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VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.



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ક્રમાંક:એસ/પરિપત્ર/૨૦૮૨૨/૨૦૨૩

તા.૦૮/૦૮/૨૦૨૩

પ્રતિ,
વિભાગીય વડાશ્રી,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય:- બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષના સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ બાબત.

સુજ્ઞ શ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષના સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ સંદર્ભે જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક:૨ અન્વયે ભલામણ સ્વીકારી વિનયન વિદ્યાશાખાની તા.૦૫/૦૮/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૩૦ અન્વયે કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૭/૦૮/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક:૭૬ થી સ્વીકારી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક : ૨

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૩ - ૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષનો સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ સર્વાનુમતે મંજૂર કરી વિનયન વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

વિનયન વિદ્યાશાખાની તા.૦૫/૦૮/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૩૦

:: આથી ઠરાવવામાં આવે છે કે, જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક : ૨ અન્વયે કરેલ ભલામણ સ્વીકારી શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષનો સેમેસ્ટર-૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ મંજૂર કરવા એકેડેમિક કાઉન્સિલને ભલામણ કરવામાં આવે છે.

એકેડેમિક કાઉન્સિલની તા.૨૩/૦૬/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૭૬

:: આથી ઠરાવવામાં આવે છે કે, વિનયન વિદ્યાશાખા તા.૫/૦૮/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૩૦ અન્વયે કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ ઉપર મુજબ)

પ્રતિ,

૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.

૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

W. J. J.
કુલસચિવ

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VEER NARMAD SOUTHGUJARATUNIVERSITY
 STRUCTURE OFARTSFACULTYOFARTS

B.A JOURNALISM & MASS COMMUNICATION

Program	Semester	Major Course Paper x Credit= Total Credit	Minor Course Paper x Credit= Total Credit	Multi- disciplinary Course Paper x Credit= Total Credit	AEC Paper x Credit= Total Credit	SEC Paper x Credit= Total Credit	VAC Paper x Credit= Total Credit	Sum mer Inter nship	Researc h Project Dissertat ion	Total Paper	Total Credits
B.A. Certi.	1	P-1 Principles of Journalism and Reporting P-2 Introduction to Mass Communication (2x4) 8	P-3A Sports Journalism Or P-3B Lifestyle Journalism (1x4) 4	P-4 Media Law and Ethics (1x4) 4	P-5 Computer Skills (Practical) (1x2) 2	P-6 Field Report Writing Skills (Practical) (1x2) 2	P-7 Bharatiya knowledge system-an Introduction (Bhartiya gyaan parampara) (1x2) 2			7	22
	2	P-8 Introduction to Radio and Television P-9 Fundamentals of Feature, Editorial Writing and Editing (2x4) 8	P-10A Introduction to New Media Or P-10B Introduction to Traditional Media (1x4) 4	P-11 Media Management (1x4) 4	P-12 Writing and Editing Skills For Print Media (Practical) (1x2) 2	P-13 Communication Skills (Practical) (1x2) 2	P-14 Environmental Studies (1x2) 2	4*	5	7	22

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Program - B.A. Journalism & Mass Communication
Academic Year 2023-24

B.A. Certificate Semester 1

P-1 Principles of Journalism and Reporting

Unit 1

1. Journalism: elements, foundations, role, principles
2. Journalism and democracy, accountability, concept of fourth estate
3. Journalistic ethics, contemporary issues, debates, trends, mission, profession and business
4. Qualities of a good journalist, responsibilities and rights
5. Types: yellow journalism, citizen journalism, alternative journalism, development journalism, tabloid, investigative, interpretive, specialised journalism, types based on beats

Unit 2

1. News: meaning, definition and concept, elements, news value
2. types of news: hard and soft news, predictable, unpredictable, curtain raiser, enlargement, hidden story, big news, spot news,
3. sources: role and importance, follow ups, local follow ups
4. interview: definition, types, techniques, style, qualities of a good interview,
5. press releases, press conference, press briefing, meet the press, press room, press tour

Unit 3

1. Structure of news report: 5Ws 1H, concept, development
2. News writing style: inverted pyramid, sand clock style, feature style
3. Writing process selection of information, writing lead, body
4. Different types of lead
5. Organising news story: angle, attribution, quote, background and context, checking facts, ensuring accuracy, objectivity, balance in news story

Unit 4

1. News agencies: Definition, concept, growth and development
2. International news agencies
3. News agencies of India
4. NANAP
5. Reporting in news agency

P-2 Introduction to Mass Communication

Unit 1

1. Communication: Concept, definition, Process
2. Functions, Types, Elements, Impact
3. Effective communication, 7 C's
4. Barriers to communication
5. Mass Media: Types, Characteristics

Unit 2

1. Functions and mass media impact
2. Media impact: Case studies
3. Theories: Sadharanikaran, Hypodermic Needle Theory, Use and Gratification
4. Limited Effects Theory, Cultivation Theory, Dependency Theory, Agenda Setting
5. Four theories of Press, Gate keeping

Unit 3

1. communication models: advantages, disadvantages
2. Models: SMCR, Lasswell, Berlo
3. Schramm, Aristotle, Westley & Maclean
4. Gerbener, Lazarsfeld, Newcomb
5. Defleur, Riley & Riley, Barnlund

Unit 4

1. Osgood & Schramm, Shannon & Weaver
2. Two step flow, Opinion Leaders, Multistep flow
3. Selective Exposure, Perception and Retention
4. Attitude formation, Change: Cognitive, Affective, Conative levels
5. Diffusion of Innovations

Suggested Reading

1. Mass communication theory - Denis McQuail
2. Mass communication in India – Keval J Kumar
3. Mass communication - Jitendra Singh
4. Mass communication - theory and practices in the 21st century - Diwakar Sharma
5. Communication theories and models - Dr. N. Andale

P- 3 A Sports Journalism

or

P- 3 B Lifestyle Journalism

Sports Journalism

Unit 1

1. Sports: concept, significance, types
2. History: world
3. History: India
4. Sports journalism: concept, impact, evolution in all media
5. Sports desk and reporting section

Unit 2

1. Writing for Print: styles, structure
2. Headlines, Cross Head
3. Types of writing: bulletins, running reports, breaking news, delayed report, full-time reports, NIBs
4. Coverage of live events: skills, preview, review, post-match press conference
5. Compiling minute-by-minute reports

Unit 3

1. Sources of news: press releases, press conferences, sponsors, news agencies, websites
2. Writing Features: profiles, opinion, columns, interview skills
3. Broadcast Sport: Special aspects, research and preparation, sports commentary
4. Editing of Sports page: vs other pages, design and layout, headlines, photographs, graphics etc.
5. Sports journalism: digital, social media, radio, television

Unit 4

1. Sports institutions, bodies and Leagues – IOC, NOC, FIFA, UEFA, IOA, BCCI, CAS, WADA
2. IPL, CPL, PKL, EPL, Anti-Doping Agency, ICAS, NADA
3. Current trends: tabloidization, sports blogs, new media
4. Reporting, writing and editing exercises for print media
5. Reporting, writing and editing exercises for radio, TV and new media

Lifestyle Journalism

Unit 1

1. Lifestyle Journalism: Concept, Definition, Role
2. Entertainment, Leisure, Consumer, Culture
3. Page 3 journalism, Advertorial, Infotainment
4. Lifestyle Magazines and Supplements: Readership
5. Celebrity, Film, Fashion Journalism

Unit 2

1. Editing for Lifestyle Journalism:
2. Headlines, use of photographs and graphics
3. Industry: Food, Fashion, Beauty, Fitness
4. Relationships, Wellness, Interior Design
5. Homes, Travel, Cookery

Unit 3

1. Shopping, Heritage, Technology
2. Books, Arts, Culture, Showbiz
3. Study of Lifestyle Magazines and Channels

4. Types of Lifestyle Stories: Features
5. Interviews, Reviews, junkets

Unit 4

1. Writing for Blogs, vlogs,
2. Writing for Social Media, Websites
3. Job Opportunities, Ethics of Lifestyle journalism
4. Exercises in writing lifestyle features for Magazines
5. Exercises in writing lifestyle for Supplements

P-4Media Laws and Ethics

Unit 1

1. Constitution of India,
2. fundamental rights, freedom of speech and expression and their limits,
3. emergency and its effect on media,
4. provisions for legislature reporting,
5. parliamentary privileges in reference with media.

Unit 2

1. Brief history of press laws in India
2. Contempt of Court act 1971 , civil and criminal law of defamation
3. relevant provision of Indian penal code (IPC) with reference to sedition,
4. crime against women and children, laws dealing with obscenity,
5. criminal procedure (FIR bail, summons, arrest, warrant, cognizable and non-cognizable offences)

Unit 3

1. Official secret act (1923) vis-a-vis Right to Information
2. Press and registration of book act ,working journalist Act 1955,
3. Cinematograph Act (1953),PrasarBharati Act,
4. Copyright Act, Intellectual Property Act
5. New Media and Social Media Act

Unit 4

1. Media's accountability
2. PCI, code of conduct for journalists
3. codes for radio, television, advertising and public relations
4. bodies like BCCC, NAA, IBF
5. Concept of media trial, fair trial, subjudice, privacy, sting operation, reporting of rape protection of sources, reporting communal violence

Paper 5 Computer Skills (Practical)

Unit 1

Practical exercises in

1. Typing Skills in Gujarati and English
2. MS Office, MS Word
3. MS PowerPoint
4. MS Excel
5. Coral Draw

Unit 2

Practical Exercises in

1. Photoshop
2. Canva
3. Indesign Software
4. Different pages of newspaper production
5. Different pages of newspaper magazine production

Paper 6 Field Report Writing Skills (Practical)

Unit 1

1. Developing field report writing note taking skills, Terminology of Reporting
2. Element, Structure of Reporting
3. Field Reporting Skills (Crime, Civic)
4. Field Reporting Skills (Political)
5. Writing of News Reports

Unit 2

1. Field Reporting skills (Art and Culture, Sports Reporting)
2. Types of Interviews, Research and Reference, Developing Sources
3. Conducting Field Interviews and Writing skills
4. Interview skills for OB based radio programme
5. Interview skills for OB based television programme

Paper 7 Bharatiya knowledge system – an Introduction

Unit -1 Bharatiya Knowledge Systems and Tradition

1. Self-Revelation of Bharat.
2. Knowledge Tradition of Glorious Bharat.
3. The Sublime Journey of Bharatiya Culture & Civilization.
4. Dissemination and contribution of Bharatiya Knowledge systems in the world
Glorious tradition of Science and Art in Bharat.

Unit -2 The Way of Life/ JivanDarshan in Bharatiya Knowledge Systems

1. Way of life as Bharatiya Knowledge Systems.
2. The Implicit Concepts in Bharatiya Knowledge Systems.
Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, Ideal of Life. Paap-Punya, Moksha.
3. Social Viewpoint in Bharatiya Knowledge systems.
4. Co-existence of Nature and Human Nature. Manifold Paths of Upasana. Value of -
Harmonious Existence- Ritam.
5. Idea of Vasudhaivkutumbkam.
6. BhartiyaVangmaya and Implication of Wisdom in Social Life.
7. Four Purusharthas of Bharatiya Knowledge System.
 - a. Dharma
 - b. Artha
 - c. Kama
 - d. Moksha

Semester 2

P-8 Introduction to Radio and Television

Unit 1

1. History and development of radio in India and the world,
2. Radio as a medium of communication, elements, characteristics
3. Types of radio systems: public, private and community radio
4. Writing for Radio: concept, art of writing
5. Different radio programme Formats: news, documentary, feature, talk show, music shows, drama, sports broadcasting, interview, jock talk, sparklers etc.

Unit 2

1. Introduction to sound: Grammar of radio
2. Types of sound: natural, ambient, recorded
3. Types of microphones, editing suite.
4. Studio setup, Programme production team
5. Terminology: drive time, sparkler, etc.

Unit 3

1. Genesis of Television in India: growth and development
2. Doordarshan programme genres: news, documentaries, feature, talk show, TV serials and soaps, sports, reality, animation,
3. Tele- films, advertisements and Interviews
4. Preproduction: concept development, story formation,
5. script writing, budgeting for shooting and editing schedule

Unit 4

1. Production: live studio and field interviews-moderating
2. TV studio discussion; anchoring chat shows and cross-fore
3. Types of Lightings
4. Camera shots, single camera and multi-camera set-ups
5. studio and set design: production team

Suggested Reading

1. Radio in New Avatar AM To FM - Dr. Amrish Swana
2. Key Concept in Radio Studies.- Hugh Chignell
3. Radio Broadcasting Journalism in India - J. David
4. Radio, TV & Broadcast Journalism - R,K, Ravidran
5. Radio and Television Journalism – K. M. Srivastava

P-9 Fundamentals of Feature, Editorial Writing and Editing

Unit 1

1. Features: Concept, Definition, Types
2. Process of Feature Writing: Topic selection, data collection
3. Information processing, genre selection
4. Writing feature: language, structure
5. lead: types

Unit 2

1. Use of quotes, anecdotes, interviews, statistics etc.
2. Layout: use of colour, pictures, graphics etc.
3. Editorial: Concept, Importance, Types
4. Editorial board, Editorial Policy
5. Editorial Page; Content, Articles

Unit 3

1. Op Ed Page: Contents, Articles, Significance
2. Editing: concept, significance
3. Elements, Process
4. Concept of Desk: News flow and coordination, Style book
5. Editing Terminology, Pagination

Unit 4

1. Making layout newspaper
2. Making layout magazines
3. Analysis of Layout of first page of newspaper
4. Analysis of Layout of different pages of newspaper
5. Analysis of Layout of magazines

Suggested Reading

1. LekhLakhvani Kala: Kumarpal Desai
2. Feature Writing: N M R Rao
3. Editing: T J S George
4. Editing: Baskettee and Scissors
5. Editorials and Editorial Writing: Neal

P-10 A Introduction to New Media

Or

P-10 B Introduction to Traditional Media

Introduction to New Media

Unit 1

1. New media: definition, concept, types
2. Characteristics, advantages, technology, limitations of new media
3. New media as a medium of communication
4. Key words, public sphere, community media
5. SEO, Visual and Content Design.

Unit 2

1. Social media: concept, definition, characteristics,
2. WEB 2.0, Elements, Virtual Community, Digital culture and digital identity
3. Types of social networking sites: impact, advantages
4. Online journalism: definition, characteristics
5. E-journalism; challenges, e-books, e-publishing

Unit 3

1. Online newspaper and magazines
2. Blogs: types, video blogging
3. Online journalism: ethical issue
4. Obscenity, privacy, copyright, libel
5. Plagiarism, porn, cyber bullying, net war

Unit 4

1. Cyber terrorism, conflicts, frauds, hacking.
2. How Journalists Use Emerging Media
3. Journalism Ethics and Emerging Media
4. Cybercrime and cyber laws act 2000
5. Fake news, Case Studies

Suggested reading

1. Cyber media journalism – Jagadish Chakravarthy
2. Online journalism: A basic text - Tapas Roy
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar

Traditional Media

Unit 1

1. Culture: Concept, meaning, significance, vis a vis tradition, customs beliefs etc
2. Types of culture: Folk, Popular
3. Types of culture: Dominant, Subaltern
4. Types of societies: Traditional
5. Types of societies: Modern, industrial

Unit 2

1. Community: Definition and characteristics
2. Folk Media: Concept, Forms, meaning, characteristics
3. Folk Media in India
4. Folk media: song, music
5. Folk media: drama, dance

Unit 3

1. Usage of folk media in radio, television and film
2. Government Institutions: song and drama division, central bureau of communication
3. Government Institutions: films and television division, CFSI
4. Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra
5. Bhavai, Kathputli, Pattachitra, Wall painting, Ramlila, Raslila

Unit 4

1. Tribal folk forms of Gujarat
2. Folk dances of Gujarat: bhavai, raas, garba, padhar, tippani, hudo
3. Folk songs: dayaro, garba, bard tradition, sugamsangeet, bhajans
4. Folk theatre: Bhavai
5. Folk media: Practical exercises in writing, production, performance

Suggested Reading:

1. Media Culture and Society: Paul Hodkinson
2. Media and Culture: Campbell, Martin, Fabos
3. Understanding Media: Marshall Macluhan
4. Children, Media and Culture: Marie Messenger Davies
5. Understanding Media and Culture: University of Minnesota

P-11 Media Management

Unit 1

1. Management: Concept, Functions
2. Media management: ownership, control, management
3. Print Media: Newspapers: departments: hierarchy, management, Coordination between departments
4. Editorial department; Role, News Room, Reporting Section, Editorial Board
5. Roles of News Editor, Chief Sub Editor, Copy Editor etc

Unit 2

1. Advertising and Circulation Department: Hierarchy, Functions
2. Production and Printing Department: Hierarchy, Functions
3. News agency: Hierarchy, Functions, Management
4. Institutions: RNI, ABC, INS, NUJ, AINEC, EGI
5. Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, ABC etc)

Unit 3

1. Press Commissions: First, Second
2. Press Councils: First, Second
3. Media policy, wage boards 1956 and 1963,
4. committees: Bachawat, Manisana, Majithia,
5. Media monopoly, ownership, control, FDI in media

Unit 4

6. News Portal: Department: Hierarchy, Functions
7. Radio: Hierarchy, Functions, Management
8. Doordarshan: Hierarchy, Functions, Management, PrasarBharati
9. Film: Studio system, Film companies, Film production Unit
10. Visit local media houses

Suggested Readings:

1. Media Management in India: Panigraphy and Biswaroy
2. Media Management: Kundra S
3. Media Management: B K Charturvedi
4. The Indian Media Business: VanitaKohliKhandekar

**Paper 12 Writing and Editing Skills For
Print Media (Practical)**

Unit 1

Practical exercises in

1. Reading. Analysis of Features and Editorials, Topic Selection
2. Data Collection: Interviews, Library work, Research and Reference
3. Writing process Features: Structure, Lead, Conclusion, language, grammar
4. Writing process Editorial: Structure, Lead, Middle and Conclusion
5. Use of photographs, Graphics, Writing articles for Op ed page

Unit 2

Practical exercises in

1. News Selection, Editing.
2. Rewriting, Compilation, Proof Reading.
3. Writing: Headlines, Subheadings, Captions.
4. Preparing Layout, Dummy, Use of Graphics, Diagrams, Cartoons, Photos
5. Exercises in Editing

P-13 Communication Skills (Practical)

Unit 1

1. Communication: Types, Effective communication
2. Listening: purpose, skills, Techniques for effective listening, Listening session
3. Reading Skills: Purpose, Types
4. Techniques for Effective reading, Effective reading session
5. Writing skills: styles, expressions, language, grammar

Unit 2

1. Writing: resumes, Emails, letters
2. Oral presentation skills, Public Speaking
3. Power Point Presentation
4. Job Interview: Process, Common questions
5. Research and planning- structure, style, Techniques – Manners and Etiquettes

P-14 Environmental Studies

Unit 1

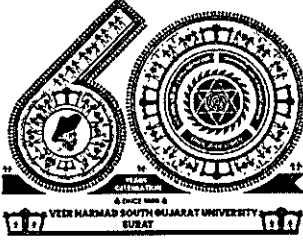
1. Environmental studies: definition, scope, significance Natural resources: renewable and non- renewable
2. Environmental pollution: definition, effects, control measures, types
3. Problems, issues, effects, solutions, case studies regarding resources: Forest, Mineral, Water
4. Ecosystems: concept, structure, types, characteristics, function, Energy flow
5. Climate change, global warming, Water conservation, harvesting, Disaster management: floods, earthquake, cyclone and landslides

Unit 2

1. 1986 conventions; endangered species (1986), Nuclear safety (1994), Climate Change (1997 and 2015)
2. Resettlement and rehabilitation of people
3. Environment and human health
4. Environmental ethics: issues and solutions
5. Public awareness, Role of media and Information Technology, case studies

Suggested readings

1. Rana SVS ; "Essentials of Ecology and Environment"; PHI Pub.
2. Sivakumar; Energy Environment & Ethics in society; TMH
3. Bala Krishnamoorthy; "Environmental management"; PHI
4. Miller GT JR: living in the Environment Thomson/cengage
5. Cunningham WP and MA; principles of Environment Sc; TMH.



