

Estd. June 1984



NAAC Grade 'B' (CGPA : 2.49)



''ज्ञान, विज्ञान आणि सुसंस्कार यांसाठी शिक्षणप्रसार'' - शिक्षणमहर्षी डॉ. बापूजी साळुंखे

Shri Swami Vivekanand Shikshan Sanstha, Kolhapur's

शिक्षणमहर्षी बापूजी साळुंखे महाविद्यालय, कराड

SHIKSHANMAHARSHI BAPUJI SALUNKHE MAHAVIDYALAYA, KARAD

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Affiliated to Shivaji University, Kolhapur - College No. N.G.C. 3584/797 V.C. 2

Jr. College App. No. - HSC/84-85/Kop. Div./18782-85 H.S.C Board No. - 21.02.010 UDISE No. - 27310208405



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PROGRAM OUTCOMES (PO'S)

PO 1.	The Bachelor of Journalism program is designed to provide theoretical and practical knowledge of Journalism.
PO 2.	The program provides an environment to understand the media industry and its various sectors.
PO 3.	The program is the basic foundation program that encompasses a practical approach to journalism.
PO 4.	The program focuses on making the students aware of media literacy and media ethics.

Department of B J (Bachelor of Journalism)

Programme Specific Objectives (PSOs):

PSO 1.	The program is committed to preparing the students to compete for regional and national-level media placements.
PSO 2.	The curriculum provides media writing skills to the students.
PSO 3.	The program creates an understanding of the role of journalism in society.
PSO 4.	The program provides insight of the opportunities in various media and related industries

Course Outcomes (CO)

PAPER	TITLE OF PAPER	CO'S
BJ Semester -1 (First Year)		
BJ (C) I	Development Of Mass Media	After completion of the course the students will be able to learn- 1-The history and development of print media 2-The origin and growth of Radio,Television,introduction to radio and television writing, editing and formats. 3- Evolution of Indian cinema,Marathi films,Basics of film production, components of scripting. 4- Folk media, its origin in Maharashtra and various forms. Introduction to New media, Digital media.
BJ (C) II	Principles Of Communication Theories	After completion of the course the students will be able to learn- 1-Nature,process and various forms of Communication. 2-Models of Communication and Asian approach to communication 3- Nature and process of Mass communication, typology of audiences, global communication. 4- Normative theories of press and other media theories
BJ (O)- 1	News Reporting And Editing	After completion of the course the students will be able to learn- 1-News, types ,Introduction to Print, Radio, Television and Digital news 2-Types of reporting, sources, national, international news agencies. 3- Writing techniques for print, electronic and digital news. 4-Editing software's and techniques for print, electronic and digital media, mobile application for news editing.
BJ (O)- 2	Basics Of Electronic Media (Elective)	After completion of the course the students will be able to learn- 1-Tpes of Radio and radio programs. 2-Radio management,writing for radio program, news, commercials, types of radio interviews.
		3-Development of Satellite,cable and digital television,writing for television programs, basics of planning and production of news. 4-types of television programs, television production techniques and new technology.

BJ (O)- 3	Information Communication Technology (ICT) (Elective)	<p>After completion of the course the students will be able to learn-</p> <p>1-ICT and media, its role, web portals, web editions, e-publishing and digital tools for journalists.</p> <p>2- ICT and women empowerment, development ,social networking, ethics and new media.</p> <p>3- Legal and ethical issues of IT and CT, cyber laws in India, media convergence, Basics of Animation techniques.</p> <p>4- ICT and society, E-governance, M-governance.</p>
BJ (O)- 4	Environmental Journalism (Elective)	<p>After completion of the course the students will be able to learn-</p> <p>1- Environmental journalism, its emergence, environmental pollution and its types, intergovernmental comities for environment issues.</p> <p>2-Environment Journalists, Global and national magazines, issues and supplements.</p> <p>3-Eviornmrnt issues in print, radio and television, Digital TV ,channels NGC, Discovery, Animal Planet etc.</p> <p>4-Ethics and laws of environment reporting, smart city, environment issues and local media.</p>
BJ (O)- 5	Advertising (Elective)	<p>After completion of the course the students will be able to learn-</p> <p>1- Advertising, types, its role in marketing mix, marketing and public relations.</p> <p>2-Need and importance of advertising, consumer courts, ASCI and other apex bodies.</p> <p>3-Creativity in advertising,brand management, promotion, consumer behaviour.</p> <p>4-Advertising management, structure and role of advertising agency, woman portrayal in advertising.</p>
BJ (E)- I	Film Communication (Open Elective)	<p>After completion of the course the students will be able to learn-</p> <p>1-History and development of world cinema, FTII, Film archives, Bollywood, Hollywood, regional cinema.</p>

		<p>2-German expressionism, soviet montage, Foreign cinema, Music and cinematography in Indian cinema.</p> <p>3-Trends and types of cinema, issues and problems in Indian cinema, directors of Indian cinema.</p> <p>4-New trends in cinema, Digital platforms, women portrayal in Indian cinema.</p>
PAPER	TITLE	CO'S
BJ Semester –II (Final Year)		
BJ (C) III	Introduction To Mass Communication And Media Theories	<p>After completion of the course the students will be able to learn-</p> <p>1-Human Communication, Right to communication, UNESCO and communication, Artificial intelligence and communication.</p> <p>2-Media and society, socialization, communication behaviour, mass communication models and theories.</p> <p>3- Various communication models of Mass Communication.</p> <p>4-Uses and gratification approach, Various media systems, models, and communication types.</p>
BJ (C) IV	Digital And Data Journalism	<p>1-Concept of digital media, digital identity, subjectivity, divide, equality, women in digital age.</p> <p>2-Digital Broadcasting, Platforms of Media, Audiences, Fake news, Disinformation, Misinformation,</p> <p>3- Data Journalism and history, role and examples.</p> <p>4-Interpretation of data, data tools and techniques,Case studies of Global and National Data Journalism.</p>
BJ (O) 6	SDG and Media	<p>1- Scope and Concept and Goals of SDG, role of UN ,Mellenium Development goals.</p> <p>2-Use of Media in SDG, writing for media for development message.</p> <p>3- Environment and SDG, Climate change, Role of communication in environment communication.</p> <p>4- SDG in Indian context, SDG and child rights. SSA,MSA,RUSA, Educational policies in India and Maharashtra.</p>
BJ (O)- 7	Media Management And Media Laws	<p>1-1- Media Management- definition, concepts, types, characteristics of media industry, ownership patterns, models, Innovation and</p>

	(Elective)	<p>entrepreneurship.</p> <p>2-Print media management, ownership, patterns, FDI in Indian media, management practices in Indian media, Economics of Indian media industry.</p> <p>PCI,DAVP, INS,ILNA and organization related to Media, regulatory bodies for print, TV, advertising, digital media.</p> <p>4-Ownerships in Media, Censor Board of India.Various media laws-Freedom of Press, Copyright, Defamation etc.</p>
BJ (O)- 8	Corporate PR (Elective)	<p>1-Corporate Public Relations (CPR), emergence,role in government and Private industries,Internal-External Public Relations, CSR.</p> <p>2-PR tools, writing for media in CPR, Digital CPR, campaigns, advertising.</p> <p>3- Branding, types, Corporate Branding, Brand Monopoly, strategies for CPR, case studies.</p> <p>4- Corporate Social Responsibility, Crisis Management, Various PR organisations, PR ethics and laws.</p>
BJ (O)- 9	Development Communication (Elective)	<p>1-Development communication, origin, approach, models, theories, problems and issues –national and regional.</p> <p>2- Strategies of development communication, policies, action plans, democratic decentralization, case studies.</p> <p>3- Agricultural communication and rural development, diffusion and innovation, agricultural extension, models and examples.</p> <p>4- Writing development message for rural audience-print , radio, television, efforts by NGO's in Maharashtra, case studies of development communication.</p>
BJ (O)- 10	Documentary (Film) (Elective)	<p>1-Meaning of Documentary, origin, types, characteristics.</p> <p>2- Differentiating documentary from other film formats.</p> <p>3-Writing for documentary, interview, radio documentary, television documentary, documentaries in digital age. Documentary scenario in India</p> <p>4- Techniques for documentary production-writing, direction, narration, recording, audio, video, editing etc.</p>
BJ (E) - II	Finance Communication(Open	1 -Basics of Economic and financial system of India, Revenue and government, budget and its various concepts.

	Elective)	<p>2- Finance and news-sources, International business environment, SEZ, international money market, shares, commodity market, agriculture economics of country.</p> <p>3- Banking and finance, finance communication, FDI, socialistic and mixed economies.</p> <p>4- Writing news, features, articles, analysis on financial issues ,writing reports on budgets, budget speeches, Reading, evaluating and analyzing finance news, RBI reports.</p>
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