



Re-Accredited by NAAC with 'A' Grade

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

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

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

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

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Department of Journalism and Mass Communication

Jour/Mass Comm/ /2021

Dr. Kalpana Rao, Head

Department of Journalism and Mass  
Communication

Date: 23/12/2021

To,  
Registrar  
Veer Narmad South Gujarat University  
Surat

Attn: Academic Section Sub: Meeting of the Ad Hoc Committee in Journalism

Dear Sir

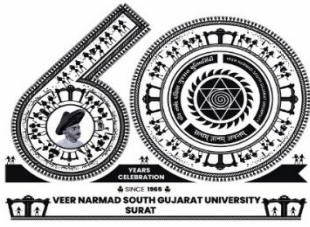
We would like to hold the meeting of the Ad-Board in Journalism in first week of January 2022, at 3.00 pm in Online (Zoom or Google Meet) / Offline option.

The agenda of the meeting is as follows:

1. Approval of the earlier minutes of the meeting.
2. Approval of the revised syllabus of the P G Diploma in Journalism wefacademic year 2022-23.
3. Any other matter with permission of the Chair.

Enclosed:

1. Revised syllabus for P G Diploma in Journalism 2022-23



Re-Accredited 'B++' 2.86 CGPA by NAAC

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## