

University of Pune
DEPARTMENT OF M. A. MASS RELATIONS
Located at Ahmednagar Sub – Centre

Name of the course – M. A. (Mass Relations)

Duration – 2 Years

Nature – Professional Course

About the M. A. (Mass Relations) Course

M. A. (Mass Relations) Course was started from June, 2007 at Ahmednagar Sub- Centre of the University of Pune.

Objective of the course is to impart interdisciplinary knowledge to the graduate students coming from different faculties so that they will be able to avail job opportunities in the changed environment.

A combination of Media and Management Skills, Core subjects from social sciences and inputs from training courses like soft skills and public relations help to develop the personality of the student. The student is privy to select specialization in the subject of his choice.

Objectives : -

1. To prepare students in the field of Mass Relations : and empower them to offer their services in the field where the masses are involved.
2. Mass Communication through media education – The structure of the course is designed in a fashion to avail opportunities in the different fields by acquiring different skills. The students will learn about the society with different approaches and understand diversity, multiplicity, plurality characteristics and masses. The students are taught the mass communication through media education.
3. Social Research and its Application:- The students are able to learn social research and its application in day to day life. The art of public relations in day-to-day life. The art of public relations and advertising are also included in course with special emphasis on its present nature.
4. Management & Computer:- The subjects like principles and practices of management and computer science are also part of the course.
5. Project Report:- The project report on subjects of choice of the student, will help student in gaining scientific understanding of the problems and their solutions.
6. Modules :- There are some modules which will empower students to use the skill they learn during their regular course and enable them to avail opportunity in various fields.

DEAR STUDENTS YOU WILL LEARN TEN DIFFERENT
THINGS IN TWO YEARS TO FACE THE CHALLENGES OF LIFE

1. Linkages with society :- You learn about Indian Society, especially, its social, political and economic sides. Understand India's Diversity, Multiplicity, Plurality, Characteristics and Masses. This ensures your future linkages with society.
 2. Human Behaviour :- You learn about human behaviour, its different facets in different surroundings, in different types of atmosphere. This enables you to deal with people in different situations.
 3. Communication Skills :- You learn about the most important skill of the communications. Its theoretical and practical aspects. This puts you at ease with different combinations of people.
 4. Media :- You learn about media. Today, this means awareness. You will be one – up if you are aware and can use the media at times when. “Information means Power”.
 5. Social Research :- You learn about social research. This leads to logic and thus builds up confidence in your approach, thought and solutions in the professions of your working life.
 6. Public Relations :- You learn about the techniques of Public Relations. This is front Line Management. This includes the Art of Advertising. It is a skill to influence and change the attitude of the people.
 7. Development Communication :- You learn about the practical aspects of communications for Development, through success stories of different processes.
 8. Management :- You learn to manage and administer. This enables you to govern and manage the way you think is proper.
 9. Computer Friendly :- You become computer friendly and become ‘computer literate’.
 10. Project Reports :- You learn to write Project Reports. This gives you Scientific Understanding of the problems and their solutions.
- This is possible if you join the Post - Graduate Course of M. A. Mass Relations Offered by the University of Pune.
 - You will be getting six different modules.
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| 1. Videography | 2. Cooperation and Rural Development. | 3. Survey Reporting. |
| 4. Disaster Management. | 5. Event Management. | 6. Language Skills. |

Faculty

1. Dr. S. J. Jain. M. A. Ph.D. (Hindi) Director, Ahmednagar Sub Centre, Ahmednagar.
2. Prin. K. H. Shitole. M. A. (Economics) , M. A. (Politics)
3. Dr. G. R. Mirikar M.A. Ph. D. (Communication)
4. Dr. V. F. Desale M.A. Ph. D. (Psychology)
5. Prof. Bhushan Deshmukh M.M. R. (Asst. Editor, Loksatta)
6. Dr. V. M. George M.A. L.L.B. NET, SET
7. Prof. P. M. Nikam M. Sc. (Computer Science)
8. Prin. Swati Munot M.M.R.
9. Prof. Archana Rohokale M. A. M. Phil. (English)
10. Prof. Kshirsagar J. K. M. Sc. (Statistics)

Fee Structure

First Year - 26,447/-

Second Year - 25,747/-

Address and Contact

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Ahmednagar Campus, Ahmednagar

M.A.(Mass Relations) – Significance of the Course

*** AN INNOVATIVE APPROACH TO THE EMERGING CHALLENGES ***

Global Changes and Opportunities:-

In India, opportunities in various fields are bound to increase with increasing growth rate. The population ratio between urban and rural is fitting very fast to the urban side. Not only migrating to urban area, but also urbanization of rural area are the reasons for it. Urban area paradigms are increasingly accepted as signs of modernization. This eventually throws up several opportunities to the educated youth.