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વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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ક્રમાંક:એસ./પરિપત્ર/૧૫૦૯૫/૨૦૨૪

તા. ૧૨/૦૭/૨૦૨૪

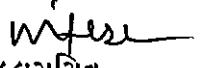
પ્રતિ,
વિભાગીય વડાશ્રી,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય:- બી.એ.જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્સના સેમેસ્ટર- ૩ ના અભ્યાસક્રમ અને સ્ટ્રક્ચર બાબત.

સુજાશ્રી,

સવિનય જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશનનો સેમેસ્ટર-૩ Major, MDC, AEC, SEC અને VAC નો અભ્યાસક્રમ અને અભ્યાસક્રમનું માળખું જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૦૫/૦૭/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૦૨ અન્વયે મંજૂર કરી વિનયન વિદ્યાશાખાને કરેલ ભલામણ વિનયન વિદ્યાશાખાના અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખાવતી કાર્યકારી ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.ચા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)


કુલસચિવ

પ્રતિ,

૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.

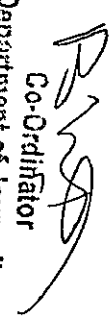
૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

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STRUCTURE OF ARTS FACULTY OF ARTS

B.A. JOURNALISM AND MASS COMMUNICATION (NEP) ACADEMIC YEAR 2024-25 SEMESTER-3

Program	Semester	Major Course Paper X Credit= Total Credit	Minor Course Paper X Credit= Total Credit	Multi-Disciplinary Course X Credit= Total Credit	AEC Paper X Credit= Total Credit	SEC Paper X Credit= Total Credit	VAC Paper X Credit= Total Credit	Summer Internship	Dissertation	Total Paper	Total Credits
B.A	3	P-15 Production Skills for Radio (Practical)	-	P-18 Media Law & Ethics (1x4) 4	P-19 Writing Skills for Radio (Practical) (1x2) 2	P-20 News Paper Translation (Practical) (1x2) 2	P-21 Bhartiya Knowledge System (1x2) 2			7	22
		P-16 Social Media Studies									
		P-17 Investigative Journalism (3x4) 12									


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Semester -3

(Effective From-2024-25)

P-15 - Major Course - Credit- 4

Production Skills for Radio (Practical)

Unit 1

1. Radio Programme: understanding different types of radio programme formats, listening,
2. Introduction to Recording and voce over
3. Introduction to editing equipment and software

Unit 2

1. Recording and editing of news, indoor interview
2. 4. Recording and editing of news, outdoor interview
3. 5. Recording and editing of discussion, talk show

Unit 3

1. Recording and editing of Jock Talk
2. Recording and editing of different type of anchoring and announcement
3. Recording and editing of Short Story,

Unit 4

1. Recording and editing of link, sparkler,
2. Recording and editing of jingle, voice over
3. Recording and editing of poem and story telling



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Semester -3

(Effective From-2024-25)

P-16 – Major Course - Credit- 4

Social Media Studies

Unit 1

1. Social media: concept, evolution
2. Characteristics, usage
3. Impact, risks, challenges

Unit 2

1. Social media platforms: concept, characteristics, development
2. Web portals: concept, characteristics, development
3. Social networking sites: introduction, types, functions
4. Facebook, Instagram, LinkedIn
5. Pinterest, twitter, what's app

Unit 3

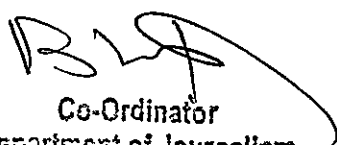
1. Blogs: concept, characteristics, development, Types
2. Exercising in writing and posting social media pages and blogs
3. Exercising in writing and posting blogs

Unit 4

1. Production exercise of different social media pages
2. Social accounts,
3. blogs

Reference Books

1. Social media: - a critical introduction - Christian Fuchs
2. Cyber media journalism – Jagadish Chakravarthy
3. Social media marketing – Paul Martin , Thomas Ericson


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Semester -3

(Effective From-2024-25)

P-17 – Major Course - Credit- 4

Investigative Journalism

Unit 1

1. Investigative Journalism: Concept, Definition
2. Role of an Investigative Reporter
3. Qualities and Essentials for Becoming an Investigative journalism
4. Career and Opportunities
5. Ethical/Unethical Use of Sting Operation

Unit 2

1. Records and the Confidentiality of Source
2. Issues of Contempt and Defamation
3. Right to Privacy and Official Secrets Act
4. Evidence
5. Case Study: Panama Papers and Watergate Scandal

Unit 3

1. Observation
2. Planning Techniques
3. Protection of Sources
4. Cultivation Sources
5. Safety of Journalist

Unit 4

1. Writing Exercise

Reference Books

1. Investigative Journalism -By David Leigh
2. Learning the Art of Investigative Journalism -By Vibha Singh
3. खोजी पत्रकारिता- Investigative Journalism By Harimohan
4. खोजी पत्रकारिता- Dr.Vijay Kulshreshth



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Semester -3

(Effective From-2024-25)

P-18 – Multi Disciplinary Course - Credit- 4

Media Law & Ethics

Unit 1

Constituent assembly, Indian constitution: salient features, preamble, Fundamental rights and duties, directive principles, emergency and media, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis Concept of privacy, Art 32 including PIL, Theory of separation of power under constitution.

Unit 2

Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment, current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.

Unit 3

Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasarbharati act.

Unit 4

Media responsibility, accountability, code of conduct for journalists, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for radio, television, advertising and public relations, regulatory bodies: PCI, BCCC, NBA, IBF, ASCI.

Reference Books

1. History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
2. Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
3. Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group



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P-19 – AEC - Credit- 2

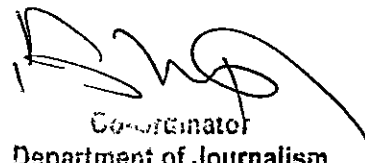
Writing Skills for Radio (Practical)

Unit 1

1. Radio Programme: formats, writing process
2. Radio: Grammar, language, vocabulary
3. Writing of Radio Jock Talk
4. Writing Skills for News show: News, Interview
5. Writing Skills for Entertainment Show: Anchoring, Short Story

Unit 2

1. Writing Exercises for news base programme talk show
2. Writing Exercises for news base programme panel show, group discussion
3. Writing Exercises for Studio base entertainment programme (link)
4. Writing Exercises for Studio base entertainment programme (sparkler, joke talk, jingle, RJ mention)
5. Writing Exercises for poem and story telling



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Semester -3

(Effective From-2024-25)

P-20 – SEC - Credit- 2

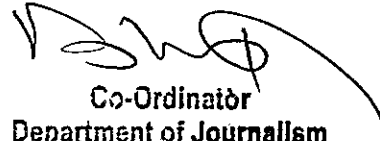
News Paper Translation (Practical)

Unit 1

Translation of news reports, news agency reports interpretative articles and news analysis, Translation of specialised reports: crime, sports, science, political, legislature, health, environment, women, legal

Unit 2

Translation of Editorials, Translation of features and advertisements,



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Semester -3

(Effective From-2024-25)

P-21 – VAC - Credit- 2

Bhartiya Knowledge System

Unit 1

- Bharatiya Vangmay and Aṣṭādaśa-vidyās (Bharatiya Literature and the Eighteen Sciences)
- Bharatiya knowledge tradition in Bharatiya folk life and its oral tradition.
- The global necessity, importance, and relevance of Bharatiya knowledge traditions.
- Reasons for the decline and revival of Bharatiya knowledge traditions:
 - Instability due to foreign invasions.
 - Deindustrialization by the British.

Unit 2

- **Social Systems and Arts in Bharatiya Knowledge Traditions**
 - Social structures including family, community, state, and Nation.
 - Arts such as dance, music, and architecture.
- **Ancient Bharatiya Science and Technology**
 - Exploration of fields such as agriculture, metallurgy, astronomy, and the textile industry.
- **Economic Thoughts and Administration in Bharatiya Traditions**
 - Insights from texts like Kautilya's Arthashastra.

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોળ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહા, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.



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યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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ક્રમાંક:ઓથોરીટીઝ/પરિપત્ર/૪૨/૨૦૨૫
તા.૦૨/૦૧/૨૦૨૫

પ્રતિ,
વિભાગીય વડાશ્રી,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય:— બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્સના સેમેસ્ટર-૪ ના અભ્યાસક્રમ અને માળખા બાબત.

સુશ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર B.A. Journalism and Mass Communication Sem.-4 નો અભ્યાસક્રમ અને માળખું જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષય ની(નિયૂક્ત)એડહોક અભ્યાસ સમિતિના ચેરમેનશ્રીએ અભ્યાસ સમિતિવતી અને વિનયન વિદ્યાશાખાના અધ્યક્ષશ્રી એ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખાવતી ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૩૫૩ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

Wife
કુલસચિવ


પ્રતિ,

૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.

૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

Program	Semester	Major Course Paper X Credit= Total Credit	Minor Course Paper X Credit = Total Credit	Multi-Disciplinary Course Total Credit	AEC Paper X Credit = Total Credit	SEC Paper X Credit= Total Credit	VAC Paper X Credit= Total Credit	SUMMER INTERNSHIP	DISSERTATION	Total Credits
B.A MASS COMM	4	<p>P-22 Digital Marketing and AI Technologies</p> <p>P-23 Advertising</p> <p>P-24 OTT Platforms: An Introduction</p> <p>(4)</p>	<p>P-25A Science Journalism</p> <p>Or</p> <p>P-25B Drone Journalism</p> <p>(4)</p>		<p>P-26 Language for Media Production (Practical)</p> <p>(2)</p>	<p>P-27 Language and Communication for Social Media (Practical)</p> <p>(2)</p>	<p>P-28 Bhartiya Gyan Parampara</p> <p>(2)</p>			22


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-22-Major Course- Credit-4

Digital Marketing And AI Technologies

Unit 1

1. Introduction to Digital Marketing
2. Difference between Traditional and Digital Marketing
3. Importance of Digital Marketing in the Modern Era
4. Organic vs. Paid Marketing

Unit 2

1. Overview of SEO, SEM, PPC, Influencer Marketing, and Email Marketing
2. Social Media Platforms: Facebook, Instagram, YouTube, LinkedIn, Twitter, WhatsApp
3. Key Metrics and Analytics: Google Analytics, A/B Testing, Heatmap, UTM Parameters, Tracking Code.
4. Website, Landing Pages, Blogging and Guest Blogging.

Unit 3

1. Basics of AI, ML, AR, VR
2. Tools: ChatGPT, DALL·E – Introduction and Practical Usage
3. AI in Content Generation: Text (e.g., Captions, blogs, emails) and Image
4. Ethical Considerations in AI-driven Marketing

Unit 4

1. Tools: Wordpress, MailChimp, Hubspot, Zoho, Google Page Speed, GTMetrix, SEO Site Check-up , Responsive Checker
2. Case studies

Reference Books

- Fundamentals of digital marketing Punit Singh Bhatia Pearson education
- Digital marketing vibrant publishers
- Digital marketing for beginners V. Venkata Krishna nation press
- Social media marketing essential Dr. Kavita Kamath vibrant publishers



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[Subject Code-2501001504020001]

Veer Narmad South Gujarat University, Surat
B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-23-Major Course- Credit-4

Advertising

Unit 1

1. Advertising: concept, objectives, types, role, function
2. Features of Advertising, Importance of Advertising , Role of advertising in Society
3. Advertising Media : Print, Electronic, Outdoor, Web, Radio, Television, New Media
4. Copy Writing for Print Media, Electronic Media

Unit 2

1. Advertising models: AIDA, DAGMAR, Maslow hierarchy of needs, Media Planning, Media channels (traditional and digital)
2. Advertising Campaigns and Strategies, USP, Appeal, Brand Image Etc.
3. Developing an advertising campaign, Target audience analysis, Campaign budgeting and scheduling
4. Product Analysis , Consumer Analysis, Market Analysis

Unit 3

1. Marketing Concept: marketing, propaganda, publicity
2. Marketing mix, 4 Ps Concepts, 7 Ps Concept
3. Integrated marketing communications
4. The psychological effects of advertising

Unit 4

1. Advertising Body: ASCI, IAAA, ISA Etc.
2. Case study analysis of notable campaigns and their strategies.
3. Advertising Ethics and Regulation
4. Ethical issues in advertising.

Reference Books:

- Foundation Of Advertising: Theory And Practice KC Sethiya Himalaya Publishing House
- Advertising Management Rajiv Batra Pearson Education
- Handbook Of Public Relations In India D S Mehta Allied Publishers Private Limited
- Public Relations: Principals And Practices Iqbal S Sachdeva Oxford University Press
- Effective Public Relations And Media Strategy CB Narsimha Reddy P H I Learning Private Limited


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-24-Major Course- Credit-4

OTT Platforms: An Introduction

Unit 1

1. Definition and concept of OTT platforms.
2. History and evolution of OTT services. OTT and its presence in India
3. How OTT differs from traditional broadcast and cable TV.
4. Overview of global OTT players (Netflix, Amazon Prime, Disney+, etc.)

Unit 2

1. Business Models of OTT Platforms
2. Revenue Models in OTT: Subscription Video on Demand (SVOD) Advertisement Video on Demand (AVOD) Transactional Video on Demand (TVOD)
3. OTT and the Global Media Landscape
4. Local vs. Global Content, Regional OTT Platforms

Unit 3

1. Regulatory and Ethical Issues in OTT
2. Content Regulation, Government Regulation and Policy
3. DMCR, IAMA, DCCC, Future Challenges
4. Case Study on OTT Ethical Issues

Unit 4

1. Direct to consumers from content originators ,Video Streaming Protocols
2. Class Room Practice Major Streaming Services In India

Reference Books:

- The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production Nithin Kalorth IGI global publishers
- The Complete Roadmap To Launching An OTT Platform & Monetizing It! Prakash Malayalam
- Over The Top: How The Internet Is (Slowly But Surely) Changing The Television Industry
- OTT Platforms & Digital Media Dr. Tarun Chauhan Dr. Deepak Sonkar Ishaan arts and production


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-25A-Minor Course- Credit-4

Science Journalism

Unit 1

1. Introduction to Science Journalism
2. Definition and scope of science journalism
3. The role of science journalism in society
4. Challenges faced by science journalists

Unit 2

1. Basic concepts of science: physics, chemistry, biology
2. History of science journalism in India
3. Data analysis and interpretation
4. Case study of Romar pilae and bio petrol-diesel

Unit 3

1. News writing for science, Feature writing for science
2. Writing for different Platforms (print, online, broadcast)
3. Science writing styles and techniques
4. India's science institute: ISRO,DRDO Etc.

Unit 4

1. Fact-checking and verification
2. Sourcing information from credible sources
3. Legal and ethical considerations in reporting scientific research
4. Case studies of influential science journalists and their work

Reference Books:

- Science Journalism: An Introduction M W. Angler Routledge Publication
- The Elements of Journalism Bill Kovach crown publication
- विज्ञान पत्रकारिता ,डॉ मनोज पटेरिया,वाणी प्रकाशन
- विज्ञान पत्रकारिता के मूल सिद्धांत संपादक: डॉ शिव गोपाल मिश्र तक्षशिला प्रकाशन


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-25B-Minor Course- Credit-4

Drone Journalism

Unit 1

1. Introduction to Drone Journalism, History and evolution of drone journalism
2. Types of drones and their components
3. The rise of drones in media, Careers in drone journalism
4. The impact of drones on traditional journalism: shifting paradigms.

