

Dr. Babasaheb Ambedkar Marathwada University
AURANGABAD (Maharashtra State), India
Department of Mass Communication & Journalism
We Are Makers of Journalists & Communicators

Offers

Fifty Years of Excellence & Social Commitment University of Inclusive Higher Education
Our University : A University with a difference

Dr. Babasaheb Ambedkar Marathwada University at Aurangabad (Maharashtra State) India is one the leading University in Maharashtra State approved by University grants commission New Delhi (Human Resource Development Ministry Govt. of India)

Established in 1958, on 23rd August and inaugurated by first Prime Minister of India and maker of new modern India Late Jawaharlal Nehru. This prime institution of higher learning in central Maharashtra's Marathwada region celebrated in Golden Jubilee Year in 2008. Presently it has 35 Departments and 5 research centres and one sub centre with six departments at Osmanabad city.

The University is progressing and developing fast under academic leadership of present Vice-chancellor Prof. Dr. Nagnath Kottapalle. The Management council of the university is also very active and development oriented with its members such as Mr. Bhausahab Rajale, Dr. Avinash Yelikar, Prof. Dileep Bade, Dr. Ram Mane, Dr. Manvendra Kachole, Dr. D.R. Mane, Dr. Kalyan Laghane, Dr. Santosh Lomate, Dr. Shobhana Joshi, Principal Dr. Rajendra Gaikwad, and Principal Dr. Ms. Reddy. University Registrar is Dr. Deepak Muley and Director, Board of College & University development is Prof. Dr. A. G. Khan. The foreign students Advisor is Prof. Dr. Mebal Farmandis (Dept. of English, Dr. BAMU). This University has contributed a lot in providing higher education to downtrodden sections and weaker & rural farming communities by way of inclusive Higher education Practices. Its alumni include present UGC's chairperson Prof. Dr. Sukhadev Thorat, Secretary General of association of Indian Universities (AIU) Prof. Dr. Dayanand Dongaonkar and thousands & thousands of others highly reputed persons in different walks of life.

OUR DEPARTMENT :

University Department Of Mass Communication & Journalism (UDMCJ)

UDMCJ is one of the top 15 University Journalism Departments in India and most acclaimed Department in the state of Maharashtra in terms of its placements ratio & infrastructural facilities. The Department was established in the year 1973-74 and inaugurated by Late Jayantrao Tilak, editor of Kesari Daily of Pune under the Vice – Chancellorship of Dr. Nath R. P. The Founder Director of Department was Prof. S. M.

Garge, who was one of the great scholars of Maharashtra in Social sciences, history, Journalism. Later on it was headed by Late Dr. Sudhakar Pawar from 1979 onwards successfully. It started with Bachelor course in Journalism (B.J.) in 1973 and presently it is offering different post-graduate & under graduate courses of contemporary importance.

Courses Offered by The Department are :

Under – Graduate Level

- **B. A. (Mass Communications & Journalism)**
Three Years degree course of six semesters of Higher Secondary examination / 12th standard.
- International Course of UNESCO for International Students
B. A. (Journalism And Arts and Science)
Three years Brand new course designed by UNESCO in Sept. 2008. To be launched from Aug. / Sept. 2009.

POST GRADUATE LEVEL

- 1) **M. A. (Mass Communication & Journalism)**
Two years professional course of Mass Communication & Journalism :Four Semester Course after graduation of any faculty.
- 2) **B. J. (Bachelor of Journalism)**
One year : two semesters course after graduation of any faculty. Print Media Oriented course.
- 3) **M. Phil. (Mass Communication & Journalism)**
Three Semesters : 1 ½ years research course after Master's Degree in Journalism & Mass Communication

Certificate & Diploma Courses : Soon To be Launched !

- 1) **Advance Certificate Course in Desk Top Publishing (D.T.P.)**
- 2) **Advance Certificate Course in Newspaper Design & Graphics.**
- 3) **Advance Certificate Course in Film Journalism.**
- 4) **Advance Certificate Course in Newspaper Photo Journalism.**
- 5) **Diploma Course in Intra-personal communication & meditation.**
- 6) **Post Graduate Diploma in Disability Communication.**

Following high quality Course designed by the University Grants Commission's National Level Curriculum Development Committee in 2002-03; under semester & grading system.

Graduate Course

- **B.A. (Mass Communication & Journalism)**

- Three years degree course of six semester launched in the year 2006
- **Eligibility:** 12th Pass / Higher secondary Exam of Arts / Science / Commerce.
- **Intake Capacity :** 40 Seats.
- **Admission on the basis of Entrance Test and Group Discussion & Personal Interview. (G.D.P.I.)**
- **Entrance Test on :** 23rd June 2009, Time : 11.00 a.m.
- **Registration already started from 11th June 2009.**
- **Entrance Exam Fee :** Rs. 500/- for open category & Rs. 400/- for backward class candidates.
- **Fee Structure :**

Admission Fee	: Rs. 1000/-
Tuition fee per year	: Rs. 10000/-
Laboratory fee per year	: Rs. 500/-
Dept. Library fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement fee per year	: Rs. 500/-
Examination fee per semester	: Rs. 500/-
Other fees as per university structure.	

