

Notification

No. : 51/2013

Date : 23/5/2013

Subject : Continuation of Prospectus No. 0121824 of B.J.M.C. Part-I, II & Final for Summer-2014 Examination.

It is notified for general information of all concerned that the Prospectus No. 0121824 prescribed for B.J.M.C. Part-I, II & Final for Summer-2012 Examination and continued for Sum-2013 Examinations shall also be continue for B.J.M.C. Part-I, II & Final examination of Summer-2014 with the following additions/substitutions/corrections.

Sr.No.	Prospectus & Page Nos.	Additions/substitutions
1.	Pros.No. 0121824 Page No. 22	On page No.22, the following reference books be added after Sr.No.5. 6. बॅरॅट - जे हे प्रमाण - ०१११११, "११११११" 7. खॅरॅट बॅरॅट - जे हे प्रमाण - ०१११११, "११११११"
2.	Pros.No. 0121824	The Corrections/Additions/Deletions/Substitutions be made in the syllabi of B.J.M.C. course as per appendix-A appended herewith.

Sd/-

(R.D. Sikchi)

I/C Registrar

Sant Gadge Baba Amravati University.

Appendix-A

B.J.M.C. Part-I

Corrections/additions/deletions/substitutions in the Syllabi of B.J.M.C. Part-I, II & III. (Prospectus No.0121824) from 2013-2014 Session)

Paper-I : Principles of Mass Communication :

- Unit-II The following new points be added after the word "feedback".
"Models of Communication, SMR, SMCR, Shramm, Shenon & Weaver, Ossgod, Gatekeeping, New Comb, Garbner, Dance".
- Unit-V Unit No.V (Listening Skills & Reading Skills) be substituted by the following.
"Theories of Communication : Authoreterian, Liberterian, Socialistic, Social Responsibility, Development, Semantic, Participatory".

Paper-IV : History & Industry of Mass Communication :

- Unit-IV Unit-IV of the syllabus be substituted by the following.
"Journalism in Indian Language, Perspectives of Important Indian News Papers in Marathi, Hindi & English.
Contribution of Mahatma Gandhi, Raja Ram Mohan Roy, Lokmanya Tilak, Gopal Ganesh Agarkar, Dr. B.R. Ambedkar".
- Unit-V The words "and Press Commission to Business Model" be substituted by the following.
"Issues : Backward Class Movement, Dalit Movement, Green Revolution, Globalization, WTO.
Delete the words "Press Commission" appears under IInd line of Unit-V".

B.J.M.C. Part-II

Paper-IV : Communication Skills

The title of the Paper be replaced as "Communication Skills in Language"

Paper-V : Development Communication

- Unit-I Add the words "Concept of Development" after the word 'Communication' in Unit -I
- Unit-IV Add the following Sentence after Unit-IV.
"Role of Electronic Media in Development".
- Unit-V Add the following Sentence after Unit-V.
"Science, Technology & Development in Historical Perspective, Agricultural Development, Environment & Journalism, Development & Private News Channel".

B.J.M.C. Part-III

Paper-II : Media Laws & Ethics

- Unit-II The following Points to be added after the word ‘Constitution’ of Unit-II.
“Law : Cyber, Public Interest Litigation (PIL), Codes Radio, TV., Advertising & PR, Fundamental Rights”.
- Unit-III The following Points to be added after the word ‘Sources’ of Unit-III.
“Acts : Copyright, Patent, Defamation, Official Secrecy, Cable TV. Act, Registration of books Act”.
- Unit-V The following Points to be added after the word ‘Space’ of Unit-V.
“Press Council and Press Commission”.

Paper-V : International Communication

Unit-I to Unit-IV be substituted by the following new syllabus & add the New Unit, as Unit-V.

- Unit-I Political, Economic and Cultural Dimensions of International Communication – Communication tool of equality and Exploitation – Internation News Flow – Imbalance – Media Growth- International, Regional and internal Disparities.
- Unit-II Communication as human right-UNO’s Universal Declaration of Human Rights, and Communication-International News Agencies and Syndicates their Organizational Structure and Functions – a Critique of Western NewsValues.
- Unit-III Impact of New Communication Technology on News Flow-Satellite Communication – its historical background–status-progress-effects- information Super Highways International Telecommunication and Regulatory Organizations - UNESCO’s efforts in Removal Imbalance in news Flow-Debate on New International Information and Economic Order. MacBride Commission’s report.Non-aligned news agencies news Pool-its working Success, Failure.
- Unit-IV Issues in International Communication – Democratization of information flow and media systems professional standards; Communication Research Telecommunication Tariffs; information – prompted cultural imperialism – criticisms; violence against media persons; - effects of globaliazation on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.
- Unit-V Indias Foreign Policy (IFP), Imparatives, Historical Perspective, Nehru Era, Cold War Period, Indias Emergence as Nuclear Power, Indias Diplomatic initiative, Indias Economic Diplomacy – Case Studies.