Unit 2

1. Regulatory Framework in India,
2. Directorate General of Civil Aviation (DGCA) regulations
3. Permissions and licensing for drone operations, FAA
4. Privacy laws and ethical considerations

Unit 3

1. Utilizing drones for investigative reporting
2. Challenges and limitations of drone-assisted investigations
3. Impact on human rights, conflicts, and sensitive events (e.g., protests, crime scenes).
4. Drone Journalism in Urban and Rural Contexts

Unit 4

1. Early use cases: War zones, disaster areas, and environmental reporting.
2. Prominent Indian examples: Flood coverage, crime reporting, urban development.
3. DGCA, Global Drone Laws, Drone Journalism in TV and Online Media
4. Drones for Live Reporting and Broadcast Journalism

Reference Books:

- ड्रोन पत्रकारिता प्रभु झींगरन पिलग्रिम्स पब्लिकेशन
- Drones And Journalism Chamberlain Philip Routledge Publication


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-26- AEC Course - Credit-2

Language for Media Production (Practical)

Unit 1

1. Script Writing For Films & Television shows
2. Scripts Writing For FM Radio Programs
3. Writing for advertisements
4. Writing for documentaries

Unit 2

1. Voiceover and narration techniques in Indian languages.
2. Language and tone in audio-visual media.
3. Language adaptation for regional audiences.
4. Storytelling in media content.


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-27- SEC Course- Credit-2

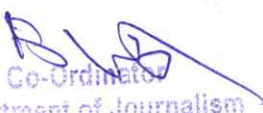
Language and Communication for Social Media (Practical)

Unit 1

1. Importance of language in social media
2. Content Creation for Social Media: Writing for social media: tone, style, and format
3. Visual content creation: images, videos, and graphics, Storytelling techniques for social media
4. Social Media Strategy and Planning: Developing a social media strategy, Content calendars and scheduling, Target audience analysis

Unit 2

1. Social Media Tools and Platforms: Platform-specific strategies (Facebook, Twitter, Instagram, etc.) Emerging social media platforms and trends
2. Engagement and Interaction: Techniques for increasing engagement, Community management and interaction, Responding to comments and messages
3. Project Work and Presentations: Developing a social media campaign, Executing and monitoring the campaign, Final project presentations and peer reviews.


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B.A Journalism and Mass Communication (NEP)

Semester -4

(Effective From- 2024-25)

P-28- VAC Course- Credit-2

Bhartiya Gyan Parampara

Unit 1

1. **Stories based on value education in Indian Tradition:** Truth and realisation: The story of Nachiketa (Kathopanishad)
2. **Dharma and Oneness:** The Story of Yudhishtir and Yaksha (Mahabharat)
3. **Selflessness and Sacrifice:** The story of King Shibi (Vishnu Puran)
4. **Detachment and Wisdom:** The story of King Janaka and sage
5. Yajnavalkya (Brihadaranyakopanishad)

Unit 2

A.

1. **Six Treasures:** Shama (Inner tranquility of mind), Dama (Alignment between mind and senses), Uparati (Interest to do work) Titiksha (Forbearance) Vairagya (Detachment) Viveka (Conscience)
2. **Six Enemies:** Kama (Desire/lust) Krodha (Anger) Lobha (Greed) Moha (Attachment) Mada (Ego) Matsarya (Jealousy) Chief characteristic features of Dharma and eight major types
3. **Characteristics of Dharma:** Dhriti (Patience) Kshama (Forgiveness) Dama (Self-Control) Asteya (Honesty) Shaucha (Sanctity) Indriyanigraha (Control of senses) Dhi (Reason) Vidya (Knowledge or learning) Satyam (Truth) Akrodh (Void of anger)
4. **Types of Dharma:** Swadharma (Duty to self), Parivarik Dharma (Duty for family), Samaj Dharma (Duty for society), Rashtra Dharma (Duty for the State), Samshti Dharma (Duty for Community), Yuga Dharma (Duty for Contemporary time), Apad Dharma (Duty at the time of adversity), Rutam (Duty to Natural Order)

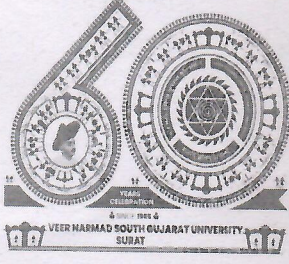
B.

- ❖ नाभिषेको न संस्कारः सिंहस्य क्रियते वने । विक्रमार्जितराज्यस्य स्वयमेव मृगेंद्रता ॥
- ❖ विद्या विवादाय धनं मदाय शक्तिः परेषां परिपीडनाय । खलस्य साधोः विपरीतमेतद् ज्ञानाय दानाय च रक्षणाय ॥
- ❖ अतितृष्णा न कर्तव्या तृष्णां नैव परित्यजेत् । शनैः शनैश्च भोक्तव्यं स्वयं वित्तमुपार्जितम् ॥
- ❖ साहित्य-संगीत कलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः । तृणं न खादन्नपि जीवमानः तद्भागधेयं परमं पशूनाम् ॥
- ❖ सुखस्य मूलं धर्मः । धर्मस्य मूलमर्थः । अर्थस्य मूलं राज्यम् । राज्यस्य मूलम् इन्द्रियजयः । इन्द्रियजयस्य मूलं विनयः । विनयस्य मूलं वृद्धोपसेवः । वृद्धोपसेवया विज्ञानम् । विज्ञानेन आत्मानं संपादयेत् । संपादितात्मा जितात्मा भवति । जितात्मा सर्वार्थः संयुज्येत ॥

Reference Books:

1. S. Vivekananda, The six virtues in Hinduism Ramkrishna ashram, Rupa Publications.
2. S. Sivananda, Shad Sampat: The six divine Qualities, The divine life society.
3. Vardaraja, Subhashita Ratna Kosha.
4. એ. પ્રજાપતિ, સુભાષિત રત્નાવલી, પાર્શ્વ બ્લીકેશન.
5. Adi Shankaracharya, Vivekchudamani, Advaita Ashram Pub.
6. S. Shivananda, the Upanishads, the Divine life society, 2011.
7. સ્વામી શિવાનંદ, ઉપનિષદોની કહાણીઓ ડિવાઈન લાઈફ સોસાયટી.
8. સી.એલ. મહેતા. ઉપનિષદ કથાઓ અને જ્ઞાન, ગુજરાત ગ્રંથ નિર્માણ બોર્ડ, ૨૦૦૦.
9. સ્વામી વિવેકાનંદ, ધર્મના લક્ષણ, રામક્રિષ્ણ આશ્રમ, ગુજરાત.
10. કવિ નર્મદ, ધર્મના લક્ષણ, નર્મદ સાહિત્ય મંડળ ૨૦૧૦.
11. કે.બી. શર્મા, ધર્મના આઠ પ્રકાર-પ્રાચીન સિદ્ધાંતો, ગુજરાતી ગ્રંથ નિર્માણ બોર્ડ.
12. M. Desai shad Ripus: Path of Self Mastery, Gujarati Granth Nirman Board.
13. રતિલાલ નાયક, ઉપનિષદની અમૃત કથાઓ. શબ્દલોક પ્રકાશન, ૨૦૧૨.
14. S. Ramkrishnananda, Six Enemies of the Mind: The root Causes of all Suffering, Ramkrishna, Mission, 2009.


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University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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ક્રમાંક: ઓથો./પરિપત્ર/૧૧૮૭૭/૨૦૨૫

તા.૨૧-૦૫-૨૦૨૫

પ્રતિ,
કો-ઓર્ડિનેટર,,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય :- B.A. Journalism and Mass Communication Sem.-5 & 6 નો અભ્યાસક્રમ.

સુજા શ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલમાં આવનાર B.A. Journalism and Mass Communication Sem.-5 & 6 નો Major, Minor, AEC અને SEC નો અભ્યાસક્રમ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિના કન્વીનરશ્રીએ અભ્યાસ સમિતિ વતી મંજૂર કરી વિનયન વિદ્યાશાખાને કરેલ ભલામણ સ્વીકારી વિનયન વિદ્યાશાખાની તા.૨૮/૦૪/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક:૨૭ થી કરેલ ભલામણથી કરેલ ભલામણ સ્વીકારી એકેડેમિક કાઉન્સિલની તા.૫/૫/૨૦૨૫ ની સભાનાં ઠરાવ ક્રમાંક:૬૨ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

W. J. S.
કુલસચિવ

પ્રતિ,

૧) ડીનશ્રી, વિનયન વિદ્યાશાખા.

૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

2011. 27
2011. 18

Veer Narmad South Gujarat University, Surat

Programme Name: B.A Journalism and Mass Communication Semester: 5 As Per NEP 2020

About Programme : Semester 5 of the B.A. Journalism and Mass Communication program under NEP 2020 not only focuses on the core aspects of journalism but also integrates interdisciplinary learning, practical exposure, and skill development. It prepares students to become well-rounded media professionals who can adapt to the rapidly changing media landscape and thrive in diverse career paths. The focus on hands-on learning, combined with theoretical knowledge, makes this program a comprehensive and contemporary approach to media education.

Teaching & Evaluation Scheme: As Per NEP 2020

B. N. G.

B.A Journalism & Mass Communication Sem 5 Structure

Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
BJMC	BJMC-MJ-29	Public Relations	Public Relations	300	4 HRS	NIL	2HRS	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MJ-30	Indian Classical Theatre Arts	Indian Classical Theatre Arts	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MJ-31	Cyber Security	Cyber Security	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MI-32A/B	Corporate Communication OR Digital Film Making	Corporate Communication OR Digital Film Making	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MI-33A/B	Mobile Journalism OR History of Indian Cinema	Mobile Journalism OR History of Indian Cinema	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-SEC-34	<i>(Practical)</i> Digital Story Telling	Digital Story Telling	300	NIL	2 HRS	NIL	2HRs	NIL	2	25	NIL	25	NIL	50	NIL

Course Wise Details:

Course Code	Course Title	Teaching Schedule Hours/Week	Exam Duration & Marks			Total Theory/Practical Marks	Credit
			Duration (Hours)	(CCE) Internal Marks	(SEE) External Marks		
BJMC-MJ-29	Public Relations	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-30	Indian Classical Theater Arts	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-31	Cyber Security	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MI-32A/B	Corporate Communication OR Digital Film Making	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MI-33A/B	Mobile Journalism OR History of Indian Cinema	4Hrs /Per Week	2:00	50	50	100	4
BJMC-SEC-34	Digital Story Telling (PR)	2Hrs /Per Week	01:00	25	25	50	2
Total		22Hrs /Per Week	11	325	325	550	22

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT



**Undergraduate Program In
B.A Journalism & Mass Communication**

[3 years (Degree) & 4 years (Honours / Honours with Research)]

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Programme Specific Outcome:

PSO-01: Comprehensive Understanding of Media and Communication

- Students will acquire a solid foundation in the key principles of journalism, mass communication, media theory, and media history, allowing them to understand the role and influence of media in society, culture, and politics.

PSO-02: Practical Journalism and Media Production Skills

- Learners will gain hands-on experience in creating and producing content across multiple media platforms, including print, digital, radio, television, and online. This includes writing news stories, conducting interviews, editing content, and producing multimedia material.

PSO-03: Analytical and Critical Thinking in Media Studies

- Students will develop critical thinking skills to analyze and evaluate media content, audience behavior, media policies, and the impact of media on public opinion, culture, and society, thus enabling informed decision-making and analysis in a dynamic media environment.

PSO-04: Research Skills in Journalism & Mass Communication

- Students will acquire knowledge of research methodologies used in media studies, including qualitative and quantitative research techniques, enabling them to conduct independent research, analyze data, and present findings on contemporary issues in journalism and communication.

PSO-05: Ethical Journalism and Media Law Awareness

- Learners will understand the ethical responsibilities and legal framework governing journalism and media practices, including issues of media freedom, censorship, defamation, copyright, privacy, and intellectual property. They will apply these principles to ensure responsible and ethical media production.

PSO-06: Communication, Collaboration, and Presentation Skills

- Through group projects, discussions, presentations, and written assignments, students will enhance their communication skills, learning to articulate their ideas clearly and persuasively. This will also include the ability to collaborate effectively in media teams and interact with professionals from diverse sectors.

PSO-07: Adaptation to Emerging Media Technologies

- Students will be equipped with the skills necessary to use emerging technologies and tools in journalism, such as digital platforms, social media, multimedia editing software, and data journalism. They will develop a strong understanding of digital media trends and adapt to the changing media landscape.

PSO-08: Entrepreneurial and Innovation Skills in Media

- In addition to their core media training, students will gain entrepreneurial skills to launch their own media projects, start-ups, or freelance careers. They will learn how to develop business strategies, understand market dynamics, manage media ventures, and explore innovative media formats, products, and services.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass
Communication

Teaching & Evaluation Scheme
Semester-V & VI
 [Academic Year of Implementation 2025-2026]

Semester-V

Course Code	Course Title	Teaching Schedule Hours/Week	Exam Duration & Marks			Total Theory/Practical Marks	Credit
			Duration (Hours)	(CCE) Internal Marks	(SEE) External Marks		
BJMC-MJ-29	Public Relations	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-30	Indian Classical Theater Arts	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-31	Cyber Security	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MI-32A/B	Corporate Communication OR Digital Film Making	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MI-33A/B	Mobile Journalism OR History of Indian Cinema	4Hrs /Per Week	2:00	50	50	100	4
BJMC-SEC-34	Digital Story Telling	2Hrs /Per Week	01:00	25	25	50	2
Total		22Hrs /Per Week	11	325	325	550	22



Semester-VI

Course Code	Course Title	Teaching Schedule Hours/Week	Exam Duration & Marks			Total Theory/Practical Marks	Credit
			Duration (Hours)	(CCE) Internal Marks	(SEE) External Marks		
BJMC-MJ-35	Communication Research	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MJ-36	Environmental Science	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MJ-37	AI Journalism	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MI-38A/B	Development Communication OR Health Communication	4Hrs/Per Week	2:00	50	50	50	4
BJMC-AEC-39	Digital Media Production	2Hrs /Per Week	1:00	25	25	50	2
BJMC-SEC-40	Internship	4Hrs /Per Week	2:00	50	50	50	4
Total		22Hrs /Per Week	11	275	275	300	22

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**Undergraduate Program in B.A Journalism & Mass Communication**

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-V**Course: BJMC-MJ-29: Public Relations**

Course Code	BJMC-MJ-29
Course Title	Public Relations
Credit	4
Course Level	300
Total engagement	4 Credits x 20 Lectures = 40Hours
Teaching per week	4Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The purpose of this Public Relations (PR) course is to equip students with the knowledge and practical skills required to effectively manage and enhance an organization's reputation. Through a combination of theory and hands-on activities, students will gain an understanding of key PR principles, strategies, and tools used to communicate with diverse audiences. The course will explore topics such as media relations, crisis communication, brand management, and social media strategies, preparing students to handle real-world PR challenges and opportunities. By the end of the course, students will be able to craft compelling messages, build strong relationships with stakeholders, and develop successful PR campaigns that contribute to an organization's long-term success.
Course Objectives	By the end of this Public Relations course, students will be able to: <ul style="list-style-type: none"> • Understand PR Principles: Demonstrate a thorough understanding of the key principles and theories that underpin public relations practices and their role in organizational communication. • Develop Effective Communication Strategies: Design and implement strategic PR plans that align with organizational goals, effectively communicating with diverse audiences across different platforms. • Master Media Relations: Build and maintain relationships with the media, craft compelling press releases, and manage media inquiries to secure positive media coverage. • Handle Crisis Communication: Apply crisis communication strategies and techniques to manage and mitigate the impact of crises on an organization's reputation. • Manage Social Media and Digital PR: Utilize social media platforms and digital tools to engage with stakeholders, build a brand presence, and enhance public relations campaigns. • Understand Ethical Standards: Analyse the ethical challenges in public relations and apply ethical decision-making in PR practices to ensure transparency and trustworthiness. • Evaluate PR Campaigns: Assess the effectiveness of public relations campaigns, using metrics and feedback to evaluate outcomes and



	<p>improve future strategies.</p> <ul style="list-style-type: none"> • Work Collaboratively: Collaborate in teams to create comprehensive PR campaigns, demonstrating teamwork, leadership, and problem-solving skills in real-world scenarios. • Create Engaging Content: Develop press materials, speeches, social media content, and other communication pieces that resonate with target audiences. • Understand Public Opinion: Recognize the importance of public perception and learn how to influence public opinion positively through effective communication. 																											
Course Outcomes	<p>Upon successful completion of this Public Relations course, students will be able to:</p> <ol style="list-style-type: none"> 1. CO:1 Apply PR theories to real-world scenarios, design and evaluate strategic PR campaigns, enhance media relations, and manage crisis communication to protect an organization's reputation. 2. CO:2 Leverage digital platforms, implement ethical PR practices, evaluate campaign effectiveness, develop professional communication materials, collaborate in teams, and influence public perception to shape a positive brand image. 																											
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> </tr> </thead> <tbody> <tr> <th>CO1</th> <td style="background-color: black;"></td> <td></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td></td> <td></td> <td style="background-color: black;"></td> </tr> <tr> <th>CO2</th> <td></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	CO1									CO2								
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CO1																												
CO2																												
Pre-requisite	<p>Fundamentals of Communication: A basic understanding of communication principles, including verbal, non-verbal, and written communication.</p> <p>Introduction to Media Studies: Familiarity with media platforms, media types, and the role of media in society.</p> <p>Basic Writing Skills: Strong foundational skills in writing and editing, especially for press releases, articles, and digital content.</p> <p>Understanding of Organizational Behaviour: Basic knowledge of how organizations operate and communicate internally and externally.</p> <p>Introduction to Marketing: A foundational understanding of marketing principles, as they intersect with public relations in building brand image and engagement.</p>																											
Course Content	<table border="1"> <tr> <td> <p>Unit 1</p> <ol style="list-style-type: none"> 1. Public Relations: Meaning and Definitions, 2. Basic elements of PR, Nature, role and scope, 3. PR as a tool of modern management –PR role in the Indian Setting. 4. PR and Publicity, Lobbying, Propaganda </td> <td>Teaching Hours: 10</td> </tr> </table>	<p>Unit 1</p> <ol style="list-style-type: none"> 1. Public Relations: Meaning and Definitions, 2. Basic elements of PR, Nature, role and scope, 3. PR as a tool of modern management –PR role in the Indian Setting. 4. PR and Publicity, Lobbying, Propaganda 	Teaching Hours: 10																									
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	Unit 2 <ol style="list-style-type: none"> 1. PR and Corporate Marketing, Principles and Tools of Public relations 2. Corporate Social Responsibility and Community Relations 3. Organization of Public relations: In house department versus consultancy 4. Managing promotions and functions, Importance of Ethics in PR 	Teaching Hours: 10
	Unit 3 <ol style="list-style-type: none"> 1. PR Campaign-planning, execution, 2. Role of PR in Crisis management 3. Ethical issues in PR-Apex bodies in PR- IPRA and PRSI Code 4. Organizational set up of a PR department/Agencies 	Teaching Hours: 10
	Unit 4 <ol style="list-style-type: none"> 1. Types of PR – PR in Private and Public Sectors. 2. Political PR, PR in Globalized world, NGO 3. Media Relations, Employee Relations 4. House Journals , Newsletters, Brochures 	Teaching Hours: 10
Reference Books	References: <ol style="list-style-type: none"> 1. HANDBOOK OF PUBLIC RELATIONS 10th Edition Oxford University Press Southern Africa (Pty) Ltd 2. PUBLIC RELATIONS Theory & Practice 2ND EDITION General editors: L Fourie & MC Cant Juta and Company (Pty) Ltd 3. HANDBOOK OF PUBLIC RELATIONS: ROBERT L. HEATH, Sage Publications, Inc. 4. The Practice of Government Public Relations Second Edition Edited by Mordecai Lee, Grant Neeley, and Kendra Stewart, by Routledge 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program in B.A Journalism & Mass Communication
(3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V**Course: BJMC-MJ-30: Indian Classical Theater Arts**

