



भारतीय जन संचार संस्थान
Indian Institute of Mass
Communication
(Deemed to be University)

पश्चिम क्षेत्रीय परिसर अमरावती

मराठी पत्रकारिता

पदव्युत्तर पदविका

(PG Diploma in Marathi Journalism)

Detailed Syllabus as per NEP-2020

अभ्यासक्रम(Syllabus)

2026-2027

संपर्क

आयआयएमसी, पश्चिम क्षेत्रीय परिसर, अमरावती

संत गाडगे बाबा अमरावती विद्यापीठ, अमरावती

अमरावती (महाराष्ट्र) - ४४४६०२

ACADEMIC CALENDAR (2026–27)

S. No.	Academic Event	Odd Semester (I & III)	Even Semester (II & IV)
1	Commencement of Classes	Tuesday, 4 August 2026	Monday, 4 January 2027
2	Mid-Semester Recess	Saturday, 7 November 2026 to Sunday, 15 November 2026	Sunday, 7 March 2027 to Sunday, 14 March 2027
3	Resumption after Mid-Semester Recess	Monday, 16 November 2026	Monday, 15 March 2027
4	Last Day of Regular Classes	Friday, 27 November 2026	Thursday, 23 April 2027
5	Practical Examinations and Preparation Leave	28 November – 13 December 2026 (approx. 2 weeks)	24 April – 9 May 2027 (approx. 2 weeks)
6	Commencement of Theory Examinations	Monday, 14 December 2026	Monday, 11 May 2027
7	Winter Recess	Friday, 25 December 2026 to Sunday, 3 January 2027	—
8	Summer Vacation	—	Tuesday, 1 June 2027 to Monday, 20 July 2027 (7 weeks)

CREDIT AND HOUR JUSTIFICATION NOTE

Post Graduate Diploma in Marathi Journalism (PGDMJ)

Programme Duration: One Academic Year (Two Semesters)

Total Credits: 40 Credits

Total Teaching Hours: 810 Hours (Non- Credit hours- 90)

Semester Distribution

PROGRAMME SUMMARY

Category	Papers	Credits
Core Courses (CC)	PGDMJ001, PGDMJ002, PGDMJ003, PGDMJ006, PGDMJ007, PGDMJ008, PGDMJ009	30
Skill Enhancement Courses (SEC)	PGDMJ004, PGDMJ010	7
Ability Enhancement Course (AEC)	PGDMJ005	3
Total	10 Papers	40

CREDIT-HOUR FRAMEWORK

Component	Credits	Credit-Bearing Hours
Theory	26	390
Practical	14	420
Total Credit-Bearing Component	40	810

Additional Academic Engagement

Component	Hours
Tutorial / Mentoring / Portfolio Guidance (Non-Credit)	90
Total Contact Hours of the Programme	900

Semester-wise Detailed Plan COURSE STRUCTURE WITH CREDIT

Semester I

Course Code	Course Title	Theory Credit (Hours)	Practical Credit (Hours)	Tutorial Hours (Non-Credit)	Total Credit (Hours)
PGDMJ001	Foundations in Communication, Journalism and Research	3 (45)	1 (30)	6	4 (81)
PGDMJ002	History of Journalism, Media Laws, Ethics and Digital Governance	3 (45)	1 (30)	6	4 (81)
PGDMJ003	Reporting and Newsroom Practice	3 (45)	2 (60)	12	5 (117)
PGDMJ004	Digital Journalism, Emerging Technologies and AI	2 (30)	2 (60)	12	4 (102)
PGDMJ005	Media Literacy, Fact-Checking and Verification	2 (30)	1 (30)	9	3 (69)
Semester I Total		13 (195)	7 (210)	45	20 (450)

Semester II

Course Code	Course Title	Theory Credit (Hours)	Practical Credit (Hours)	Tutorial Hours (Non-Credit)	Total Credit (Hours)
PGDMJ006	Editing and News Production	3 (45)	2 (60)	12	5 (117)
PGDMJ007	Audio-Visual Journalism and Broadcast Production	2 (30)	2 (60)	12	4 (102)
PGDMJ008	Public Affairs, Development and Civic Journalism	3 (45)	1 (30)	6	4 (81)
PGDMJ009	Media Management and Public Relations	3 (45)	1 (30)	6	4 (81)
PGDMJ010	Advertising, Brand Communication and Event Management	2 (30)	1 (30)	9	3 (69)
Semester II Total		13 (195)	7 (210)	45	20 (450)

Semester-I

PGDMJ001: FOUNDATIONS IN COMMUNICATION, JOURNALISM AND RESEARCH

(संवाद, पत्रकारिता आणि संशोधनाचे मुलभूत घटक)

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Credits: 4

Theory	Internal	Total
70	30	100

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Tutorial: 6 Hours (Non-Credit)

Total Contact Hours: 81

1. COURSE RATIONALE

This foundational course introduces students to the conceptual, social, cultural, and research dimensions of communication and journalism. It provides an understanding of how communication processes shape public discourse, democratic participation, media institutions, and journalistic practice. The course combines classical communication theories with contemporary media realities, including digital communication environments, audience engagement, and data-informed journalism.

Special emphasis is placed on Indian communication traditions, Media and Information Literacy, research orientation, and critical thinking to prepare learners for advanced journalism courses. The paper serves as the intellectual foundation of the programme and supports reporting, editing, digital journalism, Media and Information Literacy, and public affairs journalism courses offered in subsequent semesters.

2. Course Objectives (COs)

CO1: Develop an understanding of communication concepts, processes, functions, and traditions.

CO2: Familiarise learners with major communication and media theories relevant to journalism and media studies.

CO3: Examine the relationship between media, society, democracy, and public discourse.

CO4: Analyse audience behaviour, media influence, and contemporary communication environments.

CO5: Introduce media research, academic inquiry, data literacy, and responsible use of digital research tools.

3. Course Learning Outcomes (CLOs)

After successful completion of this course, learners will be able to:

CLO1: Explain communication concepts, models, functions, and traditions.

CLO2: Apply communication and media theories to analyse contemporary media phenomena.

CLO3: Evaluate the relationship between media institutions, society, democracy, and public opinion.

CLO4: Interpret audience behaviour, media consumption patterns, and media effects.

CLO5: Apply basic research methods, academic writing skills, and data interpretation techniques in journalism and media contexts.

4. COURSE CONTENT

UNIT I: Communication in Contemporary Society (9 Hours)

- Meaning, nature, scope and significance of communication
- Elements and processes of communication
- Forms of communication: interpersonal, group, organisational and mass communication
- Barriers to communication

- Functions of communication
- Communication and social change
- Communication and public discourse
- Communication in networked societies
- Indian Saint Tradition and communication system

UNIT II: Communication Models and Indian Traditions (9 Hours)

- Aristotle's Model
- Lasswell's Model
- Shannon and Weaver Model
- Flow Models of Communication
- Communication traditions in India
- Oral traditions and storytelling traditions (Shruti Parampara, Shastrarth and Samvad traditions)
- Folk media and community communication
- Indigenous Communication Traditions and their contemporary relevance, Concept of Sadharanikaran and Sahridaya
- Strategic Communication of Shivaji Maharaj

UNIT III: Media, Society and Communication Theories (9 Hours)

- Uses and Gratifications Theory
- Agenda Setting Theory
- Cultivation Theory
- Framing Theory
- Media and democracy
- Media ownership and control
- Media pluralism and diversity
- Social responsibility of media
- Public sphere and digital public sphere

UNIT IV: Audiences, Media Effects and Digital Cultures (9 Hours)

- Concept and evolution of audiences
- Audience behaviour and segmentation
- Media consumption patterns
- Media effects and media influence
- Participatory culture
- User-generated content
- Digital audiences
- Media convergence
- Networked publics

UNIT V: Media Research Methods and Emerging Approaches (9 Hours)

- Meaning and scope of media research
- Qualitative and quantitative research
- Survey method
- Interview method
- Content analysis
- Ethics in media research
- Academic writing and referencing
- Avoiding plagiarism

- Data literacy for journalists
- Interpreting data and public opinion
- Digital research tools
- Introduction to Digital Methods in Media Research

5. PRACTICAL COMPONENT (30 HOURS)

A. Media Theory Application Exercises (8 Hours)

- Application of communication models to media content
- Theory-based analysis of journalism and social media examples

B. Audience Analysis Assignment (6 Hours)

- Audience profiling
- Media consumption analysis
- Platform usage studies

C. Research Essay and Academic Writing Project (12 Hours)

Students shall prepare an academic essay on a topic related to communication, journalism, media studies, audience behaviour, Indian communication traditions, or emerging media environments.

