Detailing of syllabus for Sem. IV of MJMC (Master of Journalism and Mass Communication) under semester-pattern course which was introduced in colleges affiliated to University of Pune in July 2010 for the subject Communication and Journalism.

Sem. IV:

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<td>401</td>
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<td>402</td>
<td>Principles and Ethics of Journalism</td>
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<td>403</td>
<td>World View: Issues, Idea and Challenges</td>
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<td>412</td>
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<td>In-depth Reporting Project</td>
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**MJMC (Sem. IV)**

401: Media Management and Laws (Lectures: 30)

Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)

**Unit 1- Contemporary media scenario:** Proliferation of Media in India, digital technology, fast-moving media market, new technology, convergence and its effect on consumer behaviour and potential of content. Striking a balance between business and ‘mission’.


**Unit 3- Economics of Print and electronic media:** Management, business, legal and financial aspects of
media management. Revenue generation strategy. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.


**Internal Assessment (10 marks):** Visits to media houses, interaction with managers. Study of cases heard by PCI, and/or heard in the court of law etc.

**MJMC (Sem. IV)**

**402: Principles and Ethics of Journalism (Lectures: 30)**

**Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)**

**Unit 1: What is Journalism?:** Role in democracy, power of the press. Main objectives- to entertain, educate, analyse. Old news values, changed news values. Old principles versus new principles. Influence of politics, interference of market forces in editorial policies.

**Unit 2: Elements of journalism:** Editor and his responsibilities, editorial policy, changing role of editors. Difference between journalism and literature, role of media in socialization process. Truth, loyalty to citizens, verification of facts, compassion for those affected by news, commitment to democratic values, examining the other side of the story. Use of photographs; taste and acceptability. Reporting rapes, riots and other sensitive matters.


**Unit 4: Modern Journalism:** News as an object? Changing role of journalism. Pressure groups, advertising, public relations pressures. Sensationalisation versus sensitive journalism. Use of New Media as a Fifth Estate competing with newspapers. Impact of new management practices: Hire and Fire policy, Converge or perish, foreign Investment. Ethics for different types of journalism- Cyber journalism, Citizen Journalism, Investigative journalism, Advocacy journalism.

**Internal assessment (10 marks):** Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.
MJMC (Sem. IV)  
403: World View: issues, ideas and Challenges (4) (Lectures: 30)  
Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)  

Part 1: Politics in India and Maharashtra  
Unit 2 - Politics of Maharashtra in above framework with added inputs on: Geography of the state, natural resources, development issues, regional features. Agriculture, industrialisation, urbanisation, education and other issues relevant at present.  

Part 2: Current events during the study period  
Events and developments in the field of politics, education, science and technology, culture, sports, etc. at state, national and international level. Detailed discussion of these events with a historical perspective and futuristic view will be conducted in class.  

Internal assessment (10 marks): Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.  

MJMC (Sem. IV)  
404: Advertising (Lectures: 30)  
Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)  

Unit 1 - Basics of advertising: Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.  
Unit 2 - Advertising as Marketing Communication: Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and building brand equity, developing brand personality.  
Unit 3 - Types of advertising: Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.  
Unit 4 - Advertising Planning and execution: Brand positioning. Importance of research inputs-market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.  
Unit 5 - Advertising Creativity: Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.  
Unit 6 - Copywriting: Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.  

Internal Assessment (10 marks): Quiz on advertising, scrap book of ads, analysing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.
MJMC (Sem. IV)

405: Public Relations (Lectures: 30)
Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)

Unit 1- Understanding PR: Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of ‘Communication audit’.

Unit 2- Role of PR in different sectors: government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

Unit 3- Types of PR: Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

Unit 4- PR Tools: Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

Unit 5- Media Relations as a PR function: Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

Unit 6- Social media: blogging, LinkedIn, Facebook, Twitter etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and A/V material.

Internal assessment (10 marks): Preparing a PR plan for an organisation, evaluating media publicity given to various organisations, writing Press Releases etc.

MJMC (Sem. IV)

406: Film Appreciation (Lectures: 30)
Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)

Unit 1- What is cinema?: Definition of cinema. The concept of persistence of vision. Film’s relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20th-century art movements: impressionism, cubism, surrealism.

Unit 2- Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience.


Unit 4- Film history: Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films.
World cinema: D. W. Griffith, Sergie Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Francois Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, Yashizoro Ozu, Steven Speilberg, Majid Majidi, etc.

**Unit 5- Film Studies:** Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of film industry with other media.

**Internal assessment (10 marks):** Watching films of different genres and reviewing them. Interactions with film producers, directors, actors. Visit to film production locations etc.

**MJMC (Sem. IV) 407: Magazine Journalism (Lectures: 30)**

**Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)**

**Unit 1- Understanding Magazine:** History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) national and regional magazines, (iii) special interest magazines – women’s, men’s, children’s, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. vii) literary Magazines. New trends like glossy magazines. Online and Web magazines.

Case studies- India Today, Outlook, The Reader's Digest, Time, National Geographic etc. Tradition of Diwali Numbers in Maharashtra.

**Unit 2- Content Management:** Understanding the target audience and positioning of the magazine. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas to articles. Cover Story. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, forecasting trends.

**Unit3- Writing for Magazines:** What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, Writing brights, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

**Unit 4- Editing a Magazine:** Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Photos, illustrations and other graphics. Sub-editing (marking copy for type, strap lines, by-lines, house style), use, The post mortem after publication.

**Unit 5- Magazine Management:** Structure of editorial department. Magazine Production- layout and design, Master pages and templates, Style sheet, special effects like bleed and trims. Economics: sales and subscription, production cost and pricing, distribution network, advertising, advertorials. Magazine Promotion and public relations through events, competitions etc. Assessing magazine impact.

