

“Dissemination of Education for Knowledge, Science and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha's
Raje Ramrao Mahavidyalaya, Jath



SYLLABUS OF

CERTIFICATE COURSE IN JOURNALISM & DIGITAL MEDIA

Submitted to

Internal Quality Assurance Cell
Raje Ramrao Mahavidyalaya, Jath,
Dist- Sangli (MS)

CERTIFICATE COURSE IN JOURNALISM & DIGITAL MEDIA

Course Objectives:

- To introduce students to the basics of journalism.
- To gain proficiency in specific uses of various types of social media platforms.
- To impart knowledge about the elements of effective communication skills.
- To understand the working pattern of electronic media platform.
- To inculcate the knowledge of script writing.
- To develop the knowledge of online journalism.
- Impart basic concepts and importance of Photography.
- Encourage self-employment.
- Encourage creative skills.

Course Outcomes:

- To acquire fundamental knowledge of Journalism & Digital Media and related study area.
- To acquire the knowledge related to Media and its impact.
- To empower themselves by Communication, Professional and life Skills.
- To equip with ICTs competencies including Digital Literacy.
- To acquire Communication Skills, Writing Skills, Proficiency in Language and IT Skills.
- To become ethically committed media professionals and entrepreneurs adhering to the human Values, the Indian Culture and the Global Culture.
- To acquire and understand the Importance of innovation, Entrepreneurship and Incubation Abilities.
- Shall have an understanding of acquiring knowledge throughout life.

Course Evaluation Pattern:

All student's performance will be evaluated through

- 1.Attendance : 10 Marks
- 2.Assignments : 10 Marks
- 3.Class Tests : 10 Marks
- 4.Research Project : 20 Marks
- 5.Written Exam : 50 Marks

-Total: 100 Marks

SCHEME & SYLLABUS OF CERTIFICATE IN JOURNALISM & DIGITAL MEDIA

Unit	Course	Hours
Unit-1	Introduction to Journalism & Social Media	6
Unit-2	Communication Skills	6
Unit-3	Basics of Reporting	6
Unit-4	Introduction to Electronic Media/Digital Media	6
Unit-5	Photo Journalism	6
Total Hours		30

Course Level: UG Students.

Duration of Certificate Course: Two months.

No. of Seats: 30

Admission /Selection: The selection of the candidates will be merit based.

Division of teaching hours: (total 30 periods)

Per Unit- 06 Periods (05×06=30 Periods)

References:

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- 3.Bhargava G.S., The Press in India: An Overview, National Book Trust New Delhi.
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5. Handbook of communication and social interaction skills by John O. Greene, Bart Burleson.
6. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
7. K.M. Srivastava News Reporting and Editing.
8. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
9. Here is the News: Reporting for Media, Sterling Publishers.
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11. Frost, C. (2001). Reporting for Journalists, Routledge, London.
- 12.Trikha, N.K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita AvamSanchar Vishwavidyalaya.
- 13.Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
- 14.“Television Journalism and Broadcasting”-Bhatt.
- 15.“Writing for Television, Radio and New Media” by Robert L Hilliard.
- 16.Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.
- 17.M. Butcher (2003). Transnational Television, Cultural Identity and Change:When STAR Came to India, New Delhi: Sage.
- 18.David Page and William Crawley (2001). Satellites over South Asia:Broadcasting, culture, and the Public Interest, Sage Publications.
- 19.Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher-Computech Publication Limited.
- 20.Photography Technics and Uses (Photography Taknik and Pryog) by NarendraSingh Yadav and Published by Rajasthan Hindi Granth Academy.
21. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London)

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Coordinator