D. Presentation and Viva (4 Hours)

- Individual presentation
- Group presentation
- Discussion and defence of findings

6. INTERNAL ASSESSMENT (30 MARKS)

Component	Marks
Media Theory Application Exercises	8
Audience Analysis Assignment	6
Research Essay / Academic Writing Project	12
Presentation and Viva	4
Total	30

7. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO1, CO2	CLO1, CLO2
Unit III	CO2, CO3	CLO2, CLO3
Unit IV	CO3, CO4	CLO3, CLO4
Unit V	CO5	CLO5

8. Suggested Readings

- डॉ. धारूरकर वि.ल., जनसंवाद सिद्धांत, चैतन्य प्रकाशन, औरंगाबाद 2007
- पवार सुधाकर, संवादशास्त्र सिद्धांत, मानसन्मान प्रकाशन, पुणे 2002
- जोशी श्रीपाद भालचंद्र, संवाद शास्त्र, मंगेश प्रकाशन, नागपूर, 2001

- भांडारकर पु.ल., सामाजिक संशोधन पद्धती, महाराष्ट्र ग्रंथ निर्मिती मंडळ, नागपूर 1985
- गोळवलकर रमा, संवाद सिद्धांत, मंगेश प्रकाशन, नागपूर 2005
- डॉ.सुधीर भटकर, डॉ.विनोद निताळे, जनसंज्ञापन : माध्यमे आणि संस्कृती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2018
- डॉ.सुधीर भटकर, डॉ.विनोद निताळे, संशोधन पद्धती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2021
- डॉ.विनोद निताळे, संवाद आणि मीडिया संशोधन पद्धती, अथर्व पब्लिकेशन, जळगाव प्रथम आवृत्ती, 2025
- डॉ. मनोज सोनोने, जन संवादक संत गाडगे बाबा, जिजाऊ प्रकाशन, पुणे 2025
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- Schramm, W. & Roberts, D.F. (1971). The process and Effects of Mass Communication, Urbana, IL : University of Illinois Press.
- Fiske, J. (1982). Introduction of Communication Studies, Routledge, London.
- Narula, U., Communication Models, Atlantic Publishers, 2006.
- Wimmer, R.D. And Dominick, J.R. (2005). Mass Media Research, Wadsworth Publishing: London.
- Wimmer, Roger. D. & Dominick, Joseph. R. (2009). Mass Media Research: Processes, Approaches and Applications, New Delhi: Cengage Learning Wadsworth.
- Kothari, C. R. (2004). Research Methodology: Methods and Techniques, New Delhi: New Age International.
- Wimmer, Roger. D. & Dominick, Joseph. R. (2011). Mass Media Research: An Introduction, New Delhi: Wadsworth (Indian Edition).
- Treadwell, Donald. F. (2014). Introducing Communication Research-Paths of Inquiry, New Delhi: Sage.
- Berger, Arthur. Asa. (2005). Media Analysis Techniques. (Third Edition), California: Sage.
- Springer, J. Fred. Haas, Peter. J., Porowski, Allan. (2017). Applied Policy Research: Concepts and Cases. Routledge.

Semester-I

PGDMJ002: HISTORY OF JOURNALISM, MEDIA LAWS, ETHICS AND DIGITAL GOVERNANCE

(पत्रकारितेचा इतिहास, माध्यम कायदे, नीतिमत्ता आणि डिजिटल प्रशासन)

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Credits: 4

Theory	Internal	Total
70	30	100

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Tutorial: 6 Hours (Non-Credit)

Total Contact Hours: 81

1. COURSE RATIONALE

This course provides students with a comprehensive understanding of the historical evolution of journalism, the legal and ethical frameworks governing media practice, and contemporary challenges arising from digital communication environments. It examines journalism's role in democratic societies, traces the development of the press in India and globally, and introduces key media laws, professional ethics, and regulatory mechanisms.

The course further explores emerging concerns such as platform governance, digital rights, data protection, content moderation, and AI-mediated communication. By combining historical perspectives with contemporary regulatory issues, the course prepares students to practice journalism responsibly in an increasingly complex media ecosystem.

2. Course Objectives (COs)

The course aims to:

CO1: Understand the historical evolution of journalism and its contribution to democratic societies.

CO2: Familiarise learners with constitutional, legal, and regulatory frameworks governing media.

CO3: Develop an understanding of media ethics, accountability, and professional standards.

CO4: Examine contemporary challenges relating to digital governance, platform regulation, and digital rights.

CO5: Apply legal and ethical principles to journalistic decision-making and media practice.

3. Course Learning Outcomes (CLOs)

After successful completion of this course, learners will be able to:

CLO1: Explain major milestones in the history of journalism and the press.

CLO2: Interpret media laws and regulatory provisions relevant to journalism.

CLO3: Evaluate ethical issues and professional responsibilities in media practice.

CLO4: Analyse contemporary debates concerning digital governance, platform regulation, and information rights.

CLO5: Apply legal and ethical reasoning in professional journalistic contexts.

4. COURSE CONTENT

UNIT I: Journalism, Democracy and the Public Sphere (9 Hours)

- Journalism as a social institution
- Journalism and democracy

- Freedom of expression and public discourse
- Journalism as mission, profession and industry
- Public sphere and democratic participation
- Journalism and public accountability
- Press freedom and contemporary challenges
- Journalism in networked societies

UNIT II: History and Evolution of Journalism (9 Hours)

- Origins and development of journalism
- Emergence of newspapers and periodicals
- Growth of journalism in India
- Press and the Indian freedom movement
- Contributions of key journalist-reformers in India
- Beginning and development of Marathi journalism.
- Various aspects of Marathi journalism
- Chief Editor: Balshastri Jambhekar, Lokmanya Tilak, Gopal Ganesh Agarkar, Dr. Babasaheb Ambedkar and other social reformers' journalism
- Nature of journalism in various regions of Maharashtra – Vidarbha, Marathwada, North Maharashtra, Mumbai, Pune, Western Maharashtra
- Evolution of digital journalism

UNIT III: Media Laws and Regulatory Frameworks (9 Hours)

- Constitutional provisions relating to freedom of speech and expression
- Reasonable restrictions
- Defamation
- Contempt of Court
- Parliamentary privileges
- Copyright and intellectual property
- Key Provisions of BNS, BNSS, BSA
- Right to Information Act
- Media regulation in India
- Press Council of India
- Broadcasting and digital media regulation

UNIT IV: Media Ethics and Professional Standards (9 Hours)