ISt Sem.

Paper - I : Introduction to Mass Communication

Paper - II : Reporting

Paper-III : Media Writing

Paper-IV : Indian Government, Politics

Paper V : Introduction to Computer Application for Media

Papve VI : Media Language (Marathi/Hindi/English)

IIInd Sem.

Paper - VII : Print Media Ownership & National- International Media Agency

Paper - VIII : Editing

Paper-IX: Translation Techniques & Media Criticism/Review

Paper-X : Governance and International Relations

Paper -XI : Introduction to Web - Internet Journalism

Papve - XII: Writing for Radio, Television & Web

IIIrd Sem.

Paper XIII : Introduction to Audio Visual Media

Paper XIV - Civic Development & Rural Reporting

Paper XV: Advertising

Paper XVI : Public Relations

Paper XVII : Economic Development

IVth Sem

Paper- XXVIII : Films, Radio & Television

Paper - XIX - Editing & Field Reporting

Paper- XX: Copy Writing and Advertising Research

Paper -XXI : New Trends in Public Relation

Paper - XXII : Agriculture Industry & Public Sector In India

Vth Sem

Paper XXIII- Advance Reporting and Editing.

Paper XXIV Photography : Techniques & Tools

Paper XXV Design and Graphics

Paper XXVI Indian Constitution and Media Law

Paper XXVII Development Communication

VIth Sem

Paper XXVIII- Interpretative & Investigative Reporting

Paper XXIX Photojournalism

Paper XXX Printing Technology

Paper XXXI Press Freedom & Press Law in India

Paper XXXII Rural Development Communication

TOTAL : Theory : 1600 Marks Practical & field work 900 Marks GRAND TOTAL : 2500 Marks

- Registration form is available in the Department or can be downloaded from University website : www.bamu.net
- **NEW FROM THIS YEAR : UNESCO'S International Course**
- **B. A. (Journalism and Arts & Science)**
Brand New UNESCO designed International degree course as the Model Curriculum for developing Countries and emerging democracies.
- This International Course in Journalism is designed by world class Top media professional & professors in September 2008; by their one year efforts.
- This is three years degree course after passing Higher Secondary Examination.
- This shall be batch of International students mainly coming from developing countries & emerging democracies in the world.

- First batch is scheduled to be launched in August / September 2009. Medium of instruction : **English**.
- **Intake Capacity : 40 Seats.**

This is special batch of Foreign students; hence International Students shall be preferred for admission as this is International Course with International batch. 25 to 30 seats are for Foreign students.

- Indian Students can also take up this course, if they will so.

Fees Structure (For International Students)

Registration & Entrance Test Fee	:	Indian Rs. 1000/-
Admission Fee	:	Indian Rs. 2000/-
Tuition Fee	:	Indian Rs. 30000/- Per sem.
Study Tour Fee	:	Indian Rs. 2000/- per year
Departmental Library Fee	:	Indian Rs. 500/- per year
Lab Fee	:	Indian Rs. 500/- per year
Examination Fee	:	Indian Rs. 500/- per sem.

Fees Structure (for Indian Students)

Registration & Entrance Test Fee	:	Indian Rs. 1000/-
Admission Fee	:	Indian Rs. 2000/-
Tuition Fee	:	Indian Rs. 15000/- Per sem.
Study Tour Fee	:	Indian Rs. 2000/- per year
Departmental Library Fee	:	Indian Rs. 500/- per year
Lab Fee	:	Indian Rs. 500/- per year
Examination Fee	:	Indian Rs. 500/- per sem.

- Entrance Examination Form is available for download in PDF Format from University website www.bamu.net from 11th June 2009.
- Entrance Examination Fee is essential to be paid in D.D. Or Pay Order in Favour of Registrar, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (Maharashtra) India; payable at Aurangabad (Maharashtra) India.

Contact : **Prof. Dr. Sudhir Gavhane**
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® 91 – 240 – 2474645

- Don't miss this Golden chance of state of the Arts course with high-tech infrastructure and faculty of national reputation
- International Course with affordable fees for students from Developing Countries.
- University Department with standing of 35 years in progressive state of Maharashtra.
- Last Date to express willingness or Registration 31st July 2009.

POST – GRADUATE COURSES

1. M. A. (Mass Communication & Journalism)

Two years course after graduation of any faculty with 4 semester & grading system.