Changing Environment and Challenges:-

We are on the threshold of provision of urban amenities to the rural area. A predominately agricultural and rural community is not satisfied with traditional inputs today to uplift its standard of living, it demands more. At this juncture many corporate houses are trying their luck in the rural area in media, banking, service sectors and communication fields etc. Surely with their efforts the line dividing the urban from the rural has become thinner. A new culture is brewing and a new lot of the literate community is coming to the fore. The existent traditional approach is not going to suffice for the changing environment. We need to have an innovative approach to face the challenges thrown at us by our times.

New Culture:-

Unless we prepare to defend our society in near future by accepting what is worth and moulding it to our advantage, India is likely to ape western culture along with their problems, cropping up due to emergence of melt of technology and with the life that they term as convergence.

Specialization:-

The crux of the problem lies in preparing the students' community with horizontal knowledge, since preparing them in single discipline and allowing them to be removed from or be ignorant about the others, will overwhelm and confuse them about choosing options available to them. We need to ponder over this situation with utmost care. We need to prepare them to face avalanche of the new and freely accessible to all knowledge.

Frustration:-

Keeping multitudes of students graduating from various faculties, unaware of the harsh realities of the world and educational opportunities reserved for few, though not overtly by non the less covertly, stride in dark with the advent of advertising charms, land up with frustration, and with feeling being deceived. This is because after labeling them with specialization, the struggle in the present environment exhausts them. Some are always there to take advantage of the situation.

Language tools and Management Courses:-

The two important things which call for our understanding are language barrier and presumed understanding of the capacity of the student. The students receive meagre attention regarding the language tool right from their school days and remain weak in the languages including their mother-tongue. Thus they loose capacity to grasp and even simple sentences appear to them as difficult flowery language. The second reason is that right from their school days mathematics and science are considered important subjects than the languages and social sciences. Naturally meritorious ones go to science disciplines and remaining students even if wanting to go join other faculties considered to be of lesser importance due to the paucity of facilities. We are aware that I.I.Ts and IMs cannot accommodate all deserving students can't afford all courses combining technology and management.

M.A.(Mass Relations) an apt Solution:-

Pune University has been trying to cope with these problems and has come out with a course at Post Graduate level, a proper juncture where students need to choose options for his/ her career. M.A. (Mass Relations) programme is designed in such a way that initially it attempts to remove the inadequacies due to the present educational system and its standards and offers them

knowledge of subjects currently in demand. So far, the course has yielded results in the form of changing attitude of the students towards taking up the challenge.

The Mass Relations course design offers general understanding around any subject for the depth of knowledge.

The present avenues of vocation in terms of entrepreneurship or jobs, popularly known as management are a combination of knowledge, skills and expression with the format.

Media & Management:-

Considering a few of the streams in difficult enterprises and job opportunities in the contemporary times the Mass Relations course has selected, Media, Management, Journalism, Audio Visual Media etc. If some one has the flair for writing he could enter the field of media with specialization not only in the hard news but also in other types of journalism like development, financial, sports and entertainment. In other media he can engage with production, script writing, anchoring as well as advertising in any medium, since he is adequately equipped with the understanding of surrounding areas possible due to the basic understanding offered by the core courses.

Counseling:-

Another example could be of counseling. The student equipped with solid input of the basics of Psychology and Social Psychology along with societal understanding and four other subject inputs required for counseling can perform well. There are a lot of opportunities available in counseling in the industry, and other counseling fields right from the aptitude tests to career counseling etc.

Several fields in service, Banking, Insurance, Finance, Industries, need persons with knowledge for counseling.

Economic Sector:-

There is a vast scope in certain economic sectors which are especially reserved for certain specially trained class. This is in especially in Banking, International trade, HRD, Rural Development which basically needs some special training along with the subjects- commerce and economics. This needs a kind of integration with the social understanding studded with multiple skills in the core courses about media, computer and special courses in marketing, sales, and consumer relationship etc. where the economic and technology merge with social understanding. After finishing Mass Relations course, students will be ready to grab opportunities in these fields.

Areas Covered:-

In short M.A. (Mass Relations) course has the potential to develop a person, who is not much conversant with English language, computer, social behavior on any required skills, if willing, could be developed.

We are proud to mention that with the understanding of core courses, thorough understanding in computer application and dissertation we are able to train our students in following areas.

1. Media.
2. Management- sales and marketing promotion.
3. Advertising and Public Relations.
4. Banking, International Trade, HRD and Rural Development.
5. Counseling, Personal, Industrial.
6. Computer Technology.

At Ahmednagar Only:-

M.A. (Mass Relations) course is run in Ahmednagar Campus of University of Pune, which has predominantly rural background still a long history of educational activities. Ahmednagar has all educational facilities for all the courses.