- Concept and importance of media ethics
- Normative theories of the press
- Professional codes of conduct
- Truth, Accuracy, fairness and objectivity
- Privacy and public interest
- Ethical issues in visual journalism
- Ethical decision-making in journalism

UNIT V: Digital Governance, Platforms and Emerging Challenges (9 Hours)

- Digital governance and platform accountability
- Information Technology framework
- Digital Personal Data Protection Act
- Content moderation and platform regulation
- Digital rights and privacy
- Cross-border digital regulation

- Artificial Intelligence and media governance
- Platform liability and accountability
- Future challenges in media regulation

5. PRACTICAL COMPONENT (30 HOURS)

A. Media Law Case Analysis (8 Hours)

- Analysis of landmark judicial decisions
- Examination of media law case studies

B. Ethics and Professional Standards Exercises (8 Hours)

- Ethical dilemma discussions
- Professional decision-making exercises
- Analysis of media ethics violations

C. Policy and Media Law Review Assignment (10 Hours)

- Review of media regulation, digital governance, or platform policies.
- Preparation of analytical report

D. Presentation and Viva (4 Hours)

- Individual presentations
- Group discussions
- Viva voce

6. INTERNAL ASSESSMENT (30 Marks)

Component	Marks
Media Law Case Analysis	8
Ethics and Governance Exercises	8
Policy and Media Law Review Assignment	10
Presentation and Viva	4
Total	30

7. UNIT–CO–CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO1	CLO1
Unit III	CO2	CLO2
Unit IV	CO3, CO5	CLO3, CLO5
Unit V	CO4, CO5	CLO4, CLO5

8. Suggested Readings

- जोशी वैजयंती, वृत्तपत्रे व कायदे, मेहता पब्लिकेशन, पुणे 1992
- नटराजन एम., लोकशाही आणि वृत्तपत्र व्यवसाय, समाज प्रबोधन संस्था, पुणे
- लेले रा.के., मराठी वृत्तपत्रांचा इतिहास, कान्तीनेन्टल प्रकाशन, पुणे 1995
- कानडे रा.गो., मराठी नियतकालिकांचा इतिहास, कर्नाटक प्रकाशन, पुणे 1934
- जोशी वि.कृ.व लेले रा.के., वृत्तपत्रांचा इतिहास, प्राज्ञ प्रेस,वाई 1967

- अकलूजकर प्रसन्न कुमार, मराठी वृत्तपत्र सृष्टीचे अंतरंग, श्रीविद्या प्रकाशन, पुणे
- डॉ. विजय पवार, स्वातंत्र्य चळवळीत नागपूरच्या वृत्तपत्रांची भूमिका, डॉ बाबासाहेब आंबेडकर प्रतिष्ठान नागपूर, २०१५
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- Rangaswami, P. (1989). History of Journalism, Sterling Publications.
- Natarajan, J. (2000). History of Indian Press, Publications Division.
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- Jeffrey, Robin. (2000). India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press. New Delhi: Oxford University Press.
- Jain, M. P. (2023). Indian Constitutional Law (9th ed.). New Delhi: LexisNexis.
- Rao, B. S. N. (2021). Press Laws and Ethics of Journalism. New Delhi: Unicorn Books.
- Ravindranath, P. K. (2020). Press Laws and Ethics of Journalism. New Delhi: Authors Press.
- Aggarwal, Vir Bala. (2019). Media and Journalism: Laws and Regulations. New Delhi: Concept Publishing.
- Nariman, Fali S. (2018). India's Legal System: Can It Be Saved? New Delhi: Penguin Random House India.
- Singh, P. P. (2019). Media Laws and Ethics. New Delhi: Pearson India.
- Justice Markandey Katju. (2015). Freedom of Speech and Expression. New Delhi: Universal Law Publishing.
- Press Council of India. (Latest Edition). Norms of Journalistic Conduct. New Delhi: Press Council of India.
- Press Council of India. Annual Reports (Latest Available Editions).
- News Broadcasting & Digital Standards Authority (NBDSA). Guidelines and Advisory Documents.
- Editors Guild of India. Reports and Statements on Press Freedom and Media Ethics.
- Ward, Stephen J. A. (2019). Ethics and the Media: An Introduction. Cambridge: Cambridge University Press.
- Black, Jay, Steele, Bob & Barney, Ralph. (2017). Doing Ethics in Journalism. Boston: Allyn & Bacon.
- Christians, Clifford G., Fackler, Mark, Richardson, Kathy & Kreshel, Peggy. (2020). Media Ethics: Cases and Moral Reasoning (11th ed.). New York: Routledge.
- Plaisance, Patrick Lee. (2020). Media Ethics: Key Principles for Responsible Practice (3rd ed.). Thousand Oaks: Sage Publications.
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- Ward, Stephen J. A. (2018). Disrupting Journalism Ethics. London: Routledge.
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- Christians, Clifford G., Glasser, Theodore L., McQuail, Denis, Nordenstreng, Kaarle & White, Robert A. (2009). Normative Theories of the Media. Urbana: University of Illinois Press.
- McQuail, Denis. (2010). McQuail's Mass Communication Theory (6th ed.). London: Sage Publications.
- Napoli, Philip M. (2019). Social Media and the Public Interest: Media Regulation in the Disinformation Age. New York: Columbia University Press.
- Gillespie, Tarleton. (2018). Custodians of the Internet: Platforms, Content Moderation and the Hidden Decisions that Shape Social Media. New Haven: Yale University Press.
- Van Dijck, José, Poell, Thomas & de Waal, Martijn. (2018). The Platform Society: Public Values in a Connective World. Oxford: Oxford University Press.
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Semester-I

PGDMJ003: REPORTING AND NEWSROOM PRACTICE

(वार्ताकन आणि वृत्तकक्षाची कार्य पद्धती)

Course Category: Core Course (CC) | Credits: 5 (Theory: 3 | Practical: 2)

Credits: 5			
Theory	Internal	External practical	Total
50	30	20	100

Contact Hours:

Theory: 45 Hours

Practical: 60 Hours

Tutorial: 12 Hours (Non-Credit)

Total Contact Hours: 117

1. COURSE RATIONALE

Reporting remains the core function of journalism. This course equips learners with the knowledge, skills, and professional competencies required for gathering, verifying, interpreting, and presenting information across diverse journalistic contexts. It introduces students to news values, reporting techniques, interviewing, beat reporting, investigative approaches, and long-form storytelling.

The course retains the strong reporting tradition of journalism education while incorporating emerging practices such as data-informed reporting, mobile journalism, public records reporting, and collaborative investigations. Emphasis is placed on accuracy, public interest, ethical reporting, and newsroom professionalism.

2. Course Objectives (COs)

The course aims to:

CO1: Understand the principles, processes, and functions of news reporting.

CO2: Develop competencies in news writing, interviewing, and information gathering.

CO3: Familiarise learners with specialized and beat reporting.

CO4: Introduce data-informed, mobile, and investigative reporting practices.

CO5: Strengthen feature writing, analytical writing, and long-form storytelling skills.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Identify and evaluate newsworthy events and issues.

CLO2: Produce accurate, balanced, and professionally written news reports.

CLO3: Apply reporting skills across multiple beats and journalistic contexts.

CLO4: Utilize contemporary reporting tools and investigative approaches.