- Professional Course designed by University Grants Commission, New Delhi with the Committee of National Experts from India; in 2003 – 04.
- Course covers Print, Electronic, New Media & Advertising, Corporate Communication.
- Intake Capacity : 40 Seats
- Medium of Instruction : Marathi and / or English.
- Admission process by Entrance Test Followed by Group Discussion and Personal Interview (G.D.P.I.)
- Entrance Test on : 16th July 2009. Time : 3.00 p.m. to 5.00 p.m.
- Last Date of Registration : 10th July 2009
- Entrance Examination Fee : Indian Rs. 500 for open category students & Rs. 400/- for backward class students in Maharashtra / any part of India.
- Registration for 2009 – 10 August batch has already started from 11th June 2009.
- Download from University web-site in PDF format. www.bamu.net. You can collect registration form either from Department or free

- You can send downloaded and dully filled in Entrance Examination form to Head of The Department, Dept. of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD (Maharashtra State) India.
- Entrance Exam. Form should be sent with Entrance Examination Fee of Indian Rs. 500/- D.D. or Pay Order in favour of Registrar, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. (Maharashtra), India.
- Entrance Examination is based on current affairs, General knowledge, Media knowledge, writing abilities etc.
- **Fee Structure** :
Other fees as per university structure.

Admission Fee	: Rs. 1000/-
Tuition fee per year	: Rs. 5000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-
Examination Fee per Semester	: Rs. 500/-

Course Structure

FIRST SEMESTER

1. Principles of Mass Communication
2. Development of Media
3. Print Media-I (Reporting and Editing)
4. Electronic Media (Radio and Television)
5. Advertising and Public Relations / Corporate Communication

SECOND SYMESTER

1. Sustainable Development Communication
3. Environmental Communication
3. Media Law and Ethics
4. International Communication
5. Media Management

THIRD SEMESTER

1. Print Media - II
2. Radio
3. Television
4. Advertising
5. Public Relations / Corporate Communication

FOURTH SEMESTER

1. Electronic and New Media Mangement & Technologies.
2. Inter-cultural Communication
3. Communication Research
4. Dissertation
5. Attachment & Study visits to media centres

Total: Theory - 900 Marks Practical- 900 Marks Dissertation - 200 Marks

(Specialization : If teaching faculty is available in due course papers like Women, Children & Media or Science & Technology Communication or Rural, Folk & Tribal Communication or Film Studies)

Contacts

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Prof. Jaidev Dole, Reader

Mobile No. : 9422316988

Dr. Dinkar Mane, Reader

Mobile No. : 9850741114

2. B. J. (BACHELOR OF JOURNALISM)

(One year Post. Graduate degree course of Two Semester)

- Intake Capacity : 60 seats
- Eligibility : Graduate of any Faculty
- Admission by the Entrance Test followed by Group Discussion & Personal Interview (G.D.P.I.)
- Entrance Test on : 16th July 2009. Time : 12.00 p.m. to 2.00 p.m.

- Last Date of Registration : 10th July 2009.

Entrance Examination Fee : Indian Rs. 500/- (For Open Category) Indian Rs. 400/- (For backward class candidates S.C. / S.T. / OBC / VJNT / SBC)

Payable at Aurangabad by D.D. or Pay Order of Nationalized Bank or Reputed Private Banks, in favour of Registrar, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. (India)

- Entrance Exam. Form is available from Department or can be downloaded from University website : bamu.net

Fee Structure:

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 2000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee per year	: Rs. 500/-
Examination fee & Other fees as per university structure.	

Course Structure

FIRST SEMESTER

- Paper - I** Principal and History of Journalism
- Paper -II** News Reporting and Feature Writing
- Paper -III** Editing In Electronic Era
- Paper-IV** Modern Newspaper Management & Press Laws

Practicals

SECOND SEMESTER

- Paper-V** Public Relation and Mass Communication
- Paper-VI** Current Affairs, Language Study & Soft Skills
- Paper-VII** Information Technology Application in Mass Media

Practical

Media Survey Report

Page Making on Computer

3) M. Phil (MASS COMMUNICATION & JOURNALISM)

- Three Semester Course of high quality research. To be launched from August 2009.
- With high standard preservation by quality control techniques in terms of conditional research

publication.

- Intake Capacity : 15
- Admission Procedure : By Entrance Examination followed by Group Discussion & Personal Interview (G.D.P.I.)
- Entrance Test on : 22nd July 2009. Time : 1.00 p.m. to 3.00 p.m.
- Eligibility : Master degree in Mass Communication & Journalism with 50% marks or equivalent grade.
- Entrance Examination Fee Indian Rs. 500/- & Backward Class Students : Rs. 400/-
- Registration starts from 20th June 2009.
- Entrance fee can be paid by D.D. or Pay Order in favour of Registrar, Dr. B.A.M.U., Aurangabad.
- Last Date of Registration: 10th July 2009.

- **Fee Structure :**

Registration fee	:	Rs. 500
1. Admission fee	:	Rs. 1000
2. Tution fee	:	Rs. 5,000 per sem.
3. Department Library Fee	:	Rs. 500 per year
4. Lab fee	:	Rs. 1000 per year
5. Dissertation supervision fee	:	Rs. 1000
6. Theory Examination fee	:	Rs. 500
7. Dissertation Examination fee	:	Rs. 2000
8. Other fees of the university shall be applicable to all students.		
9. Fee structure for foreign students shall be five times of registration, tution, admission fee and other fee shall be the same.		
10. For student outside Maharashtra shall be double of Registration, Tution and Admission fees and other fees shall be the same.		