Do's and Don'ts of RJ.	10 Hrs
III	RADIO JOCKEYING ESSENTIALS : Importance of Voice modulation and quality of voice in Radio presentation; Importance of Tone, Base, Breathing and resonance in Radio Presentation; On air essentials of Radio presentation; Importance of exercise and improvement of voice in Radio presentations.	10 Hrs
Reference Books : <ol style="list-style-type: none">1. गुप्ता स्वाती अनुवाद स्वाती महाळंक, रेडिओ जॉकी व्हायचंय मला, अमेय प्रकाशन®2. Kohli Simran, The Radio Jockey Hand Book, Diamond Books3. P.C. Chatterjee: Broadcasting in India; Sage.4. Carrol Fleming: The Radio Handbook; Routledge.5. P.C Chatterjee, Broadcasting in India, New Delhi, Sage.6. Vinod Pavarala & Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.		




AEC, VEC, IKS	
GE / OE-4 : (Common for all the faculty)	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

SEC	
SEC-3 : DIGITAL PHOTOGRAPHY	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> To enable the students to learn the basic skills of digital photography, train them in the use of professional cameras and appreciate the creative aesthetics of still photography. 	
Learning Outcomes of the Course : <ul style="list-style-type: none"> Upon successful completion of the course, students will be able to: Gain knowledge about the origin and historical background of photography and its significance. Identify and handle different kinds of photographic equipment. Understand and apply different concept of exposure and composition to different fields of Photography. Demonstrate the knowledge and learning towards news photography as a photojournalist. 	
Module No	Topics / actual contents of the syllabus
I	Introduction to Photography : Significance and historical background, Photography: elements, principles and meaning of visual language, Composition in photography, Subject and light. Photographic Equipment : Camera: types, formats and functions, Lenses: types and functions; Film: types and functions, Digital image gathering..
II	Exposure and Compositions : Working of the camera: shots, focus, shutter speed, aperture and ISO, Selection of subject, Different types of photography. Specialized Fields of Photography : Portraits, Wildlife, Environment, Sports, Landscapes, Social photography, Documentary photography, Planning and preparation for events, Product Photography.
III	News Photography and Editing : News values for pictures, Photo essays, Photo features, Qualities essential for photojournalist, Picture magazine, Cutline and caption, Photo editing procedure, Colour photography, Impact of technology.
Reference Books : <ul style="list-style-type: none"> Kobre, Kenneth; Photojournalism: The Professionals Approach; Focal Press Rai, Raghu; Raghu Rai's India: Reflections in Colour; Serials Publications Norton, David; Waiting for the light; David and Charles Publications Tarrant, Jon; Digital Camera Techniques; Taylor & Francis Hirsch, Robert; Light and Lens; Photography in the Digital Age; Routledge Triantaphillidou, Sophie; Allen, Elizabeth; The Manual of Photography; Focal Press Beginner's Photography Guide; DK Holben, Jay; Behind the Lens: Dispatches from the Cinematographic Trenches; Routledge 	

SEC	
SEC-4 : DIGITAL PHOTOGRAPHY (Practical)	
Total Credits : 02	Total Contact Hours : 60 Hrs
Maximum Marks : 50	
Module No	Topics / actual contents of the syllabus
I	Formats of photos required on web, in print and in modern times. Composition in photography, Subject and light.
II	Equipment and handling in different situations. Accreditation and authorized use, property and model release forms.
III	Planning, Communication with people and preparation for events. Use of special software to deliver news photos, Use of IPTC Tags & Photo Captions.

AEC, VEC, IKS	
AEC-4 : MARATHI-2	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	
Learning Objectives of the Course : <ul style="list-style-type: none"> Students would be able to communicate fluently and develop all the skills in communication. Students would be able to listening, speaking, reading and writing in Marathi. Analyze the mistakes in writing. Gain confidence in using Marathi language in various communication situations, both formal and informal. Write resume and letters in Marathi language. 	
Learning Objectives of the Course : <ul style="list-style-type: none"> <input type="checkbox"/> अभ्यासक्रम यशस्वीरित्या पूर्ण केल्यावर विद्यार्थ्यांना विविध विषयांवर लेखन करता येईल. <input type="checkbox"/> लिखनात विविध भाषिक प्रयोग करून वाचकांना आपले लिखन वाचनासाठी प्रवृत्त करता येईल. संवादकौशल्य विकसित झाल्यामुळे विद्यार्थ्यांमधील आत्मविश्वास वाढेल. 	
Module No	Topics / actual contents of the syllabus
I	भाषिक आणि भाषेतर संप्रेषण, भाषेचे उच्चारण व लेखन, मुलाखत, वक्तृत्व कला व संभाषण कौशल्ये.
II	वृत्तपत्रे आणि भाषिक जाणीव, वृत्तपत्रीय भाषा, आकाशवाणीची भाषा, दूरदर्शनची भाषा, समाजमाध्यमांची भाषा.
III	कल्पनाविस्तार, कल्पनाविस्तार म्हणजे काय? कल्पनाविस्ताराचे रचनाकौशल्य, कल्पनाविस्ताराचे भाषांतर, सारांश लेखन, संवाद लेखन, परिच्छेद लेखन, भाषांतर आणि अनुवाद.
Reference Books : <ul style="list-style-type: none"> <input type="checkbox"/> डॉ. स. गं. मालशे, डॉ. द. दि. पुंडे, डॉ. अंजली सोमण, भाषाविज्ञान परिचय, पद्मगंधा प्रकाशन, पुणे <input type="checkbox"/> गोरे दादा, आधुनिक भाषाविज्ञान आणि मराठी भाषा, गोदा प्रकाशन, औरंगाबाद, २०१४ <input type="checkbox"/> वळेकर सुभाष, सुगम भाषाविज्ञान, निराली प्रकाशन, पुणे २०१८ डॉ. गं. ना. जोगळेकर, मराठी भाषेचा इतिहास, श्री विद्या प्रकाशन, पुणे 	

OJT / FP / CEP / CC / RP		
FP-2 : Field Project (News Reporting, Editing & Print Media Production-2)		
Total Credits : 02		Total Contact Hours : 60 Hrs
Maximum Marks : 50		
Practical No	Topics / actual contents of the syllabus	Marks 50
I	News Reporting Exercises : <ul style="list-style-type: none"> • Beat Reporting : Social news, Cultural news, Agriculture news, Industrial news, Rural issues news, Court news, sports news. Submit at least 20 news. • Field Work : Attend local events, press conferences. • Translation : English news from PTI and UNI should be translated during practical hours in class room. Each student should submit at least 20 news items signed by the practical teacher during the hours. 	20
II	Headline, Caption Writing & Proof reading : <ul style="list-style-type: none"> • Write 3–5 types of headlines : Straight headline, Question, Feature headline. Submit at least 20 news. • Caption writing : Submit 5 press photos & Captions. • Identify and correct errors in : Grammar, Spelling, Factual inconsistencies, Punctuation. Submit at least 5 news items. 	15
III	Page Layout & Design : Use layout software like Adobe InDesign or Page Maker. <ul style="list-style-type: none"> • Design : A front page (broadsheet), Inside news page, Editorial/opinion page, Sports page. Submit at least three issues. (At least 4 pages in per issue.)	15

OJT / FP / CEP / RP	
CC-4 : (Fine / Applied / Visual / Performing Arts) Common for all the faculty	
Total Credits : 02	Total Contact Hours : 30 Hrs
Maximum Marks : 50	

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