CLO5: Produce feature stories, profiles, analytical pieces, and long-form narratives

4. COURSE CONTENT

UNIT I: Foundations of News and Reporting (9 Hours)

- Concept, nature and definition of news
- News values and determinants of news worthiness
- Elements of news
- Sources of news
- News gathering techniques
- Functions and responsibilities of a reporter

- Accuracy, attribution and fairness
- Public-interest journalism
- Reporting in contemporary media environments

UNIT II: News Writing and Interviewing Techniques (9 Hours)

- Structure of news stories
- Inverted pyramid style
- Leads and intro writing
- News story development
- Backgrounding and contextualization
- Interview planning and preparation
- Interview techniques
- Question framing
- Reporting from press conferences and public events

UNIT III: Beat Reporting and Specialized Journalism (9 Hours)

- Political reporting
- Investigative political reporting
- Campaign reporting
- Court reporting
- Crime reporting
- Business and economic reporting
- Health reporting
- Science and technology reporting
- Environment and climate reporting
- Sports reporting
- International and crisis Reporting

UNIT IV: Data, Mobile and Investigative Reporting (9 Hours)

- Data Journalism and Data-informed Reporting
- OSINT and Digital Investigations
- Investigative journalism
- Records-based reporting and public information systems
- Collaborative and cross-border investigations

UNIT V: Feature, Opinion and Long-form Journalism (9 Hours)

- Feature writing
- Human-interest stories
- Profiles and personality sketches
- Editorials and opinion writing
- Reviews and critical writing
- Narrative journalism
- Explanatory journalism

5. PRACTICAL COMPONENT (60 HOURS)

A. Hard News Reporting Portfolio (20 Hours)

- Five hard news reports
- Event-based reporting assignments

B. Beat Reporting Portfolio (15 Hours)

- Political, civic, business, environmental or social sector reporting

C. Interview and Profile Writing (10 Hours)

- Personality profile
- Interview-based feature

D. Data Reporting Assignment (10 Hours)

- Data-supported report

E. Portfolio Presentation and Viva (5 Hours)**6. INTERNAL ASSESSMENT (30 Marks)**

Component	Marks
Reporting Assignments	15
Class Test	5
Portfolio Review and Presentation	10
Total	30

7. EXTERNAL PRACTICAL / VIVA (20 Marks)

Component	Marks
Reporting Portfolio	10
Viva Voce	10
Total	20

8. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

9. Suggested Readings

- माळी सुनील, वार्ताकन, राजहंस प्रकाशन, पुणे 2005
- ताम्हणे चंद्रकांत, वार्ता लेखन, पॉप्युरल प्रकाशन, मुंबई
- डॉ. गव्हाणे सुधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर
- कुलकर्णी एस.के. वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
- डॉ. धारुरकर वि.ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद
- गोखले अरविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे
- कुलकर्णी एस.के., पाउले पत्रकारितेची, सकाळ प्रकाशन, पुणे
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- Farrell, M. (2010). Newspapers: A complete guide to the industry, Peter Lang.
- Plaisance, Patrick Lee. (2020). Media Ethics: Key Principles for Responsible Practice (3rd ed.). Thousand Oaks: Sage Publications.
- UNESCO. (2021). Journalism, Fake News and Disinformation: Handbook for Journalism Education and Training.

Semester-I

PGDMJ004: DIGITAL JOURNALISM, EMERGING TECHNOLOGIES AND AI

(डिजिटल पत्रकारिता, उदयोन्मुख तंत्रज्ञान आणि कृत्रिम बुद्धिमत्ता)

Course Category: Skill Enhancement Course (SEC)

Credits: 4 (Theory: 2 | Practical: 2 Credits)

Credits: 4			
Theory	Internal	External Practical	Total
40	40	20	100

Contact Hours:

Theory: 30 Hours

Practical: 60 Hours

Tutorial: 12 Hours (Non-Credit)

Total Contact Hours: 102

1. COURSE RATIONALE

Digital technologies have transformed journalism, news production, audience engagement, and media consumption. Journalists today are expected to work across platforms, understand digital publishing environments, interpret audience analytics, and responsibly integrate emerging technologies into editorial workflows.

This course introduces learners to the principles and practices of digital journalism while developing competencies in digital storytelling, content management, audience development, analytics, and technology-enabled news production. It further examines emerging technologies, including artificial intelligence, and their implications for journalism, public communication, and media institutions.

The course emphasizes transferable skills rather than platform-specific training, ensuring long-term professional relevance in a rapidly evolving media environment.

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2. Course Objectives (COs)

The course aims to:

CO1: Understand the evolution, characteristics, and ecosystem of digital journalism.

CO2: Develop skills in digital storytelling and multimedia content production.

CO3: Familiarise learners with digital publishing systems, audience engagement strategies, and community-building approaches.

CO4: Introduce analytics, data-informed decision-making, and emerging technologies in journalism.

CO5: Examine opportunities, limitations, and ethical implications of artificial intelligence in journalism.

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3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain the structure and functioning of digital journalism ecosystems.

CLO2: Produce digital-first journalistic content for multiple platforms.

CLO3: Apply digital publishing and audience engagement strategies.

CLO4: Interpret audience analytics and emerging technological trends.

CLO5: Evaluate the role of AI and other emerging technologies in journalism and media industries.

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3. COURSE CONTENT

UNIT I: Digital Journalism Ecosystem and News Platforms (6 Hours)

- Evolution of digital journalism
- Characteristics of digital news environments
- Platform journalism

- Online newsrooms
- News consumption in digital environments
- Creator economy and journalism
- Digital transformation of media organizations

UNIT II: Digital Storytelling and Multimedia Content (6 Hours)

- Principles of digital storytelling
- Writing for digital audiences
- Interactive storytelling
- Visual communication fundamentals
- Multimedia content planning
- Story formats across digital platforms
- Cross-platform journalism

UNIT III: Digital Publishing and Audience Engagement (6 Hours)

- Content Management Systems (CMS)
- Web publishing workflows
- Newsletter journalism
- Audience development strategies
- Audience Retention and Membership Strategies
- Reader revenue models

UNIT IV: Analytics, Data and Emerging Technologies (6 Hours)

- Audience analytics and engagement metrics
- Web metrics and engagement indicators
- Search visibility and discoverability
- Automation in journalism
- Emerging media technologies
- Innovation in newsrooms

UNIT V: Artificial Intelligence and the Future of Journalism (6 Hours)

- Introduction to AI in journalism
- Generative AI applications
- AI-assisted editorial workflows
- Human oversight and accountability
- Ethical considerations in AI journalism
- Future implications of AI for media industries

5. PRACTICAL COMPONENT (60 HOURS)

A. Digital Storytelling Portfolio (15 Hours)

- Digital news stories
- Interactive storytelling exercises

B. Publishing and Audience Development Project (15 Hours)

- CMS publishing exercises
- Newsletter creation
- Audience engagement plan

C. Analytics and Data Assignment (10 Hours)

- Audience analytics interpretation
- Data visualization exercise

D. AI-Assisted Journalism Project (15 Hours)

- AI-supported research workflow
- AI-assisted editorial production exercise
- Ethical assessment report

E. Portfolio Presentation and Viva (5 Hours)**6. INTERNAL ASSESSMENT (40 Marks)**

Component	Marks
Digital Storytelling Portfolio	15
Publishing and Audience Development Project	10
Analytics and Data Assignment	5
Presentation and Participation	10
Total	40

7. EXTERNAL PRACTICAL / VIVA (20 Marks)

Component	Marks
Digital Portfolio	10
Viva Voce	10
Total	20

8. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

9. Suggested Readings

- आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे 1999
- योगेश बोराटे, सोशल मीडिया, अथर्व प्रकाशन, जळगाव
- डॉ. शिवाजी जाधव, डिजिटल जर्नालिझम, ब्लूरोज पब्लिशर, न्यू दिल्ली
- विश्वनाथ गरुड, डिजिटल बातम्या आणि एस.ई.ओ. –गमभन प्रकाशन, पुणे.
- विश्वनाथ गरुड, डिजिटल पत्रकारिता, गमभन प्रकाशन, पुणे
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- Burum, I., & Quinn, S. (2015). MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad. Routledge.
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- Marconi, Francesco. (2020). Newsmakers: Artificial Intelligence and the Future of Journalism. New York: Columbia University Press.
- Kohli-Khandekar, Vanita. (2023). The Indian Media Business (5th ed.). New Delhi: Sage Publications.