Notification

No. : 52/2013

Date:23/5/2013

Subject : Continuation of Prospectus No. 0121825 of M.J.M.C. Semester Ist to IVth for Win-2013 & Sum-2014 Examinations.

It is notified for general information of all concerned that the Prospectus No. 0121825 prescribed for M.J.M.C. Semester Ist to Semester IVth for Summer-2012 Examination and continued for Win-2012 and Sum-2013 Examinations shall also be continue for M.J.M.C. Semester Ist to Semester IVth examination of Win-2013 and Summer-2014 with the following additions/substitutions/corrections.

Sr.No.	Prospectus & Page Nos.	Additions/substitutions
1.	Pros.No. 0121825	The Corrections/Additions/Deletions/Substitutions be mad in the syllabi of M.J.M.C. Semester IInd and Semester IV as per the appendix-A appended herewith.

Sd/-
(R.D. Sikchi)
I/C Registrar

Sant Gadge Baba Amravati University.

Appendix-A

M.J.M.C. Semester-II

Corrections/additions/deletions/substitutions in the Syllabi of M.J.M.C. Sem.I to Sem.IV (Prospectus No.0121825) from 2013-2014 Session)

Paper-II : New Media Technologies

- Unit-I Add the following points after the words “History in India” of Unit-I
“Cyber Journalism : On-line edition of newspapers – management and economics : cyber newspapers – creating, feed, marketing, revenue and expenditure,online editing, e-publishing security, issues on Internet, Social, Political, Leal and Ethical issues related IT and CT”.
- Unit-II Add the following points after the words “till present” of Unit-II
“CT and IT : similarities and differeces – telephony – electronic digital exchange. C-Dot-Pagers, Cellular Telephone, Internet : LAN, MAN, WAN, E-mail, Web.
Ownership and administration of internet, ISPs, WAP, types of Internet connections : Dial-up ISDN lese-line.
Optical Fiber : Structure, advantage and application; protocols of Internet : SLIP, CSLIP, TCP/IP, PPP.
- Unit-III Add the following points after the word “Process” of Unit-III
“WEB, PAGE, Websites, Homepages.
Introduction to HTTP, HTML, ELP, DNS, JAVA : browsing and browsers, bookmarks, searching through directory search engine, search resources, video conferencing and telephone, e-commerce : m-commerce, buying, selling, banking, advertising on internet.
Web page development, inserting, linking : editing, publishing, tocaling, promoting and maintaining website.

M.J.M.C. Semester-IV

Paper-I : Intercultural Communication

- Unit-I Add the following points after the words “Comes from” of Unit-I.
“Cultural Communication defination, process culture as a Social Institution, Value System, Primary, Secondary, Eastern, Western Perspective, Culture as a symbol in Verbal & Non verbal Communication.
- Unit-II Add the following points after the word “development” of Unit-II.
“Language & grammer as a medium of Culture Communication”.
- Unit-IV and Unit-V of the syllabus be substituted by the following new syllabi.
- Unit-IV “Modern Mass Media as a vehicle in Inter-cultural communication, Barriers in Inter-cultural Communication. Religious, Political & Economic Pressures, Impact of New Technology in Culture, Globalization Effect on Culture, Mass Media - Culture Manufacturing industry, Culture Criticism & Justification.
- Unit-V Cultural Communication & Folk Media – Character, Contents & Functions, Dance & Music as instruments in Inter-cultural Communication, UNESCO’s Efforts in the Promotion of Inter-cultural Communication”.

Notification

No. : 53/2013

Date : 23/5/2013

Subject : Syllabi for Certificate / Diploma / Advanced Diploma Course in Printing & Binding, under U.G.C. Scheme of Career Oriented Programme.

It is notified for general information of all concerned that the authorities of the University have accepted the syllabus for Certificate / Diploma / Advanced Diploma Courses in 'Printing & Binding', under U.G.C. Scheme of Career Oriented Programme in the faculty of Social Sciences as given in Appendix-A which is enclosed with this notification and to be implemented from 2013-2014 Academic Session.

The eligibility criteria and other details along with the scheme of examinations shall be as provided under Ordinance No. 47 of 2005 and Regulation No. 38 of 2005.

Sd/-
(R.D. Sikchi)
I/C Registrar
Sant Gadge Baba Amravati University

Appendix-A

Syllabus prescribed for Certificate Course in Printing & Binding.

