

TILAK MAHARASHTRA VIDYAPEETH

Department of Mass Media

M. J. Electronic Media – I Year

Semester I	Month (Sept, Oct, Nov, Dec.)	Marks	Content
Paper : I	a) Introduction to Journalism	50	Same as Print
	b) Social, Political, and Economic Environment	50	Same as Print
Paper : III	a) Reporting	50	Same as Print
	b) Current topics and feature writing	50	Same as Print
Paper : II	a) (Media & Ethics)	25	Same as Print
	Classification of Media	25	
	b) Introduction to Electronic Media. Transmission, Internet, Mobile, Computers, Radio, Audio, T.V.	50	Fully at Gultekadi Campus
Paper : IV	a) Photography (Theory)	25	Fully at Gultekadi Campus
	b) Visual Perception Video Camera (Theory)	25	
	c) Practical Photo Presentation	25	
	d) Audio Production	25	

M. J. Electronic Media – I Year

Semester II	Month (Jan, Feb, March, April.)	Marks	Content
Paper : I	A) Advertising and Marketing Management	50	Same as Print
	B) Public Relation and Communication Skills	50	Same as Print
Paper : II	A) Understanding Cinema and	50	Fully at Gultekadi Campus
	B) Film Appreciation	50	
Paper : III	<u>Television Production</u> Pre Production Production Port Production	100	Fully at Gultekadi Campus
Paper : IV	<u>Project – Making a film</u> Duration 10 to 15 minutes Story for a News Channel	100	Fully at Gultekadi Campus

M.J. Electronic Media : II Year

Semester III	Name	Marks
Paper : I (62119 E)	Organizational Management and Structure of A News Channel .	100
Paper : II (62120 E)	Contemporary Media Technology and Cyber Journalism	100
Paper : III (62121 E)	Current Affairs (Same as print Media)	100
Paper : IV	Magazine (Same as print Media)	100

M.J. Electronic Media : II Year

Semester IV	Name	Marks
Paper : I (62123 E)	Specialization in project report in Electronic Media . (Same as Print Media)	100
Paper : II (62124 E)	Monthly Assignments in Videos . List attached	100
Paper : III (62125 E)	Research Methodology. Problems of Electronic Media to be considered.	100
Paper : IV	Practical work in Television News Room	100