Semester-I

PGDMJ005: MEDIA LITERACY, FACT-CHECKING AND VERIFICATION

(माध्यम साक्षरता, तथ्य तपासणी आणि पडताळणी)

Course Category: Ability Enhancement Course (AEC)

Credits: 3 (Theory: 2 | Practical: 1)

Credits: 3			
Theory	Internal	External Practical	Total
50	30	20	100

Contact Hours:

Theory: 30 Hours

Practical: 30 Hours

Tutorial: 9 Hours (Non-Credit)

Total Contact Hours: 69

1. COURSE RATIONALE

Contemporary societies are characterized by information abundance, algorithmic content distribution, and rapidly evolving digital communication environments. Citizens and journalists alike must possess the ability to critically evaluate information, identify misinformation, and verify digital content before dissemination.

This course introduces learners to Media and Information Literacy, information ecosystems, fact-checking methodologies, verification practices, and emerging challenges posed by artificial intelligence and synthetic media. It aims to develop critical thinking, responsible information consumption, and professional verification competencies essential for journalism and democratic citizenship.

The course combines conceptual understanding with hands-on verification exercises, preparing students to navigate complex information environments and contribute to trustworthy journalism.

2. Course Objectives (COs)

The course aims to:

CO1: Develop critical understanding of Media and Information Literacy and contemporary information ecosystems.

CO2: Examine misinformation, disinformation, propaganda, and information disorder.

CO3: Introduce fact-checking principles and professional verification workflows.

CO4: Develop competencies in digital verification and source evaluation.

CO5: Analyse challenges posed by AI-generated content, deepfakes, and synthetic media.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Critically evaluate media messages, information sources, and communication environments.

CLO2: Identify different forms of information disorder and manipulation.

CLO3: Apply fact-checking methodologies and verification techniques.

CLO4: Assess the credibility and authenticity of digital information.

CLO5: Evaluate emerging challenges relating to AI-generated content and information integrity.

4. COURSE CONTENT

UNIT I: Understanding Media and Information Ecosystems (6 Hours)

- Concept and significance of Media and Information Literacy
- Information literacy and news literacy
- Media ownership and influence
- Platform power and digital intermediaries

- Algorithmic curation of information
- Attention economy
- Digital Citizenship and Information Resilience
- Critical consumption of media content

UNIT II: Information Disorder and Digital Manipulation (6 Hours)

- Misinformation
- Disinformation
- Malinformation
- Propaganda and persuasion
- Conspiracy communities and networked misinformation
- Echo chambers and filter bubbles
- Algorithmic amplification
- Manipulation in digital environments

UNIT III: Fact-Checking and Verification Workflows (6 Hours)

- Fact-checking principles
- Verification workflow
- Source evaluation
- Evidence assessment
- Fact-checking organizations
- Accountability and corrections
- Transparency in journalism
- Ethical responsibilities of fact-checkers

UNIT IV: Digital Verification and OSINT Techniques (6 Hours)

- Verification of user-generated content
- Reverse image search
- Reverse video search
- Metadata awareness
- Geolocation fundamentals
- Open-Source Intelligence (OSINT) concepts
- Verification of social media content
- Source authentication practices

UNIT V: AI, Deepfakes and Information Integrity (6 Hours)

- Artificial Intelligence and information ecosystems
- Generative AI and media production
- Deepfakes and synthetic media
- AI-generated misinformation
- Detection approaches
- Ethical challenges of AI-generated content
- Information integrity frameworks

5. PRACTICAL COMPONENT (30 HOURS)

A. Media and Information Literacy Exercises (6 Hours)

- Critical evaluation of news content
- Analysis of media narratives
- Examination of information sources

B. Fact-Checking Assignments (8 Hours)

- Fact-checking of public claims
- Verification reports
- Evidence assessment exercises

C. Verification and OSINT Exercises (10 Hours)

- Reverse image search exercises
- Reverse video search exercises
- Geolocation practice
- User-generated content verification

D. Deepfake and AI Content Analysis (4 Hours)

- Identification and assessment of synthetic media
- Evaluation of AI-generated content

E. Portfolio Presentation and Viva (2 Hours)**6. INTERNAL ASSESSMENT (30 MARKS)**

Component	Marks
Media and Information Literacy Exercises	5
Fact-Checking Assignments	10
Verification & OSINT Portfolio	10
Presentation and Viva	5
Total Internal Assessment	30

External Practical/Viva (20 Marks)**7. UNIT–CO–CLO ALIGNMENT**

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

8. Suggested Readings

- आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे 1999
- योगेश बोराटे, सोशल मीडिया, अथर्व प्रकाशन, जळगाव
- डॉ. शिवाजी जाधव, डिजिटल जर्नालिझम, ब्लूरोज पब्लिशर, न्यू दिल्ली
- विश्वनाथ गरुड, डिजिटल बातम्या आणि एस.ई.ओ. –गमभन प्रकाशन, पुणे.
- विश्वनाथ गरुड, डिजिटल पत्रकारिता, गमभन प्रकाशन, पुणे
- डॉ विजय पवार, प्रसार माध्यमे कालची आणि आजची, लाखे प्रकाशन नागपूर २०२४
- Adornato, A. (2017). Mobile & Social Media Journalism: A practical guide. CQ Press.

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- UNESCO. (2021). Media and Information Literate Citizens: Think Critically, Click Wisely. Paris: UNESCO.
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- IFCN (International Fact-Checking Network). Code of Principles.
- Poynter Institute. Fact-Checking Resources and Training Modules.
- Reuters Institute. Trust in News Reports and Fact-Checking Studies.
- UNESCO. (2021). Journalism, Fake News and Disinformation: Handbook for Journalism Education and Training.
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- Posetti, Julie & Bontcheva, Kalina. (2020). Disinfodemic: Deciphering COVID-19 Disinformation. UNESCO.
- Chesney, Robert & Citron, Danielle. (2019). Deep Fakes: A Looming Challenge for Privacy, Democracy and National Security. California Law Review.
- Vaccari, Cristian & Chadwick, Andrew. (2020). Deepfakes and Disinformation. Social Media + Society.

Semester-II

PGDMJ006: EDITING AND NEWS PRODUCTION

(संपादन आणि बातमी निर्मिती)

Course Category: Core Course (CC) | Credits: 5 (Theory: 3 | Practical: 2)

Credits: 5			
Theory	Internal	External Practical	Total
50	30	20	100

Contact Hours:

Theory: 45 Hours

Practical: 60 Hours

Tutorial: 12 Hours (Non-Credit)

Total Contact Hours: 117

1. COURSE RATIONALE

Editing is central to journalistic credibility, accuracy, readability, and audience engagement. Editors play a critical role in shaping news narratives, ensuring factual accuracy, maintaining ethical standards, and organizing content for diverse media platforms.