Objectives:

- To introduce and impart skill about Printing, Binding, Office Automation and DTP work.
- To create professional competence to assist/start a small unit on their own.
- To develop skills to operate and use different D.T.P. application Software and peripherals used in D.T.P.

Unit-1: Introduction to Printing :

Concept, Definitions, Brief history of Offset printing. Introduction to Pre- Press—Prees-Post Press process. Types of papers and grades of papers.

Unit-2: Introduction to Binding :

Concept, Definitions, Brief history Types of Binding, various tools used for binding work.

Unit-3: Introduction to Office Automation :

MSWORD-Creating and editing documents-Menus, Commands, Tool bars and icons formatting documents-Creating tables, MS-EXCEL-Spreadsheets, Overview-Menus, Toolbars and icon creating worksheets-editing and formatting-Excel formulas and functions-Creating a chart-data forms, Sort and Filter.

Unit-4: Introduction to Desktop Publishing :

Concept, Definitions, Hardware requirement for DTP, Comparing various Printers : Dot matrix, Inkjet, Laser and Digital.

Unit-5: Brief Introduction to Software used in DTP :

Page Maker- Designing of visiting cards, page make up of pamphlets, page make up of advertisements, folders, journals, book work. Picture and text manipulation, Table work setting, tabular work setting.

Photo shop-Introduction, Picture editing, scanning the picture, converting image formats, resizing the images.

Part-B Practical: 50 Marks

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|------|--|----------|
| I. | Prepare a document using word processor software | 20 Marks |
| II. | Prepare Graphs using Excel sheet | 15 Marks |
| III. | Designing visiting cards in Pargemaker | 15 Marks |

Part-C Project 50 Marks

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|----|---|----------|
| 1. | Practical Book | 20 Marks |
| 2. | Visit to Printing Press | 10 Marks |
| 3. | Prepare theme wise Clipping Book
(Cutting & Pasting Pictures-For eg. Female Foeticide,
Save Electricity.) | 10 Marks |
| 4. | Viva | 10 Marks |

References:

- Speirs, Hugh M. Introduction to printing technology. 4 th ed. London: British Printing Industries Federation 1992.
- Martin, A.G. Finishing Process in Print Industry. London: Focal Press
- U.S. Govt. Printing-Theory and Practice of Book Binding
- Raghavan, D. An introduction to Book Publishing. New Delhi: Institute of Book Publishing, 1988.
- Admas T.M., Faux, D.D. and Ricber, L.T. Printing Technology. Delmar Publishers Inc., 1990.
- Krishnamurthy, V.S. Basics of Modern Printing Process. Maxseltype, 1989.
- Home, Herbert P. The Binding of Books. New York: Haskell House Publishers Ltd., 1970.

Syllabus Prescribed for Diploma Course in Printing & Binding.

Objectives:

- To impart necessary training to the students in typesetting D.T.P., Screen Printing, Operating a small offset Printing press and finishing techniques so as to prepare them for wage/Self employment.
- To organize the training unit as a production center for self sustensnce through internal revenue generation.
- To develop skills to become a technician such as pre-Press stripping artist, Offset operator, Gravure operator, Flexography etc.

Unit-1: Fundamentals of Printing :

Types of Printing-Screen printing-Letterpress printing-Lithography-Offset printing inncluding multi-colour printing. Principles involved in diffrent printing processes. Introduction to Machines for Letterpress, Offset, Flexography and screen printing.
Web Offset-Printing material.

Unit-2: Processes involed in Printing :

Print Design and Products – Factors involved in Print plannaing, Typography and Design principles, various kinds of printed products – their formats, Designing factors, colour application –Film Assembly and Plate Making. Lamination : Gloss, Matt, UV-coating.

Unit-3: Introduction to Corel Draw :

Corel DRAW Getting Started – Moving Around and Viewing Drawings –Basic Drawing Skills Selecting and Manipulating Objects – Drawing and Shaping Objects – Arranging Objects, **Using Text** Working With Text – Working With Objects – Outlining and Filling Objects – Using Symbols and Clipart – Transforming Objects.

Unit-4: Customizing Corel Draw :

Customizing Options – Using Text and Color – Working With Color – Working With Paragraph Text – Special Text Effects – Layouts and Layers – Special Page Layouts –Arranging Objects – Using Layers, **Styles and Templates** – Using Styles and Templates – Advanced Effects – Special Interactive Effects – Custom Creation Tools – Working With Bitmaps. **Adding Special Effects** Special Effects – Creating Output – Exporting Drawing – Printing. Prepare file for printing using convert to curves and service burau option.

Unit-5: Binding Material and Methods

Gathering of pages : Manual and Automatic. Development in Binding, Equipments used in Binding, Material used in Binding, Stitching and Sewing methods of Binding, Pasting Binding.

