



Yashwantrao  
Chavan  
Maharashtra  
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**MCJ501**

Fundamentals of Communication and  
Print Journalism

### **Course 01: Fundamentals of Communication and Print Journalism**

**Authors:** Dr. Hemant Joshi, Manjari Joshi, R K Madhukar, Dr. Avneesh Kumar, Gopal Misra, Krishna Kumar Tiwari.

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Unit 1. Language

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Unit 2. Language Skills for Media-Written (English and Marathi))

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Unit 3. Language Skills for Media-Spoken (English and Marathi)

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Unit 4. Interpersonal Communication

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Unit 5. Group Communication

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Unit 6. Mediated Communication

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Unit 7. Organization of the Newsroom

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Unit 8. News Writing

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Unit 9. News Editing

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Unit 10. Feature and Editorial Writing

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Unit 11. Magazine Journalism

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Unit 12. History, Trends and Challenges

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MCJ502

Journalism: Principles, Process and  
Practice and Audio-Video Journalism

## **Course 02 : Journalism: Principles, Process and Practice and Audio-Video Journalism**

**Authors :** Sandip Kumar Ashok Kedar, Dr. Hemanta Kumar Joshi, Manjari Joshi, Ravindra Dubey, Prof. K M Srivastava.

### **Part 1 Journalism: Principles, Process and Practice**

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Unit 1. Basics of Journalism

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Unit 2. Development of Journalism

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Unit 3. The Journalist

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Unit 4. Understanding News

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Unit 5. Views and Comment

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Unit 6. News Media Management

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Unit 7. Legal and Ethical Framework

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### **Part 2: Audio Journalism**

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Unit 8. Understanding Audio

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Unit 9. Writing for the Ear

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Unit 10. News-based Programmes

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### **Part 3: Video Journalism**

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Unit 11. Understanding the Medium

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Unit 12. Working of a Newsroom

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Unit 13. TV Writing Style and News Presentation

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Unit 14. TV Interview and TV Documentary

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Unit 15. Overview of News Television Industry and Its Impact on Society



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**MCJ503**

Understanding Society (1) and  
Digital Journalism

**Course 03 : Understanding Society (1) and Digital Journalism**

**Authors** : Prof. Amitabh Srivastava, Dr. Harish Kumar, Amit Sharma, Dr. Manoj Kumar  
Jena, Dr. Harish Kumar, Gopal Misra

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Unit 1. Conversation with the Society

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Unit 2. Understanding the Universe and Environment

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Unit 3. Basics Concepts in Sociology

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Unit 4. Understanding Philosophy

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Unit 5. Understanding Science and Technology

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Unit 6. Understanding History

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Unit 7. Introduction to Digital Journalism

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Unit 8. Digital Storytelling

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Unit 9. Data Journalism

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Unit 10. Mobile Journalism

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Unit 11. Business of Digital Journalism

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Unit 12. Socio-Political Impacts of Digital Journalism

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**MCJ504**

Media Technology and  
Research Methodology

### **Course 04 : Media Technology and Research Methodology**

**Authors** : Rohit Khurana, Ravindra Dubey, Rajneesh Agrawal, Dr. Vasantha R Patri,  
Dr. Harish Kumar, Dr. J S Chandan, G S Monga, Lalit Kumar Sharma.

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Unit 1. Word Processing

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Unit 2. Audio Technology

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Unit 3. Video Technology

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Unit 4. Digital Technology

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Unit 5. Basics of Research

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Unit 6. Qualitative Research Methods

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Unit 7. Quantitative Research Methods

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Unit 8. Sampling

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Unit 9. Statistics for Research

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Unit 10. Allied Issues

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MCJ604

Understanding Society (II) and  
Communication Theories and Practice

## Section I: Understanding Society (II)

**Authors:** Dr. Amuksiddha Pujari, Dr. Dadasaheb Dengale, Dhammaratna Jawale,  
Dr. Keshavchaitanya Kunte, Dr. Mukhtar Shaikh, Dr. Prashant Bhosale, Dr. Shrikant Mahadane

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Unit 1. Understanding Political Processes

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Unit 2. Understanding National Security and International Relations

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Unit 3. Understanding Economics

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Unit 4. Understanding Business and Commerce

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Unit 5. Understanding Development

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Unit 6. Understanding Sports

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Unit 7. Understanding Music, Literature and Entertainment

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Unit 8. Understanding New Communication Technologies

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## Section II : Communication Theories and Practice

**Author:** Dr. Ajit Gagare

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Unit 9. Basics of Communication

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Unit 10. Rise of Mass Communication

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Unit 11. Models of Communication

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Unit 12. Media and Society

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Unit 13. Media Theories - I

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Unit 14. Media Theories - II

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Unit 15. Journalism and Media Studies

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Unit 16. Audience and Reception Studies

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**MCJ605**

Advertising, Development  
Communication and Public Relations

## **Section I: Advertising**

**Authors:** Aditi Shishoo

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Unit 1. Introduction to Advertising

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Unit 2. Process of Advertising

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Unit 3. Creative Process

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Unit 4. Advertising Media

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Unit 5. Advertising and Society

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## **Section II : Development Communication**

**Author:** Swapnil Kamble

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Unit 6. Understanding Development

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Unit 7. Development and Indian Thoughts

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Unit 8. Development Communication

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Unit 9. Role of the Media

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Unit 10. Development Journalism

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Unit 11. Development for Social Change

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## **Section III : Public Relations**

**Author:** Aditi Shishoo

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Unit 12. Foundations of Public Relations

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Unit 13. PR Structures, Roles and Professional Practice

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Unit 14. Applications of PR

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Unit 15. Tools, Techniques and Campaign Planning in PR

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Unit 16. Digital Public Relations and Media Engagement

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MCJ606

Journalism: Types and Applications

## Section I: Rural and Agriculture Journalism

**Authors:** Jitesh Pandey

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Unit 1. Rural Indian Society and Structure

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Unit 2. Agriculture in India

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Unit 3. Agricultural Economy and Rural Crisis

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Unit 4. New Trends in Agriculture and Agro Journalism

## Section II : Crime Journalism

**Author:** Sumit Dole

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Unit 5. The Ethics of Crime and Justice Coverage

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Unit 6. Law Enforcement Machinery

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Unit 7. Covering Crime

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Unit 8. Covering Courts

## Section III : Cultural Journalism

**Author:** Maheshkumar Munjale

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Unit 9. Theoretical Background of Art and Culture

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Unit 10. Art Forms in Culture Journalism

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Unit 11. Contemporary Themes and Challenges in Culture Journalism

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Unit 12. Practice of Culture Journalism

## Section IV : Sports Journalism

**Author:** Maheshkumar Munjale

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Unit 13. History, Society and Governance in Sports

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Unit 14. Sports Journalism and the Media Ecosystem

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Unit 15. Reporting and Writing Techniques in Sports Journalism

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Unit 16. History, Society and Governance in Sports

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