This course introduces students to the principles and practices of editing and news production across print, digital, and converged media environments. It develops competencies in copy editing, headline writing, news selection, page design, content packaging, and editorial decision-making. The course further examines emerging newsroom workflows, audience-centric editing, and technology-assisted editorial practices while preserving the core values of professional journalism.

2. COURSE OBJECTIVES

CO1: Understand editorial functions, responsibilities, and newsroom workflows.

CO2: Develop proficiency in copy editing, rewriting, and headline writing.

CO3: Familiarise learners with news selection, content organization, and editorial judgment.

CO4: Introduce principles of page design, visual presentation, and news production.

CO5: Examine digital editing practices, audience engagement, and emerging editorial trends.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain editorial structures and newsroom production processes.

CLO2: Edit journalistic content for clarity, accuracy, coherence, and readability.

CLO3: Demonstrate effective headline writing, news packaging, and content presentation skills.

CLO4: Apply design and production principles to journalistic outputs.

CLO5: Evaluate contemporary editorial practices and digital newsroom innovations.

4. COURSE CONTENT

UNIT I: Foundations of News Editing (9 Hours)

- Meaning, scope and importance of editing
- Editorial functions and responsibilities
- Editorial structures and newsroom workflows
- Gatekeeping and editorial judgment
- News selection and prioritization
- Editorial values and standards
- Role of editors in democratic societies

UNIT II: Copy Editing and Headline Writing (9 Hours)

- Principles of copy editing
- Language, style and readability
- Editing for clarity and precision
- Fact-checking during editing
- Rewriting and restructuring stories
- Headline writing
- Sub-heads, decks and summaries
- Photo editing, Captions and cutlines

UNIT III: News Packaging and Editorial Presentation (9 Hours)

- News organization and content hierarchy
- Story placement and prioritization
- Editorial balance and diversity
- Packaging of news content
- Editorial planning
- Multi-platform news packaging
- Special pages and thematic content
- Magazine and feature presentation

UNIT IV: Page Design and News Production (9 Hours)

- Principles of page design
- Layout and makeup
- Typography fundamentals
- Visual hierarchy
- Graphic elements in journalism
- Infographics and visual communication
- Print and digital production workflows
- Contemporary newsroom production systems

UNIT V: Digital Editing and Emerging Editorial Practices (9 Hours)

- Editing for websites and mobile platforms
- Audience-centric editing
- Search visibility and discoverability
- Cross-platform content creation
- Live blogs and explainers
- Multimedia editing workflows
- AI-assisted editing and automation
- Editorial accountability in digital environments

5. PRACTICAL COMPONENT (60 HOURS)**A. Copy Editing Exercises (15 Hours)**

- Editing news reports
- Editing feature stories
- Rewriting assignments

B. Headline Writing Portfolio (10 Hours)

- Headlines
- Sub-heads
- Captions and summaries

C. News Packaging Exercises (10 Hours)

- Story placement
- Editorial planning
- News presentation

D. Page Design and Production Portfolio (20 Hours)

- Page layout exercises
- Magazine layout
- News page design
- Infographic integration

E. Portfolio Presentation and Viva (5 Hours)**6. INTERNAL ASSESSMENT (30 MARKS)**

Component	Marks
Copy Editing Assignments	10
Headline and Packaging Exercises	5
Production Portfolio	10
Presentation and Participation	5
Total	30

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Component	Marks
Editing and Production Portfolio	10
Viva Voce	10
Total	20

8. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

9. SUGGESTED READINGS

- माळी सुनील,वार्ताकन, राजहंस प्रकाशन, पुणे 2005
- ताम्हणे चंद्रकांत ,वार्ता लेखन, पॉप्युरल प्रकाशन, मंबुई
- डॉ. गव्हाणे सुधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर
- कुलकर्णी एस.के.वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
- डॉ. धारूरकर वि.ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद
- गोखले अरविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे

- कुलकर्णी एस.के., पाउले पत्रकारितेची, सकाळ प्रकाशन, पुणे
- Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers.
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- Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
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- Frost, C. (2001). Reporting for Journalists, Routledge, London.
- Garrison, B. (2000). Advance Reporting, LEA.
- Hakemulder, J. & Singh, J.R. (1990), News Agency Journalism.
- Natarajan and Chakraborty: Oyvkcatauib (1995): Defence Reporting in Indai: The Communication Gap, Trishul Publications.
- Aamidor A. (2002). Real Feature Writing, Lawrence Erlbaum Associates Publishers.
- Thomas, EC (@001). Economic and Business Journalism, Sterling Publishers Pvt. Ltd.
- Kuhn & Neveu (2008). Political Journalism, Sterling Publishers Pvt. Ltd.
- Rogers, G. (1993). Editing for Print, Mocdonald Book.
- Prasad, S. (1993). Editors on Editing/HY, National book Trust.
- Hodgson, F.W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
- Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
- Bowles, A.D. (2011). Creative Editing, Wadsworth.
- Farrell, M. (2010). Newspapers: A complete guide to the industry, Peter Lang.

Semester-II

PGDMJ007: AUDIO-VISUAL JOURNALISM AND BROADCAST PRODUCTION

(दृक-श्राव्य पत्रकारिता, निर्मिती आणि प्रसारण)

Course Category: Core Course (CC) | Credits: 4 (Theory: 2 | Practical: 2)

Credits: 4			
Theory	Internal	External Practical	Total
40	40	20	100

Contact Hours:

Theory: 30 Hours

Practical: 60 Hours

Tutorial: 12 Hours (Non-Credit)

Total Contact Hours: 102

1. COURSE RATIONALE

Audio-visual journalism occupies a central place in contemporary media ecosystems. Journalists today are expected to produce content across radio, television, digital video, streaming platforms, podcasts, and mobile-first environments. This course introduces students to the principles and practices of audio-visual journalism and broadcast production. It develops competencies in broadcast writing, audio production, video production, presentation, interviewing, storytelling, and multimedia content creation.

The course preserves the traditional strengths of radio and television journalism while incorporating digital video journalism, podcasting, mobile journalism, and converged newsroom practices. Emphasis is placed on storytelling, production quality, audience engagement, and professional ethics.

2. COURSE OBJECTIVES

CO1: Understand the nature, characteristics, and evolution of audio-visual journalism.

CO2: Develop competencies in broadcast writing and audio-visual storytelling.

CO3: Familiarise learners with audio and video production processes.

CO4: Build skills in presentation, interviewing, and broadcast news production.

CO5: Examine emerging practices in digital video journalism, podcasting, and mobile journalism.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain principles and practices of audio-visual journalism.

CLO2: Produce scripts and storyboards for broadcast and digital media.

CLO3: Apply audio and video production techniques effectively.

CLO4: Demonstrate professional presentation and interviewing skills.

CLO5: Produce content suitable for contemporary digital and mobile environments.

4. COURSE CONTENT

UNIT I: Foundations of Audio-Visual Journalism (6 Hours)

- Nature and characteristics of audio-visual journalism
- Broadcast journalism and public communication
- Converged newsroom environments
- Ethics in audio-visual journalism
- Evolution of broadcast and streaming media

UNIT II: Broadcast Writing and Storytelling (6 Hours)

- Writing for the ear and the eye

- Broadcast news writing
- Script writing for radio and television
- Storyboarding
- Visual storytelling
- News bulletins and programme formats
- Audio-visual narrative structures

UNIT III: Audio Production and Podcast Journalism (6 Hours)

- Fundamentals of sound recording
- Audio production workflows
- Voice and narration techniques
- Interview recording
- Audio editing concepts
- Podcast journalism
- Audio storytelling and audience engagement

UNIT IV: Video Journalism and Broadcast Production (6 Hours)

- Camera fundamentals
- Shot composition and visual grammar
- Lighting principles
- Video production workflows
- Video editing concepts
- News packaging
- Studio, field and remote production workflows

UNIT V: Digital Video Journalism and Emerging Practices (6 Hours)

- Mobile Journalism (MoJo)
- Short-form video journalism
- Live streaming
- Social video storytelling
- Multi-platform content production
- AI-assisted production tools
- Future trends in audio-visual journalism

5. PRACTICAL COMPONENT (60 HOURS)

A. Broadcast Script Writing Portfolio (10 Hours)

- Radio scripts
- Television scripts
- Audio-visual story planning

B. Audio Production Exercises (15 Hours)

- Voice recording
- Interview recording
- Audio story production
- Podcast creation

C. Video Production Exercises (20 Hours)

- Camera exercises
- News package production
- Field reporting

- Video story production

D. Mobile Journalism Project (10 Hours)

- Smartphone-based story production
- Social video content

E. Portfolio Presentation and Viva (5 Hours)

6. INTERNAL ASSESSMENT (40 MARKS)

Component	Marks
Broadcast Script Portfolio	10
Audio Production Assignments	10
Video Production Portfolio	10
Presentation and Participation	10
Total	40

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Component	Marks
Audio-Visual Portfolio	10
Viva Voce	10
Total	20

8. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

9. Suggested Readings

- कोरडे पुरुषोत्तम, नभोवाणी माध्यम, श्रीविद्या प्रकाशन, पुणे
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Semester-II

PGDMJ008: PUBLIC AFFAIRS, DEVELOPMENT AND CIVIC JOURNALISM

(सार्वजनिक व्यवहार, विकास आणि नागरी पत्रकारिता)

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Credits: 4

Theory	Internal	Total
70	30	100

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Tutorial: 6 Hours (Non-Credit)

Total Contact Hours: 81

1. COURSE RATIONALE

Public-interest journalism plays a vital role in strengthening democracy, accountability, citizen participation, and informed public discourse. Journalists are increasingly expected to interpret governance processes, public policies, development challenges, environmental concerns, and civic issues for diverse audiences.

This course introduces learners to public affairs journalism, development journalism, policy reporting, environmental journalism, and civic engagement. It examines journalism's role in promoting transparency, accountability, and democratic participation while exploring contemporary approaches such as solutions journalism and constructive reporting.

The course combines traditional public affairs reporting with emerging concerns, including climate change, sustainability, social justice, and citizen-centred journalism.

2. COURSE OBJECTIVES

CO1: Understand the concepts, scope, and significance of public affairs journalism.

CO2: Examine development processes and development communication perspectives.

CO3: Develop competencies in governance, policy, and civic reporting.

CO4: Analyse environmental, sustainability, and social justice issues from journalistic perspectives.

CO5: Introduce solutions-oriented and citizen-centred approaches to journalism.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain the role of journalism in governance, development, and public affairs.

CLO2: Interpret development and public policy issues critically.

CLO3: Apply reporting skills to civic, governance, and public-interest issues.

CLO4: Analyse environmental, social, and sustainability concerns through journalistic frameworks.

CLO5: Produce solutions-oriented and community-centred journalistic content.

4. COURSE CONTENT

UNIT I: Public Affairs, Governance and Journalism (9 Hours)

- Concept and scope of public affairs journalism
- Journalism and democratic governance
- Transparency and accountability
- Public institutions and governance systems
- Journalism and public participation
- Citizen-centred journalism
- Public-interest reporting
- Journalism and democratic responsibility

UNIT II: Development Communication and Development Journalism (9 Hours)

- Concept of development
- Development communication approaches
- Development journalism
- Rural and urban development issues
- Health journalism
- Education journalism
- Inclusion, equity and development
- Sustainable Development Goals (SDGs)
- Inclusive development perspectives

UNIT III: Public Policy, Institutions and Civic Reporting (9 Hours)

- Public policy processes
- Legislative reporting and parliamentary processes
- Election reporting
- Local governance and municipal reporting
- Federalism and Centre–State relations
- Judiciary and public institutions
- Budget and public finance reporting
- Civic engagement and citizen participation
- Public Accountability Institutions (CAG, Lokpal, Information Commissions, Regulatory Bodies)

UNIT IV: Environment, Sustainability and Social Justice Reporting (9 Hours)

- Environmental journalism
- Climate change reporting
- Sustainability reporting
- Disaster reporting
- Human rights reporting
- Social justice journalism
- Reporting marginalized communities
- Ethical considerations in sensitive reporting

UNIT V: Solutions Journalism and Community-Centred Storytelling (9 Hours)

- Principles of solutions journalism
- Constructive journalism
- Community-centred reporting
- Evidence-based storytelling
- Impact-oriented journalism
- Public engagement and trust-building
- Journalism for social change
- Future directions in public-interest journalism

5. PRACTICAL COMPONENT (30 HOURS)

A. Public Affairs Reporting Assignment (8 Hours)

- Governance-related reporting
- Civic issue reporting

B. Development Reporting Project (8 Hours)

- Health, education, rural affairs, agriculture, women and child development or human development reporting

C. Policy and Institution Reporting Exercise (6 Hours)

- Policy analysis
- Budget or institutional reporting

D. Solutions Journalism Case Study (4 Hours)

- Analysis of successful solutions journalism projects

E. Presentation and Viva (4 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Component	Marks
Public Affairs Reporting Assignment	10
Development Reporting Project	10
Solutions Journalism Case Study	5
Presentation and Viva	5
Total	30

7. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

8. SUGGESTED READINGS

- डॉ. धारूरकर वि. ल. विकास संवादाची नवी क्षितिजे, चैतन्य प्रकाशन औरंगाबाद, 2000
- डॉ. निताळे विनोद, डॉ.भटकर, डॉ.सोरडे, माध्यमे आणि सामाजिक बदल, अथर्व पब्लीकेशन, जळगाव २०१७
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- United Nations Development Programme (UNDP). *Sustainable Development Goals Resources*.
- UNESCO. *Communication and Sustainable Development Resources*.
- World Bank. *World Development Reports* (Latest Editions).
- OECD. *Development Co-operation Reports*.

Semester-II

PGDMJ009: MEDIA MANAGEMENT AND PUBLIC RELATIONS

(माध्यम व्यवस्थापन आणि जनसंपर्क)

Course Category: Core Course (CC) | Credits: 4 (Theory: 3 | Practical: 1)

Credits: 4

Theory	Internal	Total
70	30	100

Contact Hours:

Theory: 45 Hours

Practical: 30 Hours

Tutorial: 6 Hours (Non-Credit)

Total Contact Hours: 81

1. COURSE RATIONALE

Media organizations today operate in highly competitive, technologically dynamic, and economically complex environments. Journalists and communication professionals increasingly require an understanding of media management, organizational structures, revenue systems, stakeholder engagement, and strategic communication processes. This course introduces learners to the principles and practices of media management and public relations. It examines media ownership, organizational structures, business models, public relations processes, corporate communication, and emerging trends in media entrepreneurship. The course aims to develop managerial awareness and communication competencies required for leadership roles in media organizations, public institutions, corporate sectors, and communication industries.

2. COURSE OBJECTIVES

CO1: Understand principles and functions of media management.

CO2: Examine media organizations, ownership patterns, and business models.

CO3: Develop competencies in public relations and stakeholder communication.

CO4: Analyse corporate communication, reputation management, and crisis communication practices.

CO5: Explore media entrepreneurship, innovation, and emerging trends in communication industries.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain management functions and organizational structures in media institutions.

CLO2: Analyse media economics, sustainability, and revenue models.

CLO3: Develop professional public relations and stakeholder communication strategies.

CLO4: Apply corporate communication and reputation management principles.

CLO5: Evaluate innovation, entrepreneurship, and emerging developments in media industries.

4. COURSE CONTENT

UNIT I: Media Organizations and Management Principles (9 Hours)

- Nature and scope of media management
- Functions of management
- Planning, organizing, staffing, directing and controlling
- Media ownership patterns
- Organizational structures of media institutions
- Leadership and decision-making
- Human resource management in media organizations
- Media governance and organizational culture

UNIT II: Media Economics and Sustainable Business Models (9 Hours)

- Media economics
- Revenue models in print, broadcast and digital media
- Reader revenue models
- Crowdfunding journalism
- Non-profit and philanthropic journalism
- Audience markets and sustainability challenges

UNIT III: Public Relations and Stakeholder Communication (9 Hours)

- Concept and evolution of public relations
- Public relations process
- Stakeholder identification and engagement
- Media relations
- Press releases and media briefs
- Public relations campaigns
- Government and institutional public relations, PIB, State DGIPR
- Ethics in public relations

UNIT IV: Corporate Communication and Reputation Management (9 Hours)

- Corporate communication
- Internal communication
- Corporate identity and image
- Reputation management
- Crisis communication
- Corporate social responsibility communication
- Digital public relations
- Communication during organizational change

UNIT V: Media Entrepreneurship and Emerging Trends (9 Hours)

- Media entrepreneurship
- Entrepreneurial journalism
- Media startups
- Independent journalism ventures
- Creator economy and media businesses
- Innovation in communication industries
- Artificial intelligence and media management
- Future trends in media and communication

5. PRACTICAL COMPONENT (30 HOURS)**A. Public Relations Writing Portfolio (8 Hours)**

- Press releases
- Media briefs
- Background notes

B. Stakeholder Communication Project (6 Hours)

- Communication planning
- Stakeholder mapping

C. Crisis Communication Exercise (6 Hours)

- Crisis response planning

- Communication strategy development

D. Media Startup Business Canvas (6 Hours)

- Media venture planning
- Entrepreneurial journalism proposal

E. Presentation and Viva (4 Hours)

6. INTERNAL ASSESSMENT (30 MARKS)

Component	Marks
PR Writing Portfolio	10
Stakeholder Communication Project	5
Media Startup Business Canvas	10
Presentation and Viva	5
Total	30

7. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

8. SUGGESTED READINGS

- डॉ. धारूरकर वि.ल., जनसंपर्क मीमांसा, रामराज्य प्रकाशन, औरंगाबाद
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- पत्की वि.वा., जनसंपर्क, राजहंस प्रकाशन, पुणे
- डॉ.भटकर सुधीर, प्रा.निताळे विनोद, कॉर्पोरेट कम्युनिकेशन, प्रशांत पब्लिकेशन, जळगाव, प्रथम आवृत्ती २०१६
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Semester-II

PGDMJ010: ADVERTISING, BRAND COMMUNICATION AND EVENT MANAGEMENT

(जाहिरात, ब्रँड संवाद आणि मोहीम व्यवस्थापन)

Course Category: Skill Enhancement Course (SEC)

Credits: 3 (Theory: 2 | Practical: 1)

Credits: 3

Theory	Internal	External Practical	Total
50	30	20	100

Contact Hours:

Theory: 30 Hours

Practical: 30 Hours

Tutorial: 9 Hours (Non-Credit)

Total Contact Hours: 69

1. COURSE RATIONALE

Advertising and brand communication have evolved significantly in the digital era. Contemporary communication professionals must understand how brands engage audiences through integrated campaigns, digital platforms, content strategies, experiential communication, and events. This course introduces students to advertising principles, brand communication strategies, campaign planning, digital advertising, and event management. It develops creative and strategic competencies required for communication industries while maintaining relevance for journalism graduates who increasingly work in integrated media and communication environments.

The course also examines emerging developments such as influencer communication, creator economies, personalized communication, and AI-enabled advertising practices.

2. COURSE OBJECTIVES

CO1: Understand the principles and processes of advertising and brand communication.

CO2: Develop competencies in creative communication and campaign planning.

CO3: Examine integrated communication strategies across traditional and digital platforms.

CO4: Introduce event planning, experiential communication, and audience engagement practices.

CO5: Analyse emerging trends in advertising, branding, and communication industries.

3. COURSE LEARNING OUTCOMES

Upon successful completion of the course, learners will be able to:

CLO1: Explain advertising, branding, and communication concepts.

CLO2: Develop creative communication messages and campaign strategies.

CLO3: Design integrated communication plans across media platforms.

CLO4: Apply event management and experiential communication principles.

CLO5: Evaluate emerging developments in advertising and brand communication.

4. COURSE CONTENT

UNIT I: Foundations of Advertising and Brand Communication (6 Hours)

- Concept, nature and evolution of advertising
- Functions of advertising
- Advertising ecosystem
- Brand identity and brand positioning
- Consumer behaviour fundamentals
- Brand perception and audience relationships

- Advertising agency
- Ethics and regulation in advertising

UNIT II: Creative Strategy and Advertising Production (6 Hours)

- Creative communication process
- Campaign planning
- Advertising appeals
- Copywriting fundamentals
- Visual communication in advertising
- Advertising formats and media
- Evaluation of creative campaigns

UNIT III: Integrated Communication and Digital Advertising (6 Hours)

- Integrated Marketing Communication (IMC)
- Digital advertising
- Content marketing
- Social media campaigns
- Influencer communication
- Audience targeting and engagement
- Communication across multiple platforms

UNIT IV: Event Management and Experiential Communication (6 Hours)

- Concept and scope of event management
- Event planning process
- Budgeting and logistics
- Corporate events
- Public and cultural events
- Hybrid and virtual events
- Experiential communication
- Risk management and event evaluation

UNIT V: Emerging Trends in Advertising and Brand Engagement (6 Hours)

- Data-driven communication
- Personalization and customer journeys
- Branded content
- Artificial intelligence in advertising
- Emerging communication technologies
- Future of advertising and brand engagement

5. PRACTICAL COMPONENT (30 HOURS)

A. Advertising Copywriting Portfolio (8 Hours)

- Print advertisements
- Digital advertising copy
- Campaign slogans and taglines

B. Brand Communication Project (8 Hours)

- Brand audit
- Brand positioning exercise
- Communication strategy development

C. Integrated Campaign Design (6 Hours)

- Campaign planning
- Multi-platform communication strategy

D. Event Management Project (4 Hours)

- Event proposal
- Budgeting and execution plan

E. Portfolio Presentation and Viva (4 Hours)

INTERNAL ASSESSMENT (30 MARKS)

Component	Marks
Advertising Copywriting Portfolio	10
Brand Communication Project	10
Campaign/Event Project	5
Presentation and Viva	5
Total	30

7. EXTERNAL PRACTICAL/VIVA (20 MARKS)

Component	Marks
Campaign and Event Portfolio	10
Viva Voce	10
Total	20

8. UNIT-CO-CLO ALIGNMENT

Unit	COs Addressed	CLOs Addressed
Unit I	CO1	CLO1
Unit II	CO2	CLO2
Unit III	CO3	CLO3
Unit IV	CO4	CLO4
Unit V	CO5	CLO5

9. SUGGESTED READINGS

- जोशी श्रीपाद भालचंद्र, जाहिरातीचे शैलीशास्त्र, श्री मंगेश प्रकाशन, नागपूर
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