Cutting of paper after binding. Advance technology in paper cutting: One knife and three knife cutter.

Part-B	Practical :	50 Marks
I.	Corel draw: Designing of visiting cards, Pamphlets, Advertisements, Picture and Text Manipulation, Screen Printing of Letterheads.	25 Marks
II.	Photo shop-Picture editing, scanning the picture, converting image formats, reszing the images.	25 Marks

Part-C	Project :	50 Marks
I.	Practical Book	20 Marks
1.	Visit to DTP centres, Multi-colour Printing Labs.	10 Marks
2.	Designing & Collection of visiting cards/advertisements Using Corel Draw (Minimum 20)	10 Marks
3.	Viva	10 Marks

References:

- Daniel, Gray and Shanley, John Comprehensive Guide to Corelweb. Graphics Suite, 1997
- Mishra, C S. Offset Technology. Allahabad: Anupam Prakashan.
- Patne , A.M. Focus on book binding. GATF Publication
- Patne , A.M. Elements of binding. GATF Publication
- Vaughan, Alex J. Morden book Binding. GATF Publication

Syllabus Prescribed for Advance Diploma Course in Printing & Binding.

Objectives:

- To impart necessary training to the students in Operating a small offset Printing press and finishing techniques so as to prepare them for wage/Self employment.
- To create professional competence to assist/start a small unit on their own.
- To organize the training unit as a production center for self sustenance through internal revenue generation.

Unit-1: Paper Printing Ink

Raw materials and processing-sources and kinds of papers. Printing inks-raw materials-colorants: pigment classifications, preparations and properties.

Unit-2: Press Developments

Development of Printing Presses, Platen press to Rotary Press, Lithography to offset Basic and working principle of offset-classification-hydrophilic and oleophilic nature.

Unit-3: Digital Printing

Electrophotography, Ionography, Thermography, Electrography, Photography, X-graphy, Hybrid printing systems, CTF,-types, workflow, film materials. CTP-Designs, Plate substrates, workflow, imaging system CTP for flexographic printing, Computer to cylinder for Gravure printing, Computer to Screen for Screen Printing.

Unit-4: Print Finishing and Converting

Binding Materials: Covering materials of all types, preparation and treatment in covering. Miscellaneous materials such as thread cords, tapes, mull, eyelets etc. Purchase, selection, care and use of all types of materials. Methods of dealing with fungi and insect pests.

Unit-5: Handling and care of Equipments of Binding

Cleaning, Lubrication, general maintenance of machinery and equipments. Safety-Hazard in Binding shop and preventive measures.
Types of Binding machines-Wire stitching, screw press, hand numbering, punching and wooden blanks machine etc.

Part-B	Practical :	50 Marks
I	Preparation of different types of Binding – Loose Leaf Binding, Saddle/Side Stched Booklets, Saddlegiat Sewing of Booklets etc	20 Marks
II	Print Finishing Operation-Gold Blocking, Embossing, Edge Decoration	15 Marks
III	Flexo Printing Using Multi-Colour	15 Marks

Part-C	Project :	50 Marks
1.	Practical Book	20 Marks
2.	Visit to Binding centres, Flexo Printing centres.	10 Marks
3.	Presentation of creative work- Flex Printing/Binding/ Screen printing	10 Marks
4.	Viva	10 Marks

References:

- ADAMS, J. Michael, Faux, David D and Reiber, Lloyd, J. Printing Technology. 3E, Delma Publishing PIRA, Gude standardized lithographic Colour Printing.
- Apfelberg, Herschel L. Maintaning Printing Equipment. GATF
- Burden, J.W., Graphic, Reproduction photography, Focal Press, London
- Chambers Eric, Reproduction photography for lithography, GATF. Delhi: 1988.
- Garg, H.P. Industrial Maintenance. S. Chand & Company Ltd.
- Graphic Repro, Eagle head Publishing Ltd. U.K.
- Hand book of Modern Halftone Photography, Perfect Graphic Arts, USA
- Hunt R.W.G., Reproduction of colour, Fountain Press
- Leach, R.H. The Printing Ink Manual. Fifth Edition. London: Chopman and Holl, 1993.
- Molla, R.K. Electronic colour separation, R.K. Printing & Publishing Company, USA.
- Principles of cold Reproduction applied to photomechanical reproduction, colour Photography and ink, paper and related industries, John Wiley & Sons U.K.
- Raghavan, D An introduction to Book Publishing. Institute of Book Publishing. New
- Southworth Mills. Colour separation technique. Graphical arts Publishing.
- Woddiff Thomas, J R.SPSE handbook of photographic science and engineeiung, John Wiley & Son.