**Internal assessment (10 marks):** Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.
Unit 1- Understanding Economy: Basic principles of economy, important economic terms. Growth and development, environment concerns, employment generation. Price rise and inflation. Economics of agriculture and rural economy, Urban economy, manufacturing and service sector, small scale industry and micro-enterprises, Share, securities and commodity markets, Bullion market.

Unit 2- Fundamentals of Indian Economy: Growth and progress of Indian economy. Finance system in India, role of finance and planning commissions, role of RBI, Federal economic structure and revenue sharing. Changes in economic policy: From mixed economy to liberalization and privatization. Information Technology, E-commerce, Issues related to SEZ, Central and state budgets. How budgets are prepared, understanding budget. Problem of black money and corruption, anti-corruption mechanism. Company and industrial laws, labor and consumer issues. Contemporary issues related to Indian economy


Unit 5- Business Journalism: Reporting- Business and industry as a beat, Sources of news on business. Using and analyzing financial data, Understanding numbers and what they mean. Understanding numbers and what they mean, Reading tables, charts and graphs. Developing business story ideas; writing stories from press releases. Investigative reporting in business sector

Editing- Overview of special economic pages, supplements, newspapers and journals, business news channels. Editing business stories and articles, using internet database, verifying information. Designing special economic pages and budget issues. Ethical issues of business journalism, Media and business relations.

Internal assessment (10 marks): Visit to a news organization’s business section, Stock exchange, Attending AGMs covering press conferences or events, reading a company balance sheet, study of business newspapers and channels, etc.
writing for different forms, requirements and expectations from culture reporters/ critics. Qualities of an ideal critic etc.

**Unit 4- Covering culture for other media:** Scope and pattern of Cultural reporting in other media- T.V, Radio etc. New age media and cultural reporting.- internets, blogging, tweeting, mobile usage etc.

**Internal Assessment (10 marks):** Time/ Space bound class room writing/ reporting assignments, interview exercises, reporting cultural events, attending workshops etc.

**MJMC (Sem. IV)**

**410: Law, Order and Crime Journalism (Lectures: 30)**

*Total Marks: 50 (Internal Assessment:10 , sem-end examination:40)*

**Unit 1- The ethics of crime and justice coverage:** Fairness and objectivity, sensationalism and integrity; conflicts of interest, interesting versus important. Balancing justice: justice to victim and the accused: no assumption of guilt or innocence.

**Unit 2- Law enforcement machinery:** Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. Important sections of IPC. Terminology and jargon, procedures of registering a crime. Prisons and jails. Sensitive law and order situation: agitations, congregations for various reasons, elections. Deployment of extra forces etc.


**Unit 4- Covering Courts:** Structure of judicial system in India. Hierarchy, functions and jurisdictions of each court. Granting of bail to accused. Types of cases heard in courts. Tribunals, consumer and family courts. PILs, appeals etc.

**Unit 5- Contemporary crime journalism:** Crime shows on TV. Emphasis on crime reporting in newspapers. Its impact. Media influencing investigations and/or court proceedings? Trial by media. Media’s role in getting justice delivered, recent examples.

**Internal assessment (10 marks):** Visits to police station, control room, prison etc. Analysis of crime news in various media. Attending court trials etc.

**MJMC (Sem. IV)**

**411: Sports Journalism (Lectures: 30)**

*Total Marks: 50 (Internal Assessment: 10, sem-end examination: 40)*

**Unit 1- History and Traditions:** Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. National and state sports awards like Arjun, Dronacharya, Shiv Chatrapati Puraskar, etc. Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, sports culture; National sports policy. Sports Diplomacy: Use of sports in international relations, major cases in history and present trends.

**Unit 2- Sports Associations:** Traditional Indian sports- Kabaddi, Kho Kho, Wrestling, Malkhamb, Atya Patya, etc. Modern sports- Outdoor and indoor games, hockey, cricket, football, athletics, boxing, tennis, badminton, shooting, archery, volleyball, basketball, table tennis, rugby, formula one racing, etc. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities.
**Unit 3- Sports Journalism:** Tradition of sports reporting- in the world and in India. Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

**Unit 4- Sports Reporting and Writing:** Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Radio commentaries; Live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Matchday magazines, Sports books, Sports blogs. Writing from press releases. Importance of knowing and understanding a game.; research and background information; Importance of statistics, official record and history.

**Unit 5- Sports Editing:** Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories: Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Standalone sports sections and sports pages; Designing sports pages; planning and coverage of major games, tournaments.

**Internal assessment (10 marks):** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interview of sports persons and sports officials, Analysis of sports sections/pages of newspapers, Analysis of sports bulletins/commentaries, etc.

**MJMC (Sem. IV) 412: Research Dissertation**

**Total Marks:** 100 (*Internal Assessment: 40, Sem-end evaluation by External examiner: 60*)

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of minimum 10000 words must be submitted by the end of the semester.

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 40 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner, in the presence of the research guide. Only the external examiner will award marks out of 20 for the viva-voce.

**MJMC (Sem. IV) 413: In-depth Reporting Project**

**Total Marks:** 100 (*Internal Assessment: 40, Sem-end evaluation by External examiner: 60*)

Every student has to work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic. (E.g. if the topic is 'Water Supply of a City' the five reports can be about i) water needs of a city, ii) sources of water, iii) water purification system, iv) water distribution system and v) attempts to save and recycle water etc.). Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

The reports will be evaluated by the guide and External Examiner, appointed by University of Pune. They will award 40 marks each for the reports.
Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the project guide. Only the external examiner will award marks out of 20 for the viva-voce.

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