

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

Total Credits = 23

SEMESTER 5 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-501	Writing for Media	4	-	-	40	60	100	4
BJMCS1-502	Media Research Methodologies	4	-	-	40	60	100	4
BJMCS1-503	Cyber Journalism	4	-	-	40	60	100	4
BJMCS1-504	Media Management and Entrepreneurship	4	-	-	40	60	100	4
BJMCS1-505	Cyber Lab	-	-	4	60	40	100	2
BJMCS1-506	Writing for Media Lab	-	-	4	60	40	100	2
BJMCS1-507	Summer Training Presentation	-	-	-	60	40	100	3
Total		16		8	340	360	700	23

Total Credits = 22

SEMESTER 6 th		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-601	Global Media	4	-	-	40	60	100	4
BJMCS1-602	Event Management	4	-	-	40	60	100	4
BJMCS1-603	Environment Communication	4	-	-	40	60	100	4
BJMCS1-604	Digital Media Marketing	4	-	-	40	60	100	4
BJMCS1-605	Event Management Lab	-	-	4	60	40	100	2
BJMCS1-606	Final Project and Viva Voce	-	-	-	100		100	4
		16		4	320	280	600	22

FIFTH SEMSTER

WRITING FOR MEDIA

Subject Code: BJMCS1-501

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To Understand how audience needs and desires determine the way media writers use language and structure their messages
2. To Understand why some language devices are more effective in engaging distracted audiences than others
3. To understand the importance of online media and social media.

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of print media and their rules and ethics
2. Understand the concept of radio and television media and their script design.
3. Comprehend the role of new media in the life of human being like social media and online media.

UNIT-I (15 Hrs)

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.,). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting,

UNIT-II (15 Hrs)

Radio: Introduction to writing for radio; Principles and elements of scripting; Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

UNIT-III (15 Hrs)

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

UNIT-IV (15 Hrs)

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Reference Books

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth, Photo journalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian, Guide to photojournalism. New York: McGraw-Hill

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
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MEDIA RESEARCH METHODOLOGIES

Subject Code: BJMCS1-502

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To demonstrate knowledge of research literacy
2. To demonstrate a sound knowledge of basic research methods
3. To demonstrate a working knowledge of the theories and frameworks through which media are analysed and understood

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of how to researched.
2. Understand the concept of analysis of data and report writing.
3. Demonstrate the role of data, survey and data collection in research.

UNIT-I (15 Hrs)

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

UNIT-II (15 Hrs)

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

UNIT-III (15 Hrs)

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

UNIT-IV (15 Hrs)

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Suggestive Readings

1. V.P. Michael, Communication & Research for Management
2. S.R. Sharma & Anil Chaturvedi, Research in Mass Media.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
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CYBER JOURNALISM

Subject Code: BJMCS1-503

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand and learn the competencies and skills required by the media world.
2. To acquire knowledge on blog writing, web designing and web media.
3. To comprehend the globalisation impact on web media

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of cyber journalism and its use.
2. Understand the concept of rules of writing in the media.
3. Demonstrate the role of cyber reporting, cyber laws and web journalism.

UNIT-I (15 Hrs)

Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

UNIT-II (15 Hrs)

Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

UNIT-III (15 Hrs)

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web, Newspapers, Future of Web Journalism.

UNIT-IV (15 Hrs)

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance, e-Paper, Online Newspaper, M-paper, Blogs,

Suggested Readings

1. Sudhir Pachauri, Cyberspace Aur Media
2. Deepak Bharihoke, Fundamentals of Information Technology:
3. Ramesh Agarwal & Bharat Bhushan Tiwari
4. Multimedia Systems : V.D. Dudeja
5. Y K D'souza Electronic Media & the Internet

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
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MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Subject Code: BJMCS1-504

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To make the students aware about the media organisation and its ownership pattern.
2. To make students aware of the need and importance of Media management.
3. To make students aware of the management in media houses.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques.

UNIT-I (15 Hrs)

Media Organisation: Meaning, Structure and Importance, Ownership Patterns of Media Organisations, Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication, FDI in Indian Media and Entertainment Industry

UNIT-II (15Hrs)

Management: Definition, Need and Principles, Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination, Management: Responsibility, Authority and Accountability, Leadership: Importance, Needs and Types

UNIT- III (15 Hrs)

Establishing a Media Organization or Start Up: Steps Involved, Human Resource Management: Roles and Responsibilities, Methods of Revenue Generation by Media Organizations and Start Ups, Managing Cost and Revenue Relationship

UNIT-IV (15 Hrs)

Marketing Media Products, Media Business: Innovation and Entrepreneurship, Media Entrepreneurship and its Challenges, Emerging Trends in Entertainment and Media Industry

Suggestive Readings

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. Handbook of Media Management and Economics.
2. Mahwah, NJ: L. Erlbaum Associates. Alexander, A. Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. Understanding Media Economics. London: Sage Publication
4. Herrick, D. F., Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P., Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.

CYBER LAB

Subject Code: BJMCS1-505

**L T P C
0 0 4 2**

Duration: 60 Hrs.

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

WRITING FOR MEDIA LAB

Subject Code: BJMCS1-506

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To become well versed in preparing script for different media houses.
2. To using of different medias like print media, radio, television and new media.
3. To demonstrate proficiency of skills in designing and creating social media accounts.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques

Print Media

Letters to editor, Press releases, Writing headlines, Picture captions writing

Radio

Preparing script for a Radio Talk, Readyng script for radio jingle, Reading News for Radio of

Television

Anchoring script for TV programme, News reading script, Entertainment programme script-

New Media

Create your own e-mail address, Face book, Twitter, LinkedIn, Instagram accounts. Analyze the contents of any five news portals.