Course Code	BJMC-MJ-30
Course Title	Indian Classical Theater Arts
Credits	4
Course Level	300
Total engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The purpose of this course is to provide students with a deep understanding of the rich and diverse traditions of Indian Classical Theatre. This course will explore the foundations, history, and techniques of classical Theatre forms such as Sanskrit drama, Kathakali, Kuchipudi, Bharatanatyam, and Nautanki, among others. Students will be introduced to the key elements of performance, including narrative structure, music, dance, gesture, and costumes, which are integral to the classical performance traditions.</p> <p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the origins and evolution of Indian Classical Theatre forms. 2. Learn the basic principles of acting, dance, and music that define these art forms. 3. Analyse classical plays and performances, appreciating their cultural and historical context. 4. Gain practical experience through performances, workshops, and studio practices. 5. Develop an appreciation for the aesthetics and symbolism used in Indian Classical Theatre Arts. <p>This course is designed for anyone interested in gaining a deeper understanding of Indian culture through its theatrical traditions and will prepare students for further exploration or professional involvement in performing arts.</p>
Course Objectives	<ol style="list-style-type: none"> 1. Understand the History and Evolution of Indian Classical Theatre <ul style="list-style-type: none"> ○ Explore the origins, development, and key figures in Indian Classical Theatre. ○ Examine the historical, cultural, and regional influences on different theatre forms such as Sanskrit drama, Kathakali, Kuchipudi, and others. 2. Learn the Core Elements of Indian Classical Performance <ul style="list-style-type: none"> ○ Study the fundamental elements such as narrative

	<p>structures, dramatic forms, physical gestures, music, dance, and symbolism integral to classical performances.</p> <ul style="list-style-type: none"> ○ Understand the concept of Rasa (emotional essence) and Bhava (emotional expression) in performances. <p>3. Explore Different Classical Dance-Drama Forms</p> <ul style="list-style-type: none"> ○ Gain hands-on experience with forms like Kathakali, Bharatanatyam, Kuchipudi, Odissi, and Nautanki, among others. ○ Study the unique characteristics and performance techniques of each form, including their gestures, facial expressions, and costume designs. <p>4. Develop Acting and Performance Skills</p> <ul style="list-style-type: none"> ○ Learn the basics of acting through classical methods such as Abhinaya (expression), Mudras (hand gestures), and Adavus (dance steps). ○ Participate in practical workshops and performances to gain experience in stage presence, voice modulation, and physical coordination. <p>5. Analyse Classical Texts and Performances</p> <ul style="list-style-type: none"> ○ Study classical Indian plays and scripts, understanding their structure, themes, and underlying philosophies. ○ Critically analyse performances, both historical and contemporary, for their artistic, cultural, and social relevance. <p>6. Appreciate Aesthetic and Symbolic Representation in Classical Theatre</p> <ul style="list-style-type: none"> ○ Explore how classical theatre integrates music, poetry, dance, and visual art to convey emotional depth and storytelling. ○ Understand how elements like costumes, makeup, and set designs contribute to the overall aesthetic experience. <p>7. Promote Cultural Preservation and Innovation in the Arts</p> <ul style="list-style-type: none"> ○ Encourage the integration of classical theatre techniques into modern performances and explore how these traditions can be preserved and adapted for contemporary audiences. ○ Cultivate a deeper appreciation for India's artistic heritage and its continued relevance in today's globalized world. <p>By the end of the course, students will not only gain practical skills in Indian Classical Theatre but also develop a nuanced understanding of its cultural, historical, and artistic significance.</p>
Course Outcomes	<p>Upon successful completion of this Indian Classical Theatre course, students will be able to:</p> <ol style="list-style-type: none"> 1. CO:1 Gain in-depth knowledge of various Indian Classical Theatre forms, develop practical performance skills in acting, dance, gesture, and music, and apply classical techniques like Abhinaya, Mudras, and Adavus in stage performances.

	2. CO:2 Critically analyse and evaluate classical Indian texts and performances, appreciate the integration of music, dance, and symbolism, and understand how to preserve and innovate within traditional theatre practices in contemporary settings.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1									
	CO2									
Pre-requisite	<ul style="list-style-type: none"> • Basic knowledge of traditional Indian arts and culture. • Familiarity with general concepts of performance, stage presence, and expression. • Understanding of artistic forms such as dance, music, and drama. <p>This foundational understanding will support students in grasping more advanced concepts of Indian Classical Theatre Arts, which integrates diverse performing arts traditions such as dance, drama, and music.</p>									
Course Content	<p>Unit 1: Introduction to Indian Theatre</p> <ol style="list-style-type: none"> 1. Historical Evolution of Indian Theatre: Early origins and influences: Vedic, religious, and folk traditions. Theatre in the context of Indian epics: Ramayana and Mahabharata. Sanskrit Theatre and its impact on Indian theatre forms. 2. Key Theatrical Traditions: Natyashastra and its importance. Classical forms: Sanskrit theatre, Kathakali, and Kutiyattam. Folk theatre traditions: Ramlila, Nautanki, and Tamasha. 3. Role of Theatre in Society: Theatre as a medium of social change. Role of theatre in religious rituals and festivals. Theatre's contribution to community-building and cultural identity. 4. Theatre in Ancient and Medieval India: Ancient texts on theatre: Natyashastra and its relevance. Influence of medieval theatre and its socio-political impact. Transition from traditional to modern theatre. <p>Unit 2: Major Forms of Indian Theatre</p> <ol style="list-style-type: none"> 1. Sanskrit Theatre: Major playwrights: Kalidasa , Bhasa , and Sudraka. Dramatic structure and performance styles. Influence of Sanskrit theatre on modern Indian theatre. 2. Folk Theatre: Diversity in folk theatre across India (e.g., Tamasha, Nautanki, and Jatra). Local languages and performance styles in different regions. Folk theatre's role in reflecting societal issues. 3. Theatre in Contemporary India: The rise of modern theatre post-independence. Key figures: Habib Tanvir, 									Teaching Hours: 10

	<p>Vijay Tendulkar, and Girish Karnad. Influence of Western theatre styles on Indian theatre.</p> <p>4. Theatre for Social Change: People's Theatre Movement and its impact. Theatre as activism: Naxalism, gender issues, and caste-related dramas. Role of theatre in political awareness and education.</p>	
	<p>Unit 3: Theatre and Media</p> <ol style="list-style-type: none"> The Relationship Between Theatre and Journalism: How theatre shapes public discourse and media narratives. Journalism and theatre as tools for social reform. Theatre's influence on media and broadcasting. The Role of Mass Media in Theatre Promotion: Theatre and its coverage in newspapers, magazines, and television. Media's role in preserving and promoting traditional theatre. Film adaptations of theatre plays and their impact. Theatre in Digital Media: Online platforms for showcasing theatre (YouTube, Instagram, etc.). The emergence of digital theatre in the contemporary world. Virtual performances and live-streamed theatre productions. Impact of Theatre on Modern Journalism: Journalistic storytelling techniques borrowed from theatre. Influence of theatre on mass communication in India. Critical analysis of media representation in theatre productions. 	Teaching Hours: 10
	<p>Unit 4: Indian Theatre and Cultural Identity</p> <ol style="list-style-type: none"> Theatre as a Reflection of Cultural Diversity: Representation of India's cultural pluralism in theatre. Regional theatre forms and their cultural significance. Theatre as a mirror of Indian society and its issues. Theatre and Gender Representation: Portrayal of women in Indian theatre: traditional vs. modern perspectives. Gender stereotypes in Indian theatre. The role of theatre in challenging gender norms. Theatre and the Nation: Theatre's contribution to nation-building post-independence. Nationalist plays and their role in India's independence struggle. The impact of theatre on contemporary political and social ideologies. Preserving Theatre Heritage in a Changing World: Efforts to preserve traditional theatre forms. Role of government, institutions, and NGOs in theatre 	Teaching Hours: 10

	preservation. Challenges faced by theatre in the modern age of mass entertainment.	
Reference Books	Reference: <ol style="list-style-type: none"> 1. Modern Indian Theatre A Reader edited NANDI BHATIA , OXFORD UNIVB&SITY PRESS 2. The Indian Theatre Its origin and development up to the present day : Chandra Bhan Gupta, Post box 75, Banaras 3. INDIAN AESTHETICS, Rai Technology University 4. Routledge Handbook of Asian Theatre Edited by Siyuan Liu by Routledge 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication
 (3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-MJ-31: Cyber Security

Course Code	BJMC-MJ-31
Course Title	Cyber Security
Course Level	300
Credits	4
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	This course aims to equip individuals with essential skills to protect information systems from cyber threats. It covers key topics such as identifying cyber risks, securing networks and data, implementing encryption, and responding to incidents. Participants will gain practical knowledge of security tools, risk management, legal requirements, and ethical issues in cybersecurity, enabling them to safeguard digital infrastructures and protect against evolving cyber threats.
Course Objective	<p>Cyber Security Course Objectives</p> <p>The primary objective of this Cyber Security course is to provide participants with the knowledge and practical skills necessary to defend against and respond to cyber threats in today's digital world. Upon completion of this course, participants will be able to:</p> <ol style="list-style-type: none"> 1. Identify Cyber Threats: Recognize various cyber threats, including malware, phishing, ransomware, and insider threats. 2. Implement Risk Management: Assess risks and implement effective strategies to mitigate vulnerabilities and protect sensitive information. 3. Secure Networks: Design and apply security measures to safeguard network infrastructure against cyber attacks, including firewalls, VPNs, and intrusion detection systems. 4. Ensure Data Protection: Learn methods for encrypting and securing data in transit and at rest, ensuring privacy and integrity. 5. Respond to Incidents: Understand the process of detecting, investigating, and responding to cyber security incidents and breaches. 6. Comply with Legal and Ethical Standards: Gain knowledge of cybersecurity laws, regulations, and industry best practices to ensure compliance and ethical behaviour in the digital environment. 7. Utilize Security Tools: Familiarize with the use of cybersecurity tools for monitoring, threat detection, and vulnerability assessment. 8. Develop Security Strategies: Create and implement comprehensive security policies and procedures to protect organizational assets and



	resources. By achieving these objectives, participants will be able to develop a strong foundation in cybersecurity practices and contribute to securing digital environments within their organizations.																											
Course Outcomes	Upon successful completion of this Cyber Security course, participants will be able to: <ol style="list-style-type: none"> CO:1 Analyse and assess cyber threats, implement effective security measures, conduct risk management practices, and respond to cyber incidents to safeguard digital systems and data. CO:2 Adhere to legal and regulatory standards, utilize cybersecurity tools, promote a security-conscious culture, and secure digital infrastructures to minimize vulnerabilities and protect organizational assets. 																											
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	CO1									CO2								
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CO1																												
CO2																												
Pre-requisite	Before enrolling in a Cyber Security course specifically tailored for mass communication and journalism, participants should have a basic understanding of the following topics: <ol style="list-style-type: none"> Basic Computer Literacy: Understanding of fundamental computer operations, operating systems, and basic software tools is essential. Familiarity with file management, internet browsing, and digital communication tools is highly recommended. Internet and Networking Concepts: Basic knowledge of how the internet works, including an understanding of web technologies, IP addresses, DNS, and the concept of networking (Wi-Fi, LAN, VPNs, etc.). Understanding of Digital Communication: A basic grasp of how communication works in the digital space, including email, social media platforms, blogs, websites, and digital content creation tools. Introduction to Journalism and Mass Communication: Knowledge of basic journalism practices, media ethics, content creation, and the role of digital platforms in communication. Familiarity with the impact of social media on journalism and communication is beneficial. Basic Knowledge of Privacy and Ethics: Understanding the importance of digital privacy, confidentiality, and ethics in online communication, especially as it pertains to media organizations and journalists' responsibilities toward protecting their sources and information. 																											

	<p>6. Critical Thinking and Problem Solving: Ability to approach issues analytically and develop solutions to problems, particularly when dealing with cybersecurity challenges in a fast-paced, information-driven environment like journalism.</p> <p>While this course is designed for professionals in journalism and mass communication, those with a foundational understanding of the above areas will be better prepared to tackle the specialized cybersecurity topics covered in the course.</p>	
Course Content	<p>Unit 1: Introduction to Cyber Security</p> <ol style="list-style-type: none"> 1. Understanding Cyber Security: Definition, Importance, and Scope 2. Types of Cyber Threats: Malware, Phishing, Ransomware, Social Engineering, Hacking 3. Cyber Security in Everyday Life: Email Security, Safe Browsing, Social Media Risks 4. Cyber Ethics and Laws in India: IT Act 2000, Data Protection Laws 	Teaching Hours: 10
	<p>Unit 2: Digital Safety & Privacy Protection</p> <ol style="list-style-type: none"> 1. Password Management & Authentication: Best Practices, Two-Factor Authentication (2FA) 2. Safe Internet Practices: Identifying Fake Websites, HTTPS vs HTTP 3. Social Media Security: Privacy Settings, Avoiding Scams, Identity Theft Risks 4. Data Protection: Encryption Basics, Secure File Sharing, Cloud Security 5. Digital Footprint & Online Reputation Management 	Teaching Hours: 10
	<p>Unit 3: Cyber Crimes & Investigation</p> <ol style="list-style-type: none"> 1. Understanding Cyber Crimes: Identity Theft, Online Frauds, Cyber Bullying, Deep fake Threats 2. Ethical Hacking vs Malicious Hacking: White Hat, Black Hat, Grey Hat Hackers 3. Cyber Forensics: Basics of Digital Evidence, Investigation Techniques 4. Reporting Cyber Crimes: Cyber Crime Portals in India, Legal Actions 5. Role of Media in Cyber Security Awareness 	

	<p>Unit 4: Organizational & Professional Cyber Security</p> <ol style="list-style-type: none"> 1. Cyber Security in Businesses: Importance for Start-ups, Companies, and Journalists 2. Cyber Security for Digital Marketing Professionals: Ad Fraud, SEO Spam, Fake Engagements 3. Secure Communication: Email Security, VPNs, End-to-End Encryption 4. Cyber Security Careers: Ethical Hacking, Cyber Law, Cyber Journalism 5. Future of Cyber Security: AI in Cybersecurity, Emerging Threats, Case Studies 	Teaching Hours: 10
Reference Books	<p>References:</p> <ol style="list-style-type: none"> 1. Cyber Security Learn The Basics Of Cyber Security, Threat Management, Cyber Warfare Concepts And Executive-Level Policies. Noah Zhang & Dana Onyshko 2. Introduction to Cyber Security Saadaad Saju, Cisco 3. Cyber Security: The Lifeline of Information and Communication Technology, Springer Series in Wireless Technology 4. CYBER SECURITY HANDBOOK FOREWORD BY DR. KALPESHKUMAR L GUPTA, ProBono India 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



[Subject code-2501001505040001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication
 (3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-MI-32A Corporate Communication

Course Code	BJMC-MI-32A
Course Title	Corporate Communication
Course Level	300
Credits	4
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	This course aims to equip participants with the skills to manage and enhance communication within an organization. It covers key areas such as internal communication, brand management, stakeholder engagement, crisis communication, public relations, and digital communication. Participants will learn how to shape the organization's image, build strong relationships with stakeholders, and handle communication during crises, ensuring effective, ethical, and consistent messaging across all channels.
Course Objectives	<p>The objectives of this Corporate Communication course are to:</p> <ol style="list-style-type: none"> 1. Master Organizational Communication: Develop the ability to effectively communicate within an organization, ensuring clarity and alignment across all levels. 2. Enhance Brand Management: Learn strategies to manage and promote the organization's brand identity through consistent messaging. 3. Build Stakeholder Relationships: Acquire skills to engage with key stakeholders, including employees, customers, and investors, to foster trust and collaboration. 4. Manage Crisis Communication: Understand how to handle communication during crises, protecting the organization's reputation and maintaining public trust. 5. Develop Public and Media Relations: Gain expertise in managing media relations, creating press releases, and handling public perceptions. 6. Leverage Digital Communication: Understand how to use digital platforms for corporate communication, including social media and online content. 7. Promote Ethical Communication: Emphasize transparency, honesty, and integrity in all communication efforts, ensuring ethical practices. <p>By achieving these objectives, participants will be equipped to effectively manage communication strategies and enhance their organization's image, both internally and externally.</p>

Course Outcomes	<p>Upon successful completion of this Corporate Communication course, participants will be able to:</p> <ol style="list-style-type: none"> CO:1 Develop and execute effective communication strategies, manage brand identity, engage stakeholders, and handle crisis communication to maintain a positive organizational image. CO:2 Utilize digital tools, manage media relations, and promote ethical practices in communication to ensure transparent, consistent messaging across all channels. 									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1									
	CO2									
Pre-requisite	<p>Participants should have a basic understanding of:</p> <ol style="list-style-type: none"> Communication Skills: Strong written and verbal communication abilities. Organizational Structure: Knowledge of how organizations function. Marketing and Branding: Basic understanding of brand management. Media Literacy: Familiarity with traditional and digital media. Digital Tools: Proficiency in using communication tools like email and social media. Crisis Management: Basic principles of communication during crises. Ethical Communication: Understanding of transparency and honesty in messaging. <p>A solid foundation in these areas will enhance participants' experience in the course.</p>									
Course Content	<p>Unit 1</p> <ol style="list-style-type: none"> Definition & Concept of Corporate Communication. Theory & practice perspectives on Corporate Communication the strategic management perspective on Corporate Communication. Corporate Communication in Historical perspective Marketing. Public Relation & Corporate Communication. 								Teaching Hours: 10	
	<p>Unit 2</p> <ol style="list-style-type: none"> The Birth of Communication Management. Corporate Communication & Communication management. Corporate Communications in theoretical perspective. Shareholders, Identity & Reputation Understand stakeholder management & Corporate Communications, Understanding identity & Corporate Communication 								Teaching Hours: 10	

	Unit 3 1. Understanding reputations & Corporate Communications. 2. Communication Strategy, theory & Practice, 3. perspectives on strategy in corporate communications making Strategy. 4. The process & practice of Communications Strategy.	Teaching Hours: 10
	Unit 4 1. The organization of Communication Theory & practice. 2. Perspective on communication organization, Vertical structure, Horizontal Structure. 3. Corporate Social Responsibility, Risk Management and Corporate Finance 4. Case Study on Corporate Communication	Teaching Hours: 10
Reference Books	Reference: 1. Present-Day Corporate Communication A Practice-Oriented, State-of-the-Art Guide Springer Nature Singapore Pte Ltd. 2018 2. Corporate Communication a marketing viewpoint Klement Podnar by Routledge 3. Corporate Communication Himalaya Publication House	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. <p>This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.</p>	



[[Subject code-2501001505040002]]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication
 (3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-MI-32B Digital Film Making

Course Code	BJMC-MI-32B
Course Title	Digital Film Making
Course Level	300
Credits	4
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	Digital filmmaking has revolutionized the way films are created, produced, and distributed. This course aims to provide students with the essential skills, tools, and techniques needed to create professional digital films. With the increasing accessibility of digital cameras and editing software, the barriers to entry in filmmaking have significantly lowered. However, producing high-quality content requires knowledge of various technical aspects, creativity, and an understanding of cinematic principles. This course offers a comprehensive curriculum that combines theoretical knowledge with hands-on experience, preparing students to succeed in the dynamic world of digital filmmaking.
Course Objectives	<p>The primary goal of this course is to equip students with the technical, artistic, and creative skills needed to create a digital film from start to finish. The course is designed to:</p> <ol style="list-style-type: none"> 1. Teach Fundamental Filmmaking Techniques: Students will learn the basics of cinematography, sound design, lighting, and editing, which are fundamental to all forms of filmmaking. 2. Master Digital Tools: Students will be trained in the use of digital filmmaking equipment, including cameras, lighting, and software, ensuring they are familiar with the latest industry-standard tools. 3. Develop Creative Vision: Filmmaking is as much about creativity as it is about technical ability. This course encourages students to develop their own unique voice and artistic vision as filmmakers. 4. Provide Hands-on Experience: Through practical assignments and projects, students will have the opportunity to work on short films, music videos, or documentaries, allowing them to apply what they've learned and develop a strong portfolio. 5. Prepare for Industry Demands: The course will also focus on the business side of filmmaking, preparing students for career opportunities in the entertainment and media industries. This includes understanding distribution, marketing, and professional networking.

Course Outcomes	<p>Upon successful completion of this Digital Film Making course, students will be able to:</p> <ol style="list-style-type: none"> PO:1 Understand film production processes, master cinematography techniques, and develop storytelling, editing, sound design, and lighting skills to create compelling films. PO:2 Collaborate effectively in film projects, analyse and critique films, understand film distribution, and build a professional portfolio for career advancement in the film industry. 									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1									
	CO2									
Pre-requisite	<p>Participants should have a basic understanding of:</p> <ol style="list-style-type: none"> Basic Visual Arts Knowledge: Understanding of design, color theory, and composition. Computer and Software Skills: Familiarity with basic computer operations and video editing software. Interest in Filmmaking: A passion for films and the filmmaking process. Creative Writing/Storytelling: Basic knowledge of storytelling or creative writing principles. Photography Basics: Experience with framing, lighting, and exposure is helpful. Teamwork: Ability to collaborate effectively in group settings. <p>These pre-requisites will help ensure a successful and engaging experience in the Digital Film Making course.</p>									
Course Content	<p>Unit 1: Introduction to Digital Filmmaking</p> <ol style="list-style-type: none"> Evolution of Filmmaking Technologies: The transition from analogue to digital filmmaking. Advantages and disadvantages of digital over traditional film. Digital Cinematography: Understanding digital cameras: sensors, resolution, and frame rates. Key components of digital cinematography: lenses, lighting, and composition. Pre-Production in Digital Filmmaking: The role of pre-production in planning a digital film: scriptwriting, storyboarding, and location scouting. The importance of budgeting and scheduling in digital filmmaking. Role of the Director and Crew in Digital Filmmaking: The director's vision in the digital medium. Key roles: cinematographer, sound designer, editor, and production assistants. 								Teaching Hours: 10	
	<p>Unit 2: Digital Camera Work and Techniques</p> <ol style="list-style-type: none"> Types of Digital Cameras: Overview of different digital cameras used in filmmaking (DSLRs, mirrorless cameras, cinema cameras). Key differences in camera types: features, usability, and production applications. 								Teaching Hours: 10	

	<ol style="list-style-type: none"> 2. Shooting Techniques in Digital Filmmaking: Camera movements: pans, tilts, dolly shots, and handheld techniques. Using shot composition and framing for effective storytelling. 3. Lighting for Digital Filmmaking: Basic lighting setups: three-point lighting, key light, fill light, and backlight. Challenges and techniques for lighting digital cameras and achieving the desired look. 4. Focus and Depth of Field: Techniques for controlling focus and depth of field in digital filmmaking. The creative use of depth of field to enhance storytelling. 	
	<p>Unit 3: Digital Post-Production Techniques</p> <ol style="list-style-type: none"> 1. Digital Editing Software: Introduction to popular digital editing software: Adobe Premiere, Final Cut Pro, Avid Media Composer. The process of importing, organizing, and editing footage in the digital workflow. 2. Colour Grading and Correction: Understanding the importance of colour grading in digital filmmaking. Tools and techniques for colour correction and achieving the desired mood and tone. 3. Sound Design and Post-Production Audio: The role of sound design: Foley, ADR, and sound effects. The importance of mixing and mastering sound for digital films. 4. Visual Effects (VFX) in Digital Filmmaking: Introduction to VFX tools: compositing, motion graphics, and 3D rendering. The integration of VFX into digital films to enhance visual storytelling. 	Teaching Hours: 10
	<p>Unit 4: Distribution and Future Trends in Digital Filmmaking</p> <ol style="list-style-type: none"> 1. Film Distribution in the Digital Age: The rise of streaming platforms like Netflix, YouTube, and Vimeo. The role of digital film festivals in showcasing new talent and independent filmmakers. 2. Digital Filmmaking and Independent Cinema: The democratization of filmmaking through affordable digital equipment. How independent filmmakers use digital tools to create high-quality films on limited budgets. 3. Impact of Social Media on Digital Filmmaking: The influence of social media platforms on film promotion, distribution, and audience engagement. The rise of short-form content and mobile filmmaking. 4. Future Trends in Digital Filmmaking: The role of artificial intelligence (AI) and virtual reality (VR) in the future of filmmaking. The evolution of 4K, 8K, and beyond, and how they will affect the production process. 	Teaching Hours: 10

Reference Books	Reference: <ol style="list-style-type: none"> 1. Digital Moviemaking: Michael Wiese Productions Scott Billups 2. MAAC Lecture Companion: Digital Film Making: MAYA ACADEMY OF ADVANCED CINEMATICS 3. DIGITAL FILM-MAKING MIKE FIGGIS: Faber and Faber 4. Editing Digital Film: Jaime Fowler: Focal Press
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. <p>This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.</p>



[Subject code-2501001505050001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication

(3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-MI-33A Mobile Journalism

Course Code	BJMC-MI-33A
Course Title	Mobile Journalism
Course Level	300
Credits	4
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The Mobile Journalism course aims to:</p> <ol style="list-style-type: none"> 1. Empower Storytelling: Teach students to create high-quality news content using smartphones and tablets. 2. Enhance Production Skills: Develop abilities in video, photo, audio, and written reporting with mobile tools. 3. Enable Real-Time Reporting: Equip students to cover live events and breaking news on-the-go. 4. Promote Ethical Journalism: Emphasize accuracy, fairness, and credibility in mobile news production. 5. Adapt to Modern Trends: Prepare students for the growing role of mobile journalism in the digital age. <p>By course end, students will be proficient in producing professional journalistic content using mobile devices.</p>
Course Objectives	<p>Upon completion, students will:</p> <ol style="list-style-type: none"> 1. Master Mobile Tools: Use smartphones and apps to capture, edit, and publish multimedia content. 2. Develop Multimedia Skills: Combine photos, videos, audio, and text to create news stories. 3. Create Content on the Go: Produce professional journalistic content with mobile devices. 4. Apply Ethical Journalism: Ensure accuracy and fairness in mobile reporting. 5. Report in Real-Time: Cover live events and breaking news with mobile tools. 6. Edit and Publish Stories: Edit and publish content on mobile platforms. 7. Adapt to Digital Trends: Understand the impact of mobile journalism on news production. 8. Build a Portfolio: Create a portfolio showcasing mobile journalism work. <p>These objectives will equip students to thrive in the dynamic world of mobile journalism.</p>



Course Outcomes	<p>Upon successful completion of this Mobile Journalism course, students will be able to:</p> <ol style="list-style-type: none"> CO:1 Master mobile journalism tools, create engaging content for mobile platforms, and develop technical skills in mobile filmmaking, while integrating data and social media for enhanced audience engagement. CO:2 Apply ethical considerations, enhance storytelling capabilities, adapt to emerging trends, and produce professional-quality journalism for distribution across mobile-friendly platforms. 									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1										
CO2										
Pre-requisite	<ol style="list-style-type: none"> Mobile Device: A modern smartphone with a good camera, storage, and fast processing. Apps: Use apps for editing (Premiere Rush, iMovie), photo editing (Lightroom), and social media (Twitter, Instagram). Internet: Reliable, fast connection for uploads and live streaming. Content Creation Knowledge: Understanding basic video, photo, and audio production. Mobile Gear: Tripod, external microphone, portable lighting, and lens attachments. Data Management: Backup content using cloud storage. Social Media Skills: Know how to engage audiences across platforms. Adaptability: Be ready to report in any environment. Ethical Reporting: Follow journalistic standards for fairness and accuracy. Storytelling: Craft compelling stories for your audience. <p>These essentials help create engaging, high-quality content on the go.</p>									
Course Content	Unit 1 The State Of Mobile <ol style="list-style-type: none"> How mobile has influenced modern journalism , Mobile centric reporting and editing Mobile as a 'Newsroom', Branding of News using social media Mobile News catering to Niche beats Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications 								Teaching Hours: 10	
	Unit 2 Mobile Journalism <ol style="list-style-type: none"> News Workflow and Mobile Journalism , How to identify the seven basic steps of mobile reporting. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. Introduction to Mobile Applications Blog set-up , Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc.) 								Teaching Hours: 10	
	Unit 3 DESIGNING FOR THE MOBILE EXPERIENCE <ol style="list-style-type: none"> How good design is intuitive, making something immediately usable. 								Teaching Hours: 10	

	<p>2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.</p> <p>3. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)</p> <p>4. Going Viral : being the Scavenger and Mobile Journalist</p>	
	<p>Unit 4 FUTURE OF MOBILE JOURNALISM and M-LEARNING</p> <p>1. About the evolution of wearable, About the rise of Google Glass</p> <p>2. About Glass Journalism, About augmented reality storytelling and journalism</p> <p>3. Studying Social Media Analytics</p> <p>4. Case Study in Mobile Journalism</p>	Teaching Hours: 10
Reference Books	<p>Reference:</p> <p>1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.</p> <p>2. Web Masters Hand Book, Golgotha</p> <p>3. Computer Graphic Software Construction, John R Rankin</p> <p>4. The Internet Book, Comer Douglas E.</p> <p>5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd</p>	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. <p>This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.</p>	



[Subject code-2501001505050002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication
 (3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-MI-33B History of Indian Cinema

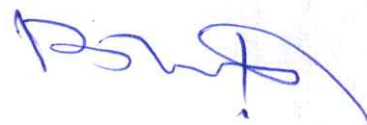
Course Code	BJMC-MI-33B
Course Title	History of Indian Cinema
Course Level	300
Credits	4
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The course on the History of Indian Cinema aims to provide students with a comprehensive understanding of the evolution of Indian cinema from its inception to the present day. It seeks to explore the cultural, social, and political contexts that have shaped the film industry in India, as well as the artistic movements and technological advancements that have influenced cinematic expression.
Course Objectives	<ul style="list-style-type: none"> • Chronological Evolution: Understand key phases and milestones from early cinema to modern films. • Cultural Context: Analyse the influence of historical, social, and political events on filmmaking. • Genre Diversity: Recognize the unique traits of Bollywood, regional, and independent films. • Key Personalities: Identify influential filmmakers and actors shaping Indian cinema. • Technological Impact: Explore how advancements like sound, colour, and digital media transformed cinema. • Film Analysis: Develop skills to critically evaluate films as cultural and artistic texts. • Global Connections: Examine the interplay between Indian and international cinema trends. • By the end of this course, students will be equipped with the knowledge and analytical skills necessary to appreciate and critically evaluate the historical and cultural dimensions of Indian cinema.
Course Outcomes	<p>Upon successful completion of this Indian Classical Theatre course, students will be able to:</p> <ul style="list-style-type: none"> • CO:1 Gain in-depth knowledge of various Indian Classical Theatre forms, develop practical performance skills in acting, dance, gesture, and music, and apply classical techniques like Abhinaya, Mudras, and Adavus in stage performances. • CO:2 Critically analyse and evaluate classical Indian texts and performances, appreciate the integration of music, dance, and

Undergraduate Program in B.A Journalism & Mass Communication as Per NEP 2020 [3 years (Degree) & 4 years

	symbolism, and understand how to preserve and innovate within traditional theatre practices in contemporary settings.									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1									
	CO2									
Pre-requisite	<ul style="list-style-type: none"> • Basic Film Literacy: An introductory understanding of film theory and language to engage with cinematic analysis. • Cultural Awareness: Familiarity with Indian historical and cultural contexts, which will enhance comprehension of the socio-political influences on cinema. • Interest in Historical Analysis: A willingness to explore and interpret historical narratives and their impact on film evolution. • Critical Thinking Skills: Basic critical thinking and analytical skills to evaluate films from both artistic and cultural perspectives. <p>These pre-requisites ensure students are well-equipped to delve into the rich history and diverse narratives of Indian cinema.</p>									
Course Content	Unit 1: Early Beginnings and Silent Era (1890s–1930s) <ol style="list-style-type: none"> 1. The Birth of Indian Cinema: The first Indian film, <i>Raja Harishchandra</i> (1913) by Dadasaheb Phalke . Early efforts to capture Indian myths and stories on celluloid. 2. Pioneering Filmmakers and Films: The contributions of filmmakers like Dadasaheb Phalke and his influence on Indian cinema. The rise of silent films and their popularity across India. 3. Influence of Western Cinema: The impact of European and American cinema on the development of Indian filmmaking .Early adaptations of western cinematic techniques in Indian films. 4. The Transition to Sound: The introduction of sound in Indian cinema with <i>Alam Ara</i> (1931), the first Indian talkie. The challenges and innovations involved in the transition from silent to sound cinema. 									Teaching Hours: 10
	Unit 2: The Golden Age of Indian Cinema (1940s–1960s) <ol style="list-style-type: none"> 1. Indian Film Industry During and Post-World War II: The impact of WWII on Indian cinema, the rise of patriotism, and social realism. The popularity of mythological, historical, and social films during this period. 2. Bollywood and Regional Cinema: The rise of Bollywood as the Centre of Hindi-language cinema. Growth of regional cinema, particularly in Tamil, Bengali, and Marathi. 									Teaching Hours: 10

	<ol style="list-style-type: none"> 3. Key Filmmakers and Films: Influence of directors like Raj Kapoor, Bimal Roy, and Guru Dutt. Iconic films from this era such as <i>Awaara</i>, <i>Pyaasa</i>, and <i>Do Bigha Zamin</i>. 4. Introduction of Music and Dance: The importance of music in Indian cinema, with playback singers like Lata Mangeshkar and Kishore Kumar. The establishment of the song-and-dance format as a distinctive feature of Indian films. 	
	<p>Unit 3: New Wave Cinema and Parallel Cinema (1970s–1990s)</p> <ol style="list-style-type: none"> 1. Rise of Indian New Wave: The emergence of new filmmaking techniques and socially relevant themes. Directors like Shyam Benegal, Mrinal Sen, and Aparna Sen reshaping Indian cinema. 2. Parallel Cinema Movement: A shift towards realism and socio-political commentary in films. Iconic films such as <i>Ankur</i>, <i>Manthan</i>, and <i>Bhuvan Shome</i> which focused on rural India. 3. Commercial Cinema in the 1970s and 1980s: The emergence of action films and the rise of Bollywood stars like Amitabh Bachchan. The dominance of masala films and their cultural impact, with films like <i>Zanjeer</i> and <i>Sholay</i>. 4. Global Recognition and International Filmmakers: The international success of Indian cinema, such as Satyajit Ray's <i>Pather Panchali</i>. Recognition at global festivals like Cannes and the rise of Indian cinema on the international stage. 	Teaching Hours: 10
	<p>Unit 4: Contemporary Indian Cinema (2000s–Present)</p> <ol style="list-style-type: none"> 1. Digital Revolution and Changing Cinematic Styles: The impact of digital technology on filmmaking, with improved production values and global reach. The rise of independent cinema and filmmakers exploring new genres and narratives. 2. Bollywood's Globalization: The increasing influence of Bollywood films in global markets and diaspora communities. Films like <i>Dilwale Dulhania Le Jayenge</i> and <i>Lagaan</i> gaining international fame. 3. Rise of Regional Cinemas: The increasing popularity of South Indian cinema (Tamil, Telugu, Malayalam) and regional film industries like Marathi, Bengali, and Punjabi. Iconic regional films making waves in national and international markets, such as <i>Kantara</i> and <i>Super</i> 	Teaching Hours: 10

	<p><i>Deluxe.</i></p> <p>4. New Trends and Movements: The rise of experimental films and the new generation of directors (e.g., Anurag Kashyap, Zoya Akhtar, and Meghna Gulzar). The success of films with socially relevant themes, streaming platforms, and the growth of OTT platforms.</p>	
Reference Books	<p>Reference:</p> <ol style="list-style-type: none"> 1. Encyclopedia of Indian Cinema : Ashish Rajadhyaksha , Paul Willemen, OXFORD UNIVERSITY PRESS New Delhi 2. Indian Cinema Beyond Bollywood The New Independent Cinema Revolution Edited by Ashvin Immanuel Deva Sundaram, by Routledge 3. CINEMA INDIA The Visual Culture of Hindi Film RACHEL DWYER AND DIVIA PATEL, REAKTION BOOKS 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. <p>This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.</p>	



[Subject code-2501001505060001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program in B.A Journalism & Mass Communication

(3 Years Degree; 4 Years Honours/Honours with Research)

Semester-V

Course: BJMC-SEC-34 Digital Story Telling (Practical)

Course Code	BJMC-SEC-34
Course Title	Digital Story Telling (Practical)
Course Level	300
Credits	2
Total Engagement	2 Credits x 10 Lectures = 20 Hours
Teaching per week	2 Hrs. Per Week = 1 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>This course aims to equip students with the skills to create impactful digital stories through hands-on learning. Students will:</p> <ul style="list-style-type: none"> • Master Digital Tools: Gain proficiency in video production, audio editing, and multimedia design. • Craft Engaging Narratives: Develop compelling stories using narrative techniques and visual storytelling. • Apply Practical Skills: Participate in projects that offer real-world digital storytelling experience. • Engage Audiences: Learn to effectively communicate with diverse audiences on digital platforms. • Blend Creativity and Technology: Combine artistic and technological skills to produce innovative content. <p>The course prepares students to confidently express ideas through digital media, readying them for careers in digital storytelling.</p>
Course Objectives	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Utilize Digital Tools: Demonstrate proficiency in using digital media tools for creating and editing video, audio, and multimedia content. • Develop Narrative Skills: Construct engaging and coherent stories by applying narrative structures and visual storytelling techniques. • Execute Practical Projects: Complete hands-on projects that simulate real-world digital storytelling scenarios, enhancing practical skills. • Engage and Analyse Audiences: Identify and implement strategies to effectively reach and engage diverse audiences across various digital platforms. • Integrate Creativity with Technology: Combine artistic vision with digital technology to produce innovative and compelling digital stories. • Critically Evaluate Content: Analyse and critique digital stories, incorporating feedback to refine and improve storytelling techniques.

	These objectives aim to prepare students to effectively create and communicate through digital storytelling, equipping them for various professional fields.								
Course Outcomes	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • CO:1 Operate digital media tools to create engaging content, develop compelling narratives, and execute end-to-end digital storytelling projects. • CO:2 Use effective digital communication strategies to engage diverse audiences, integrate creativity with technology, and critically evaluate content for improvement. 								
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1								
	CO2								
Pre-requisite	<p>Before enrolling in this course, students should have:</p> <ul style="list-style-type: none"> • Basic Computer Skills: Familiarity with operating systems, file management, and basic software applications. • Basic Internet Skills: Understanding of web browsing and digital communication fundamentals. • Fundamental Media Literacy: Awareness of digital media concepts and exposure to various forms of digital content. • Introductory Creativity: An interest in storytelling and a basic creative approach to multimedia projects. • Optional: Prior experience with any digital content creation tools (e.g., basic photo or video editing software) can be beneficial but is not required. <p>These prerequisites ensure that all students can quickly engage with the course material and focus on developing their skills in digital storytelling.</p>								
Course Content	<p>Unit 1: Introduction to Digital Storytelling</p> <ol style="list-style-type: none"> 1. Concept and Elements of Digital Storytelling: Understanding the core components: narrative, visuals, sound, and interactivity. The role of storytelling in the digital age and how it differs from traditional storytelling. 2. Tools for Digital Storytelling: Introduction to basic digital tools: cameras, smartphones, audio equipment, and editing software (e.g., Adobe Premiere, iMovie). How to select appropriate tools based on the type of story you want to tell. 3. Visual Storytelling Techniques: Composition, framing, and using visuals to support the narrative. The importance of colour, lighting, and camera angles in storytelling. 4. Scripting and Storyboarding for Digital Media: Crafting a compelling script for digital media: structure, dialogue, and pacing. The importance of storyboarding and 							Teaching Hours: 10	

	planning visual shots for effective storytelling.	
	<p>Unit 2: Practical Application of Digital Storytelling</p> <ol style="list-style-type: none"> 1. Creating a Short Digital Story: Step-by-step guide to producing a short digital story using personal experiences or fictional narratives. Techniques for filming and capturing audio effectively using available tools (e.g., smartphone cameras, microphone). 2. Editing and Post-Production: Introduction to editing basics: cutting, transitions, adding effects, and incorporating audio. Practical exercises in creating a cohesive digital story using editing software. 3. Incorporating Sound and Music in Digital Stories: How to choose and integrate sound effects, music, and voiceovers to enhance the narrative. The importance of balancing sound levels and timing for a more immersive story. 4. Publishing and Sharing Digital Stories: Best practices for exporting and sharing digital stories on various platforms: YouTube, Vimeo, social media. Understanding file formats, resolutions, and how to optimize content for different audiences. 	Teaching Hours: 10
Reference Books	<p>Reference:</p> <ol style="list-style-type: none"> 4. Encyclopedia of Indian Cinema : Ashish Rajadhyaksha , Paul Willemen, OXFORD UNIVERSITY PRESS New Delhi 5. Indian Cinema Beyond Bollywood The New Independent Cinema Revolution Edited. by Ashvin Immanuel Deva Sundaram, by Routledge 6. CINEMA INDIA The Visual Culture of Hindi Film RACHEL DWYER AND DIVIA PATEL, REAKTION BOOKS 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. <p>This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.</p>	



Veer Narmad South Gujarat University, Surat

Programme Name: B.A Journalism and Mass Communication Semester: 6 As Per NEP 2020

About Programme: Semester 6 of the B.A. Journalism and Mass Communication program under NEP 2020 not only focuses on the core aspects of journalism but also integrates interdisciplinary learning, practical exposure, and skill development. It prepares students to become well-rounded media professionals who can adapt to the rapidly changing media landscape and thrive in diverse career paths. The focus on hands-on learning, combined with theoretical knowledge, makes this program a comprehensive and contemporary approach to media education.

Teaching & Evaluation Scheme: As Per NEP 2020



**B.A Journalism & Mass Communication Sem 6
Structure**

Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR		
BJMC	BJMC-MJ-35	Communication Research	Communication Research	300	4 HRS	NIL	2HRS	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MJ-36	Environmental Science	Environmental Science	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MJ-37	AI Journalism	AI Journalism	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-MI-38A/B	Development Communication OR Health Communication	Development Communication OR Health Communication	300	4 HRS	NIL	2HRs	NIL	4	NIL	50	NIL	50	NIL	100	NIL
BJMC	BJMC-AEC-39	(PR) Digital Media Production	Digital Media Production	300	2 HRS	NIL	1HRs	NIL	2	NIL	25	NIL	25	NIL	50	NIL
BJMC	BJMC-SEC-40	Internship (Practical)	Internship	300	NIL	4 HRS	NIL	2HRs	NIL	4	50	NIL	50	NIL	100	NIL

Course Wise Details:

Course Code	Course Title	Teaching Schedule Hours/Week	Exam Duration & Marks			Total Theory/Practical Marks	Credit
			Duration (Hours)	(CCE) Internal Marks	(SEE) External Marks		
BJMC-MJ-35	Communication Research	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-36	Environmental Science	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MJ-37	AI Journalism	4Hrs /Per Week	2:00	50	50	100	4
BJMC-MI-38A/B	Development Communication OR Health Communication	4Hrs/Per Week	2:00	50	50	100	4
BJMC-AEC-39	Digital Media Production (PR)	2Hrs /Per Week	1:00	25	25	50	2
BJMC-SEC-40	Internship (PR)	4Hrs /Per Week	2:00	50	50	100	4
Total		22Hrs /Per Week	11	275	275	550	22

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT



Undergraduate Program In
B.A Journalism & Mass Communication

[3 years (Degree) & 4 years (Honours / Honours with Research)]

Programme Specific Outcome:

PSO-01: Comprehensive Understanding of Media and Communication

- Students will acquire a solid foundation in the key principles of journalism, mass communication, media theory, and media history, allowing them to understand the role and influence of media in society, culture, and politics.

PSO-02: Practical Journalism and Media Production Skills

- Learners will gain hands-on experience in creating and producing content across multiple media platforms, including print, digital, radio, television, and online. This includes writing news stories, conducting interviews, editing content, and producing multimedia material.

PSO-03: Analytical and Critical Thinking in Media Studies

- Students will develop critical thinking skills to analyze and evaluate media content, audience behavior, media policies, and the impact of media on public opinion, culture, and society, thus enabling informed decision-making and analysis in a dynamic media environment.

PSO-04: Research Skills in Journalism & Mass Communication

- Students will acquire knowledge of research methodologies used in media studies, including qualitative and quantitative research techniques, enabling them to conduct independent research, analyze data, and present findings on contemporary issues in journalism and communication.

PSO-05: Ethical Journalism and Media Law Awareness

- Learners will understand the ethical responsibilities and legal framework governing journalism and media practices, including issues of media freedom, censorship, defamation, copyright, privacy, and intellectual property. They will apply these principles to ensure responsible and ethical media production.

PSO-06: Communication, Collaboration, and Presentation Skills

- Through group projects, discussions, presentations, and written assignments, students will enhance their communication skills, learning to articulate their ideas clearly and persuasively. This will also include the ability to collaborate effectively in media teams and interact with professionals from diverse sectors.

PSO-07: Adaptation to Emerging Media Technologies

- Students will be equipped with the skills necessary to use emerging technologies and tools in journalism, such as digital platforms, social media, multimedia editing software, and data journalism. They will develop a strong understanding of digital media trends and adapt to the changing media landscape.

PSO-08: Entrepreneurial and Innovation Skills in Media

- In addition to their core media training, students will gain entrepreneurial skills to launch their own media projects, start-ups, or freelance careers. They will learn how to develop business strategies, understand market dynamics, manage media ventures, and explore innovative media formats, products, and services.

Semester-VI

Course Code	Course Title	Teaching Schedule Hours/Week	Exam Duration & Marks			Total Theory/Practical Marks	Credit
			Duration (Hours)	(CCE) Internal Marks	(SEE) External Marks		
BJMC-MJ-35	Communication Research	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MJ-36	Environmental Science	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MJ-37	AI Journalism	4Hrs /Per Week	2:00	50	50	50	4
BJMC-MI-38A/B	Development Communication OR Health Communication	4Hrs/Per Week	2:00	50	50	50	4
BJMC-AEC-39	Digital Media Production	2Hrs /Per Week	1:00	25	25	50	2
BJMC-SEC-40	Internship	4Hrs /Per Week	2:00	50	50	50	4
Total		22Hrs /Per Week	11	275	275	300	22

[Subject code-2501001506010001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Undergraduate Program in B.A Journalism & Mass Communication
 (3 Years Degree; 4 Years Honors/Honors with Research)

Semester-VI

Course: BJMC-MJ-35

Course Code	BJMC-MJ-35
Course Title	Communication Research
Course Level	300
Credits	04
Total Engagement	4 Credits x 20 Lectures = 40 Hours
Teaching per week	4Hrs Per Week = 2 Lectures Per Week
Minimum weeks Per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>Purpose of Course: Research Methods in Mass Communication</p> <p>The Research Methods in Mass Communication course is designed to provide students with a comprehensive understanding of the essential research methodologies used in social science and mass communication. The course will equip students with the necessary skills to conduct both qualitative and quantitative research, analyze data, and interpret findings effectively. Emphasis will be placed on developing a clear understanding of research design, the scientific method, sampling techniques, and statistical analysis. Students will gain practical knowledge in using media research tools and techniques, as well as applying research methods to media-related studies, such as print media, electronic media, advertising, and public relations.</p> <p>The course aims to prepare students for research in mass communication by teaching them how to create research questions, formulate hypotheses, conduct literature reviews, and implement appropriate methodologies to produce reliable and valid results. Additionally, students will learn how to write research proposals, reports, and theses, ensuring they meet ethical standards and follow appropriate research procedures.</p> <p>This course will also foster critical thinking and analytical skills, empowering students to use research methods in assessing media content and audience behaviour, which are crucial for media professionals and researchers.</p>
Course Objectives	<p>Upon completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of research in mass communication, including its types, objectives, and characteristics. 2. Differentiate between qualitative and quantitative research methods and apply appropriate methodologies. 3. Formulate research questions, hypotheses, and define variables for mass communication studies. 4. Design research studies using proper sampling techniques and data collection methods. 5. Conduct qualitative and quantitative research using surveys, interviews, and case studies.

	<ol style="list-style-type: none"> 6. Analyse data using statistical tools such as descriptive statistics, correlation, and tests of significance. 7. Apply media research to real-world contexts, including print media, electronic media, advertising, and public relations. 8. Ensure research ethics, reliability, and validity in research findings. 9. Write research proposals and reports with academic integrity. 10. Critically evaluate and interpret research findings to offer valuable insights in media studies. 																											
Course Outcomes	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • CO1: Conduct and Analyse Media Research Students will design and execute media research studies using qualitative and quantitative methods, applying statistical analysis to interpret data and draw meaningful conclusions. • CO2: Develop Research Proposals and Ensure Ethical Standards Students will write structured research proposals and reports while adhering to ethical standards, ensuring the reliability and validity of their findings in media research. 																											
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td style="background-color: black;"></td> <td></td> <td style="background-color: black;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td></td> <td></td> <td></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	CO1									CO2								
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8																				
CO1																												
CO2																												
Pre-requisite	<p>Before enrolling in this course, students should ideally have:</p> <ol style="list-style-type: none"> 1. Basic Knowledge of Communication and Media An understanding of fundamental concepts in communication and media studies, including the role of media in society and types of media platforms. 2. Basic Writing Skills Proficiency in writing, including grammar, punctuation, and organizing ideas clearly for academic purposes. 3. Familiarity with Basic Research Concepts A general understanding of research principles and methods, including data collection, analysis, and reporting. 4. Interest in Current Affairs Awareness of current trends and issues in mass communication, which can be explored through research. 5. Computer Literacy Comfort with using basic computer applications for data analysis, internet research, and word processing. <p>These pre-requisites ensure that students have the necessary foundation to engage with the advanced research methods and analytical techniques covered in the course.</p>																											
Course Content	<table border="1"> <tr> <td> Unit 1 <ol style="list-style-type: none"> 1. Research: social science and mass communication research; concept, objectives, types, characteristics 2. Method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative) 3. Steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables 4. Research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity. </td> <td style="text-align: center; vertical-align: middle;"> Teaching Hours: 10 </td> </tr> </table>	Unit 1 <ol style="list-style-type: none"> 1. Research: social science and mass communication research; concept, objectives, types, characteristics 2. Method and methodology, reasoning: deductive and inductive, approaches (quantitative and qualitative) 3. Steps in research: topic selection, research questions and hypothesis, literature review, objectives, variables 4. Research design, sampling, data collection, analysis and interpretation, concepts; reliability, validity. 	Teaching Hours: 10																									
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	Unit 2 1. Qualitative research method – field observations, focus groups, in-depth interviews, case studies 2. Quantitative method: survey, descriptive survey, analytical survey 3. Content analysis – definitions, steps 4. Sampling: types probability and non probability, sample size, sampling error.	Teaching Hours: 10
	Unit 3 1. Introduction to statistics – basic statistical procedure; 2. Descriptive statistics: central tendencies, mean, median, mode, frequency distribution 3. Inferential statistics: co-efficient of correlation, standard deviation, 4. Tests of significance (T-test, Anova).	Teaching Hours: 10
	Unit 4 1. Application of media research: print media (circulation studies, etc) 2. Electronic media (TRPs,) 3. Advertising (pre testing, post testing) 4. Public relations, internet, writing of research proposal/research report/thesis, ethics in research.	Teaching Hours: 10
Reference Books	Reference (1) Wimmer, Roger, D and Dominick, Joseph, R. Mass Media Research, Thomson Wadsworth, 2006, (2) Kothari, C.R. Research Methodology: Methods and Techniques, New Age International Ltd. Publishers, (3) Arthur Asa Berger. Media Research Techniques, Sage Publications, 1998. (4) John Fiske. Introduction to Communication Studies, Routledge Publications, 1982.	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program in B.A Journalism & Mass Communication

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI

Course: BJMC-MJ-36: Environmental Science

Course Code	BJMC-MJ-36									
Course Title	Environmental Science									
Course Level	300									
Credit	4									
Course Level	300-399									
Total engagement	4 Credits x 20 Lectures = 40Hours									
Teaching per week	4Hrs Per Week									
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)									
Effective from	2025-2026									
Purpose of Course	This course aims to equip students with a deep understanding of climate change science and the skills to communicate effectively about it. Students will explore the causes, effects, and impacts of climate change, learn key communication theories, and analyse the role of media in shaping public perception. The course will also focus on strategies for crafting effective climate messages tailored to different audiences and designing impactful communication campaigns to drive climate action.									
Course Objectives	<ul style="list-style-type: none"> • Understand the scientific principles of climate change, including causes, effects, and global trends. • Analyse the impacts of climate change on ecosystems, biodiversity, and human societies. • Explore key theories and frameworks in climate and risk communication. • Examine the role of media in shaping public discourse and perceptions about climate change. • Develop skills to craft targeted climate change messages for various audiences. • Design and implement effective climate change communication campaigns using visual and interactive approaches. 									
Course Outcomes	<ul style="list-style-type: none"> • CO1: Analyse the scientific basis of climate change, including its causes, impacts on ecosystems, and societal effects, and evaluate key climate reports and trends. • CO2: Develop and apply effective climate communication strategies tailored to different audiences, utilizing media tools, visual messaging, and interactive campaigns to foster climate action. 									
Mapping between			PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8

COs with PSOs	CO1								
	CO2								
Pre-requisite	<ol style="list-style-type: none"> 1. Basic understanding of environmental science concepts, including ecology and ecosystems. 2. Introductory knowledge of media studies, communication theories, or journalism. 3. Familiarity with global environmental issues and sustainability topics. 4. Basic knowledge of social sciences, particularly in the areas of psychology and behaviour change. 								
Course Content	Unit 1 <ol style="list-style-type: none"> 1. Introduction to Climate Change Science 2. Overview of climate change: Causes, effects, and current trends 3. The greenhouse effect, carbon cycle, and global warming 4. Impacts of climate change on ecosystems, biodiversity, and human societies 5. Review of key climate reports (IPCC, National Climate Assessment) 							Teaching Hours: 10	
	Unit 2 <ol style="list-style-type: none"> 1. Theories and Frameworks in Climate Communication 2. Theories of risk communication and environmental communication 3. Social cognitive theory and behavior change models 4. The role of framing, narratives, and metaphors in climate communication 5. Barriers to climate communication: Psychological, social, and political factors 							Teaching Hours: 10	
	Unit 3 <ol style="list-style-type: none"> 1. Media and Climate Change, The role of traditional and digital media in climate change discourse 2. Media representations and misrepresentations of climate science 3. Analysis of climate change coverage in different media outlets 4. Impact of social media and new media technologies on public understanding of climate change 							Teaching Hours: 10	

	Unit 4 <ol style="list-style-type: none"> 1. Strategies for Effective Climate Change Communication 2. Crafting messages for specific audiences (youth, policymakers, businesses) 3. Visual communication and the use of imagery in climate change messaging 4. Interactive and participatory communication approaches, Designing Climate Change Communication Campaigns 	Teaching Hours: 10
Reference Books	Reference: <ol style="list-style-type: none"> 1. Environmental Science, Botkin, Keller, Wiley Publication 2. Environmental Science 1 Edition, VAYU EDUCATION OF INDIA 3. A Textbook of Environmental Studies, S Chand & Co Ltd 4. Text Book OF ENVIRONMENTAL STUDES FOR UG 3RD EDN, University Press 5. Environmental Science, Mahaveer Publication 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**Undergraduate Program in B.A Journalism & Mass Communication**

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI**Course: BJMC-MJ-37- AI Journalism**

Course Code	BJMC-MJ-37
Course Title	AI Journalism
Course Level	300
Credit	4
Course Level	300-399
Total engagement	4 Credits x 20 Lectures = 40Hours
Teaching per week	4Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	The purpose of this course is to explore the intersection of artificial intelligence and journalism, examining how AI is transforming the media industry. Students will gain a deep understanding of AI technologies, their applications in newsrooms, and the ethical challenges associated with AI-driven journalism. The course will provide practical knowledge of AI tools for content creation, data analysis, and newsroom automation. By the end, students will be equipped to navigate the evolving media landscape, leveraging AI to enhance journalistic practices while addressing issues of bias, ethics, and regulation.
Course Objectives	<ol style="list-style-type: none"> 1. Understand the fundamentals of Artificial Intelligence (AI) and its impact on various industries, with a focus on journalism. 2. Explore AI applications in newsrooms, including automated reporting, content curation, and distribution. 3. Examine the ethical implications of AI in journalism, including biases in algorithms and the need for transparency and accountability. 4. Analyse current trends in AI-driven journalism and evaluate real-world case studies and examples. 5. Learn to use AI tools for content creation, data journalism, and audience engagement, including Natural Language Processing (NLP) and sentiment analysis. 6. Assess the impact of AI on journalism jobs, newsroom workflows, and the evolving role of journalists. 7. Understand the regulatory and policy frameworks for AI use in journalism and media. 8. Gain practical experience with AI tools for investigative journalism, collaboration, and multimedia content creation.



Course Outcomes	<ol style="list-style-type: none"> CO1: Analyse and evaluate the impact of AI technologies on journalism, including their applications in content creation, newsroom automation, and audience engagement, while addressing ethical challenges and biases. CO2: Develop practical skills in using AI tools for data analysis, investigative journalism, and multimedia content creation, applying them to enhance journalistic practices and workflows. 								
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	CO1	■	■	■	■	■	■	■	■
	CO2	■	■	■	■	■	■	■	■
Pre-requisite	<ol style="list-style-type: none"> Basic understanding of journalism principles, news reporting, and media production. Familiarity with basic concepts of artificial intelligence and machine learning. Introductory knowledge of data analysis and data visualization techniques. Understanding of ethical issues in media and journalism. Familiarity with digital tools and technologies used in media production and distribution. 								
Course Content	Unit 1: Introduction to AI and Journalism <ol style="list-style-type: none"> Understanding Artificial Intelligence: Definition, history, and key concepts of AI, Types of AI: Narrow AI vs. General AI, How AI is transforming various industries The Role of AI in Journalism, Overview of AI applications in newsrooms, Automated reporting: How AI is used to generate news stories, AI tools for content curation and distribution Ethics and AI in Journalism , Ethical dilemmas in AI-driven journalism, Bias in AI algorithms and its impact on news content, Accountability and transparency in AI usage AI-Driven Journalism: Current Trends, Examples of AI-powered news agencies and platforms, Case studies of AI in investigative journalism, The future potential of AI in journalistic workflows 							Teaching Hours: 10	

	<p>Unit 2: AI Tools for Content Creation and Curation</p> <ol style="list-style-type: none"> 1. Automated Content Generation, Tools for generating news articles (e.g., GPT-3, Quill), AI in sports and financial reporting, Limitations and strengths of automated content 2. AI in Data Journalism, Using AI to analyse large datasets, AI tools for data visualization and storytelling, The role of data-driven journalism in investigative reporting 3. Natural Language Processing (NLP) in Journalism, NLP technologies and their application in text analysis, Sentiment analysis and its use in news reporting, AI-driven summarization tools 4. Personalization and Audience Engagement, AI algorithms in recommendation engines (e.g., news aggregators), Personalized content creation based on reader behavior, Ethical considerations in content personalization 	Teaching Hours: 10
	<p>Unit 3: The Future of Journalism in an AI-Driven World</p> <ol style="list-style-type: none"> 1. Impact of AI on Journalism Jobs, Job displacement concerns: Can AI replace journalists?, The evolving role of journalists in the age of AI, Skills and competencies needed for journalists in an AI-driven world 2. AI and Media Bias, Identifying and mitigating bias in AI-driven journalism, How algorithms shape media narratives, Balancing automation with human judgment 3. AI and Newsroom Automation, How newsrooms are incorporating AI tools into workflows, Automating routine tasks: Fact-checking, content editing, and more, Collaboration between AI and human journalists 4. Regulation and Policy for AI in Journalism, Legal frameworks for AI use in media and journalism, Privacy concerns and data protection in AI journalism, International standards and policy recommendations 	Teaching Hours: 10
	<p>Unit 4: Practical Applications and AI Tools for Journalists</p> <ol style="list-style-type: none"> 1. AI-Powered Investigative Tools, Using AI to sift through large amounts of data (e.g., ProPublica's data tools), AI in uncovering hidden stories or patterns, AI for verifying sources and combatting misinformation 2. AI for Newsroom Collaboration, Collaborative tools powered by AI for journalists, AI in enhancing newsroom decision-making and communication, Improving workflow efficiency with AI 3. AI-Driven Multimedia Journalism, AI in video editing, audio analysis, and interactive storytelling, AI in photojournalism and image recognition, Augmented reality (AR) and virtual reality (VR) in AI-enhanced journalism 4. Hands-On Experience with AI Journalism Tools, Practical workshops on using AI tools like GPT-3, data visualization 	Teaching Hours: 10

	platforms, and automated video editors, Creating AI-powered news content, Analyzing data and generating reports using AI tools	
Reference Books	References: <ol style="list-style-type: none"> 1. Tech Giants, Artificial Intelligence, and the Future of Journalism (English, Electronic book text, Whittaker Jason Paul) Whittaker Jason Paul Publisher: Taylor & Francis Ltd 2. Artificial Intelligence in Journalism Changing the News 3. Robot Journalism Can Human Journalism Survive? World Scientific 4. Artificial Intelligence in Media Marketing and Law. Bloomsbury 5. Exploring the Intersection of Artificial Intelligence and Journalism. The Emergence of a New Journalistic Paradigm, By Santosh Kumar Biswal, Anand J. Kulkarni Copyright 2024 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles. 	



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**Undergraduate Program in B.A Journalism & Mass Communication**

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI**Course: BJMC-MI-38A-**

Course Code	BJMC-MI-38A
Course Title	Development Communication
Course Level	300
Credit	4
Course Level	300-399
Total engagement	4 Credits x 20 Lectures = 40Hours
Teaching per week	4Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The Development Communication course aims to provide students with a thorough understanding of how communication can drive sustainable development. It covers key concepts such as development, its challenges, and indicators, alongside models like W.W. Rostow's Economic Growth and Gandhian development. The course will explore the role of communication in development through the works of scholars like Daniel Lerner and Everett M. Rogers, examining approaches such as participatory development.</p> <p>Students will also study development support communication in agriculture, health, education, and rural development, with a focus on media tools like television, radio, and ICT. Case studies of successful Indian projects, such as SITE and Krishi Darshan, will demonstrate practical applications. Additionally, the course will explore the importance of folk media and inclusive development, empowering students to use communication effectively in various development sectors.</p>
Course Objectives	<p>Course Objectives: Development Communication</p> <ol style="list-style-type: none"> Understand Development Concepts: Gain a comprehensive understanding of the meaning, issues, and indicators of development, along with the characteristics of developed and developing nations. Analyse Development Models: Study key development models such as W.W. Rostow's Economic Growth Model, Gandhian, and Nehruvian approaches, and evaluate their relevance in current development practices. Examine Communication Approaches: Explore various development communication approaches through the works of Daniel Lerner, Everett M. Rogers, and Wilbur Schramm, focusing on modernization, dominant, and participatory paradigms. Apply Development Support Communication: Learn how communication can support development in sectors like agriculture, health, education, and rural development, through media tools such as

	<p>television, radio, and ICT.</p> <ol style="list-style-type: none"> Evaluate Indian Development Projects: Analyse case studies of successful development communication projects in India (e.g., SITE, Krishi Darshan) and understand their impact on rural communities. Promote Sustainable and Inclusive Development: Understand sustainable development practices and compare dominant vs. alternative approaches to development, with a focus on inclusivity. Leverage Folk Media for Rural Development: Explore the use of folk media and cultural communication in promoting rural development and engaging communities. 																											
Course Outcomes	<ul style="list-style-type: none"> PO:1 Critical Understanding of Development Communication: Upon completion of the course, students will be able to critically analyse and apply different development communication models and strategies across sectors like agriculture, health, and education, with a deep understanding of the role communication plays in driving sustainable and inclusive development. PO:2 Practical Application of Communication Tools: Students will be equipped to effectively use various communication tools, including mass media, ICT, and folk media, to design and implement development communication strategies, particularly in rural settings, drawing from successful case studies and real-world projects. 																											
Mapping between COs with PSOs	<table border="1"> <thead> <tr> <th></th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> <th>PSO7</th> <th>PSO8</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> </tr> <tr> <td>CO2</td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> <td style="background-color: black;"></td> </tr> </tbody> </table>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	CO1									CO2								
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Pre-requisite	<ol style="list-style-type: none"> Basic Understanding of Communication: A foundational knowledge of communication theories, principles, and methods is recommended to grasp the advanced concepts of development communication. Introduction to Development Studies: Familiarity with the basic concepts of development, including its challenges and goals, will aid in understanding the more complex aspects of development communication. General Knowledge of Media and Technology: Basic knowledge of different media platforms (TV, radio, internet, etc.) and their role in society will be helpful in understanding their application in development communication. Social Sciences Background: A background in social sciences, particularly sociology, economics, or political science, will provide the necessary context to understand the socio-economic dynamics discussed in the course. 																											

Course Content	Unit 1 <ol style="list-style-type: none"> 1. Meaning of Development, Issues of Development, Indicators of Development 2. Characteristics of Developing Country, Developed vs Developing nations 3. Millennium Development Goals (MDG 1 to 8), 4. Approaches to Development: Economic-W.W. Rostow Economic Growth Model, Max Weber Cultural Factor Model, Gandhian Model of Development, Nehruvian Model of Development. 	Teaching Hours: 10
	Unit 2 <ol style="list-style-type: none"> 1. Concept, Approaches & Concerns, Meaning of Development Communication 2. Approaches to Development Communication through the Works of Daniel Learner, Everett M. Rogers & Wilbur Schramm Etc. 3. Define Paradigm, Modernization Paradigm, Dominant Paradigm, Alternative Paradigm: Participatory Development. 4. Sustainable Development, Inclusive Development, Comparison between Dominant Approaches vs Alternative Approaches. 	Teaching Hours: 10
	Unit 3 <ol style="list-style-type: none"> 1. Concept of Development Support Communication 2. John L. Woods (1976) Triangle of Development Support Communication 3. Development Support Communication: Agriculture, Health & Family Welfare, Education & Literacy, Environment, Women Empowerment, Poverty & Employment. 4. Television and Radio as the Powerful tool of Development Communication 	Teaching Hours: 10
	Unit 4 <ol style="list-style-type: none"> 1. Some Experimental on Development Communication Projects in India: SITE, Kheda, Jhabua, Krishi Darshan, Radio Rural Forums 2. Penetration of Community Radio in Rural Development 3. Role of ICT in Development Communication-E-Governance, E Chaupal, Making use of NGO's in Development Communication 4. Uses of Folk Media in Rural Development; Cultural Communication in Rural Bengal: Baul Gaan, Fakiri, Putul Nach, Bhadu, Tusu 	Teaching Hours: 10

Reference Books	References : <ol style="list-style-type: none"> 1. Schramm Wilbur- Mass Media and Development 2. Lerner Daniel: The Passing of Traditional Society: Modernizing the Middle East 3. Rogers Everett: Diffusion of Innovation 4. Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	<ul style="list-style-type: none"> • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: <ul style="list-style-type: none"> • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses. • This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**Undergraduate Program in B.A Journalism & Mass Communication**

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI**Course: BJMC-MI-38B- Health Communication**

Course Code	BJMC-MI-38B
Course Title	Health Communication
Course Level	300
Credit	4
Course Level	300-399
Total engagement	4 Credits x 20 Lectures = 40Hours
Teaching per week	4Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The Health Communication course is designed to provide students with a comprehensive understanding of the crucial role communication plays in promoting public health and healthcare practices. This course will equip students with the knowledge and skills needed to develop effective communication strategies that promote healthy behaviours, improve health literacy, and navigate health crises.</p> <p>Through the study of various communication models, media platforms, and ethical considerations, students will learn to design health campaigns, use digital media effectively, and engage diverse populations in meaningful health dialogue. By exploring both interpersonal and mass communication techniques, students will be prepared to contribute to health promotion, public health campaigns, and digital health communication in both local and global contexts.</p> <p>Upon completion, students will be able to apply health communication principles to enhance health outcomes, promote behaviour change, and manage health crises through strategic communication.</p>
Course Objectives	<ol style="list-style-type: none"> 1. Understand Health Communication Concepts: Gain a solid understanding of health communication, including key concepts such as health literacy, persuasion, and behaviour change, and explore the role of communication in public health and healthcare settings. 2. Explore Health Communication Models: Study various health communication models like the Health Belief Model and Social Cognitive Theory, and understand how emotions, cultural contexts, and socio-economic factors influence health behaviour. 3. Develop Effective Health Campaigns: Learn to design and implement successful public health campaigns, with a focus on the challenges and strategies in communicating health messages to mass audiences. 4. Address Ethical Issues in Health Communication: Explore ethical

	<p>considerations such as transparency, consent, and privacy, and learn to navigate ethical dilemmas in health misinformation and disinformation.</p> <ol style="list-style-type: none"> 5. Promote Health Behaviour Change: Understand the psychology of health behaviour and develop communication strategies that promote healthy behaviours like physical activity, diet, and vaccination, tailoring messages for diverse populations. 6. Enhance Health Literacy: Learn techniques for increasing health literacy across different demographic groups and understand its impact on individual and community decision-making. 7. Utilize Mass Media and Digital Platforms: Examine the role of traditional and digital media in health promotion, including the use of social media, telemedicine, and e-health tools to improve health communication. 8. Master Crisis Communication Strategies: Develop effective communication strategies for managing health crises such as pandemics, and understand risk communication principles in public health contexts. 9. Understand Global Health Communication: Learn the strategies for addressing global health issues and communicating in international settings, particularly in low-resource and culturally diverse environments. 10. Evaluate Health Communication Effectiveness: Gain skills in evaluating health communication strategies through quantitative and qualitative methods to improve health messages and campaigns. 																											
Course Outcomes	<ol style="list-style-type: none"> 1. CO:1 Effective Health Communication Strategies: Upon completion of the course, students will be able to design and implement effective health communication strategies across various platforms (e.g., mass media, social media, and interpersonal communication) to promote healthy behaviours, improve health literacy, and manage health crises. 2. CO:2 Critical Evaluation of Health Communication Efforts: Students will be able to critically assess the effectiveness of health communication campaigns and initiatives, utilizing both qualitative and quantitative evaluation methods to refine strategies and enhance health outcomes. 																											
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Pre-requisite	<p>The course on Health Communication builds a foundational understanding of communication principles, health behavior psychology, and public health strategies. It provides the necessary tools for students to become effective communicators in public health and healthcare settings. Below is the pre-requisite breakdown of the course, detailing the core topics and foundational knowledge required.</p>																											

Course Content	<p>Unit 1: Introduction to Health Communication</p> <ol style="list-style-type: none"> 1. Definition and Importance of Health Communication: Understanding health communication and its significance, The role of communication in public health and healthcare settings, Key concepts in health communication: health literacy, persuasion, behavior change 2. Models of Health Communication: Health Belief Model, Social Cognitive Theory, and others, Understanding how these models apply to health behavior, Examining the role of emotions, cultural contexts, and socio-economic factors 3. Public Health Campaigns and Strategies: Developing effective health communication strategies for mass audiences, Case studies of successful public health campaigns (e.g., anti-smoking campaigns), The challenges in creating and implementing health campaigns <p>Ethical Considerations in Health Communication: Ethical issues in communicating health information, Transparency, consent, and respecting privacy in health communication, Ethical dilemmas in health misinformation and disinformation</p>	Teaching Hours: 10
	<p>Unit 2: Communication Strategies in Health Promotion</p> <ol style="list-style-type: none"> 1. Health Behavior and Change Communication: Understanding the psychology of health behavior, Communication strategies for promoting healthy behaviors (e.g., physical activity, diet, vaccination), Tailoring messages for diverse populations 2. Health Education and Empowerment: The role of education in empowering individuals and communities, Health literacy and its impact on decision-making, Techniques for increasing health literacy across different demographic groups 3. Media and Health Promotion: The role of mass media in promoting health (e.g., TV, radio, newspapers), Digital media and its growing role in health communication, Designing health messages for different media platforms 4. Interpersonal and Community-Based Health Communication, Health communication in one-on-one interactions (e.g., doctor-patient communication), Community health communication strategies and outreach, Building trust and rapport in health communication 	Teaching Hours: 10
	<p>Unit 3: Digital Health Communication and Social Media</p> <ol style="list-style-type: none"> 1. The Role of Social Media in Health Communication: Social media platforms as tools for health communication, Strategies for using social media for health advocacy and awareness, Managing health crises and misinformation on social media 2. Telemedicine and Virtual Health Communication: The rise of telemedicine and virtual health consultations, Best practices 	Teaching Hours: 10

	<p>for digital communication between healthcare providers and patients, Ethical concerns in virtual healthcare communication</p> <ol style="list-style-type: none"> 3. Digital Health Campaigns: Designing and executing health campaigns in the digital landscape, The power of influencers and online communities in health promotion, Evaluating the impact of digital health campaigns 4. E-Health Literacy: Understanding and addressing e-health literacy in the digital age, Challenges and opportunities for improving e-health literacy among diverse populations, Digital tools to enhance e-health literacy (e.g., health apps, websites, online forums) 	
	<p>Unit 4: Crisis Communication and Global Health Communication</p> <ol style="list-style-type: none"> 1. Health Crisis Communication: Communication strategies during health crises (e.g., pandemics, outbreaks), The importance of clear, accurate, and timely information dissemination, Case studies: COVID-19 pandemic and other health emergencies 2. Risk Communication: Understanding risk communication principles in public health, The role of trust and credibility in conveying health risks, Developing effective risk communication plans for public health authorities 3. Global Health Communication: Health communication in international settings: cultural differences and global health disparities, Approaches to communicating global health issues (e.g., HIV/AIDS, vaccination campaigns), Strategies for overcoming challenges in low-resource settings 4. Evaluating Health Communication Efforts: Methods for assessing the effectiveness of health communication strategies, Using feedback and evaluation data to improve health messages and campaigns, Quantitative and qualitative approaches to health communication evaluation 	Teaching Hours: 10
Reference Books	<p>References:</p> <ol style="list-style-type: none"> 1. Health Communication (Paperback, Dr Ravinder Singh, Dr Monika Deswal, Dr Ashoo Grover) BFC Publications 2. Oxford Handbook Of Public Health Practice 24 सितंबर 2020 3. Basics of Health Communication (Paperback, Dr. Urvashi sharma, Ms. Richa Mahajan) Bluerose Publishers Pvt. Ltd. 4. Communication in Health Care CBS Publishers & Distributors 5. Healthcare Communication in India(HB)–Uma Narula 	
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	

Evaluation Method	<ul style="list-style-type: none">• 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following:<ul style="list-style-type: none">• Class attendance and participation• Periodic class tests and quizzes• Individual and group assignments• Seminar presentations and discussions• Internal examinations and practical exercises• Case study analysis and project work• 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.• This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.
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VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program in B.A Journalism & Mass Communication

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI

Course: BJMC-AEC-39- Digital Media Production

Course Code	BJMC-AEC-39
Course Title	Digital Media Production
Course Level	300
Credit	2
Course Level	300-399
Total engagement	2 Credits x 20 Lectures = 20Hours
Teaching per week	2Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The purpose of this course in Digital Media Production is to provide students with comprehensive knowledge and practical skills required for creating and producing high-quality digital media content across various platforms. This course is designed to empower students with a solid foundation in the fundamentals of text, audio, video, and image-based media production. Students will develop expertise in the technical aspects of production, including recording, editing, and optimizing content for diverse digital environments, while also mastering the art of crafting engaging and shareable media.</p> <p>Through hands-on learning experiences and exposure to industry-standard software and tools, students will understand the significance of SEO, social media trends, live streaming, and advanced editing techniques to create impactful, professional digital media. Additionally, the course fosters collaboration and teamwork, allowing students to integrate multiple media types into cohesive projects and refine their production through peer feedback and critique.</p> <p>By the end of this course, students will be equipped to pursue careers in digital media production, content creation, marketing, and media strategy, having gained a robust understanding of the production processes, tools, and best practices necessary for success in the dynamic world of digital media.</p>
Course Objectives	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Create engaging text-based content optimized for digital platforms. 2. Record, edit, and enhance high-quality audio for podcasts and voiceovers. 3. Produce and edit professional videos with advanced techniques and optimization for various platforms.

	<ol style="list-style-type: none"> 4. Design and edit images and infographics for digital media. 5. Develop effective social media content tailored for different platforms and analyse engagement metrics. 6. Set up and manage live streaming productions, including hardware and software. 7. Integrate audio, video, and visuals to produce polished multimedia content. 																												
Course Outcomes	<ol style="list-style-type: none"> 1. CO:1 Create and produce high-quality digital media content across text, audio, video, and image platforms, applying industry-standard tools and techniques. 2. CO:2 Analyse and optimize content for various digital platforms, improving audience engagement and reach through effective use of SEO, social media, and live streaming practices. 																												
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CO2																													
Pre-requisite	Basic understanding of digital communication and familiarity with common computer applications. Prior experience in using basic software tools for text editing, image creation, or video viewing is recommended but not required.																												
Course Content	<p>Unit 1: Fundamentals of Digital Media Production</p> <ol style="list-style-type: none"> 1. Text-Based Media Creation: Writing engaging articles, blog posts, and web content, Understanding SEO and the importance of keywords in digital content, Formatting text for different digital platforms (websites, social media), Best practices for creating shareable and impactful text-based content, Using content management systems (e.g., WordPress) for publishing 2. Audio Media Production: Introduction to audio recording and editing software (e.g., Audacity, Adobe Audition), Recording high-quality audio for podcasts, voiceovers, and radio segments, Editing and enhancing audio for clarity, balance, and tone, Adding sound effects, music, and background audio to enhance production, Publishing audio content on platforms like Spotify, Apple Podcasts, or SoundCloud 3. Video Media Production: Basic video production techniques: framing, lighting, and camera operation, Video editing using software like Adobe Premiere Pro or Final Cut Pro, Adding transitions, effects, and text to videos for a professional look, Optimizing video content for different platforms (YouTube, Instagram, TikTok), Understanding video compression, formats, and resolution for online distribution 4. Image-Based Media Creation: Introduction to graphic design software (e.g., Canva), Creating digital images for web use: optimizing for different screen sizes and resolutions, Designing 	Teaching Hours: 10																											

	<p>infographics and visual content to accompany text-based media, Best practices for photo editing, cropping, and colour correction, Understanding the role of images in creating engaging multimedia content.</p>	
	<p>Unit 2: Advanced Digital Media Production Techniques</p> <ol style="list-style-type: none"> 1. Social Media Content Creation: Developing content tailored for different social media platforms (Instagram, Facebook, Twitter, Threads), Understanding the best practices for video, text, and image content on social media, Editing and optimizing social media visuals (image size, text overlay, filters), Using tools like Canva and Adobe Spark for quick, effective content creation, Analysing social media analytics to improve content engagement and reach 2. Live Streaming Production: Understanding live streaming platforms (YouTube Live, Facebook Live, Instagram Live), Setting up and managing live streaming hardware (cameras, microphones, lighting), Creating engaging live streaming content, from events to interactive Q&A sessions, Live streaming software setup and use (e.g., OBS Studio, Stream labs), Best practices for managing live streams, audience interaction, and troubleshooting 3. Advanced Video and Audio Integration: Synchronizing audio and video elements for seamless production, Using advanced editing techniques (green screen, motion graphics, special effects), Enhancing live video with real-time audio adjustments, Integrating external media (e.g., B-roll, stock footage) for polished video content, Creating multi-camera live production setups for enhanced video output 4. Project Production and Presentation: Working in teams to create a complete digital media project that integrates multiple media types (text, audio, video, images, interactive), Collaborative project management and workflow, Presenting final projects to peers for feedback and critique, Using digital platforms to showcase and distribute the final multimedia production, Analysing feedback and making revisions for improvement and professional development 	<p>Teaching Hours: 10</p>
Reference Books	<p>References:</p> <ol style="list-style-type: none"> 1. Digital Media Production: A Resource Guide for Advertisers, Public Relations, Journalism, and New Media Professionals in the Viral Age, Cornella 2. Digital Media Production For Beginners, Routledge 3. Digital Filmmaking for Beginners A Practical Guide to Video Production (ELECTRONICS) McGraw Hill TAB 	

Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment	
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Evaluation Method	<ul style="list-style-type: none">• 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following:<ul style="list-style-type: none">• Class attendance and participation• Periodic class tests and quizzes• Individual and group assignments• Seminar presentations and discussions• Internal examinations and practical exercises• Case study analysis and project work• 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.• This evaluation structure ensures a balanced assessment of both theoretical knowledge and practical application of Public Relations principles.
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[Subject code-2501001506060001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program in B.A Journalism & Mass Communication

(3 Years Degree; 4 Years Honours /Honours with Research)

Semester-VI

Course: BJMC-SEC-40- Internship

Course Code	BJMC-SEC-40
Course Title	Internship
Course Level	300
Credit	4
Course Level	300-399
Total engagement	4 Credits x 20 Lectures = 40Hours
Teaching per week	4Hrs Per Week
Minimum weeks per semester	15 weeks (Including classwork, examination, preparation & holidays)
Effective from	2025-2026
Purpose of Course	<p>The aim of this course is to equip students with foundational skills and practical knowledge for diverse media and communication roles. By integrating theory with hands-on practice, the course intends to:</p> <ul style="list-style-type: none">• Develop critical writing, research, and storytelling abilities.• Enhance digital literacy, including content management, SEO, and multimedia production.• Build competence in social media management, digital marketing, and audience engagement.• Introduce technical aspects of media production across radio, television, and film.• Foster professional skills such as teamwork, time management, and effective communication. <p>Overall, the course is designed to prepare students to thrive in dynamic internship environments and kickstart their careers in the media industry.</p>
Course Objectives	<ul style="list-style-type: none">• Build a strong foundation in media studies, communication, and digital content creation.• Enhance writing, research, and storytelling abilities.• Develop proficiency in digital literacy, including CMS, SEO, and multimedia editing tools.• Introduce social media management, digital marketing strategies, and audience engagement techniques.• Provide hands-on exposure to technical aspects of radio, television, and film production.• Cultivate essential professional skills such as teamwork, time management, and effective communication. <p>These objectives are designed to prepare students for a variety of internships in the media industry by integrating theoretical knowledge with practical experience.</p>

Course Outcomes	<ul style="list-style-type: none"> • CO:1 Content Creation and Digital Strategy Students will be able to create engaging and high-quality content across various media platforms while effectively applying digital marketing strategies, including SEO and social media management, to enhance audience reach and engagement. • CO:2 Professional Communication and Project Management Students will demonstrate strong communication skills by drafting press releases, pitching stories, and engaging with diverse audiences, while also showcasing their ability to manage projects and events through effective planning, coordination, and collaboration with stakeholders. 									
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
	CO1	■		■	■	■	■			
	CO2	■		■	■	■				
Pre-requisite	<ol style="list-style-type: none"> 1. Foundational Knowledge in Media and Communication Students must have completed introductory courses in media studies, communication theory, or journalism to ensure a basic understanding of media principles, practices, and ethics. 2. Basic Skills in Writing and Research Students should possess strong writing and research skills, demonstrated through coursework or prior experience, to effectively produce content and conduct thorough investigations. 3. Familiarity with Digital Tools and Platforms Students are required to have basic proficiency in digital tools and platforms relevant to media production, such as content management systems, social media platforms, and basic graphic design software. 4. Completion of Relevant Coursework Students should have completed at least one course in digital marketing, public relations, or multimedia production to ensure they have the necessary background knowledge and skills for the internship roles. 5. Strong Communication Skills Students must demonstrate effective verbal and written communication skills, as evidenced by previous coursework, presentations, or relevant experience in media or communication settings. 									
Course Content	<p>Note: Students may pursue internships in the following areas, in accordance with department and university regulations.</p> <ol style="list-style-type: none"> 1. Digital Media Intern at News Websites or Blogs <ul style="list-style-type: none"> • Skills Gained: Content writing, SEO, social media management, web analytics, video editing. • Roles and Responsibilities: Write articles, create social media posts, conduct research, assist with SEO strategies, and work with multimedia content. • Companies: News websites (e.g., The Hindu, Times of India, NDTV, etc.), 									

independent bloggers, or local news agencies.

2. Public Relations (PR) Intern

- **Skills Gained:** Press releases, media pitching, event management, communication strategies.
- **Roles and Responsibilities:** Assist with drafting press releases, maintaining media contact lists, helping organize press conferences, and working on client communications.
- **Companies:** PR firms (e.g., Edelman, Weber Shandwick), Corporate Communications departments.

3. Radio/Podcast Production Intern

- **Skills Gained:** Audio editing, scriptwriting, voiceovers, production scheduling, audience engagement.
- **Roles and Responsibilities:** Help with scriptwriting, voice recording, sound editing, and promoting episodes across platforms.
- **Companies:** Local radio stations, online podcasts (e.g., Radio Mirchi, All India Radio, Spotify, etc.).

4. Television Production Intern

- **Skills Gained:** Editing, storyboarding, scriptwriting, camera operation, live event broadcasting.
- **Roles and Responsibilities:** Assist in the production of shows, work on camera equipment, help with storyboarding or editing video content.
- **Companies:** TV channels like Zee, Star Plus, NDTV, or production houses.

5. Social Media Management Intern

- **Skills Gained:** Content creation, audience analysis, community engagement, analytics.
- **Roles and Responsibilities:** Managing and scheduling posts, analyzing social media data, and helping craft social media strategies.
- **Companies:** Any media company, news outlets, digital marketing agencies, or brands looking for social media engagement.

6. Content Writing Intern

- **Skills Gained:** Research, storytelling, creativity, SEO writing.
- **Roles and Responsibilities:** Writing articles, blogs, product descriptions, newsletters, and social media posts.
- **Companies:** Digital marketing agencies, content platforms, or websites related to news, lifestyle, fashion, technology, etc.

7. Advertising Intern

- **Skills Gained:** Campaign development, creative writing, graphic design, market research.

- **Roles and Responsibilities:** Assist in developing advertising campaigns, creating content, conducting market research, and evaluating campaign performance.
- **Companies:** Advertising agencies (e.g., Ogilvy, McCann, Leo Burnett), media houses.

8. Event Management Intern

- **Skills Gained:** Event planning, coordination, logistics, media coverage.
- **Roles and Responsibilities:** Assist in organizing and managing events, liaise with vendors and sponsors, and handle media coverage for events.
- **Companies:** Event management companies, PR firms, or corporate event departments.

9. Documentary/Film Production Intern

- **Skills Gained:** Filming, scriptwriting, editing, research, and storytelling.
- **Roles and Responsibilities:** Assist in the research, filming, and editing process of documentaries or short films.
- **Companies:** Film production houses, independent filmmakers, media companies like Discovery Channel, National Geographic, or Netflix.

10. Journalism Intern

- **Skills Gained:** Investigative journalism, writing, reporting, fact-checking.
- **Roles and Responsibilities:** Assist in researching, writing articles, attending press conferences, or conducting interviews for both print and online media.
- **Companies:** News organizations (e.g., BBC, Reuters, CNN, The New York Times, etc.), local newspapers.