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SUMMER INTERNSHIP PRESENTATION

Subject Code: BJMCS1-507

L T P C

Duration: NA

0 0 0 3

Students have to submit the report of their summer training and present their work in Power point presentation. The panel of faculty members will evaluate the performance of students.

MRSPTU

SIXTH SEMESTER

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GLOBAL MEDIA

Subject Code: BJMCS1-601

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To make the students engagement in local, international, intercultural, and global problem solving
2. To make students to cultivate information from diverse international media sources
3. To make students analyse basic media and communication elements found in all or most international media formats and products.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge of international newspaper
2. Understand the scenario of media in Asia.
3. They will learn the global technology used in the media.

UNIT-I (15 Hrs)

Introduction to main International Newspaper: Wall Street Journal/ Tabloid of UK, Dawn, Jung, Major international television channels, BBC, CNN, AL JAZEERA, IBN, Major International Radio channels: BBC, Voice of America, AIR

UNIT- II (15 Hrs)

Media Scenario: Introduction to major Global Media Companies (Reuters, AP, AFP, Xinhua, CNA) Present Media scenario in Asia (Special reference to SAARC, NAM Countries Concept of Media Imperialism

UNIT-III (15 Hrs)

Media and Market Force: Misinformation and information war, Role of Media in promoting humanity and peace, Market forces and Media

UNIT-IV (15 Hrs)

Global Technology: Global satellite system, Global internet service, IPTV, UNESCO Mass Media Declaration

Suggested Readings

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan
5. Merrill, J. C., & S., D. B. Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
6. P. Ghosh, International Relation, PHI Learning Pvt Limited

EVENT MANAGEMENT

Subject Code: BJMCS1-602

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To make the students aware about the uses of media in the event.
2. To make students aware about how to manage the event and how we will make it successful.
3. To understand students about the tools used in a event and exhibition.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge how to manage events
2. Understand the importance of exhibitions and devices used in exhibition.
3. They will learn the importance of trade fair and display material

UNIT – I (15 Hrs)

Definition and scope of event management, Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc, Importance of budget and buffer

UNIT-II (15 Hrs)

Concept of clean zone, Role & importance of exhibitions, Objectives of the exhibition Advantage of exhibition over other devices, Importance of direct contact, Choosing the right exhibition- Where to participate, Why exhibitions sell?

UNIT-III (15 Hrs)

Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event Publicity inputs or visible aids for promoting an event

UNIT-IV (15 Hrs)

Print & Display material, Stand Design, Trade Fair: Uses & Abuses, Gauging Cost Effectiveness

Suggested Readings

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. N.R. Sarkar, P.R. Tools, Concepts Tools and Strategies
4. D.S. Mehta, Handbook on Public Relations

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
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ENVIRONMENT COMMUNICATION

Subject Code: BJMCS1-603

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand how nature and the environment influence communication and society.
2. To learn about significant environmental controversies, from toxic waste to climate change, to lifestyle choices.
3. To explore key issues raised in environmental.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how a media play role in conservation of natural resources.
2. Understand the concept of Disaster management and role of media.
3. Conceptualize the concept of Ecosystem and Media.

UNIT-I (15 Hrs)

Environment and Media: Environment- Definition, Scope and Importance, Environment Communication: Definition, Concept and Need for Public Awareness, Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources), Role of Individual and Media in Conservation of Natural Resources

UNIT-II (15 Hrs)

Ecosystem and Media: Ecosystem: Concept, Structure and Functions Ecological Succession: Types and Stages, Biodiversity: Definition and Concept, Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts, Endangered and Endemic Species of India
4. Role of Multi- Media in Sensitising Masses towards Ecosystem

UNIT-III (15 Hrs)

Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards, Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment, Disaster Management: Concept, Need and Importance; Role of NDMA, Media Intervention in Disaster Management

UNIT-IV (15 Hrs)

Industrialisation, Consumerism and Development, Global Warming and Climate Change: Shift to Alternate Sources of Energy, Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan* Media, Environment and Human Welfare

Suggested Readings

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press

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DIGITAL MEDIA MARKETING

Subject Code: BJMCS1-604

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand the basic Concepts of Digital marketing.
2. To know the importance of Social media Platforms importance in Digital Marketing.
3. To demonstrate proficiency of skills use of social media for digital marketing.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn about social media and social network.
2. Understand the concept of digital media and its uses in digital world.
3. Understand the concept of E-Commerce and Social Marketing.

UNIT-I (15 Hrs)

Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, Social Media & Issues, Social Consumers and Social Influencers

UNIT-II (15 Hrs)

Branding on Digital Media: Audience Research and Engagement in Glocal environment, Building Brand on Digital Media, Storytelling and User Generated Content on Digital Media Network, SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

UNIT-III (15 Hrs)

E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy, Mobile Apps: M-Commerce and App Monetization

UNIT-IV (15 Hrs)

Social Media Measurement and Marketing: Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM), Monetizing Social Media: ROI, Role of Social Media in Marketing Research, Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

Suggested Readings

1. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
2. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland
3. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
4. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

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EVENT MANAGEMENT LAB

Subject Code: BJMCS1-605

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.

Organizing different events at department level along with publicity and promotion

FINAL PROJECT AND VIVA VOCE

Subject Code: BJMCS1-606

**L T P C
0 0 0 4**

Duration: NA

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry.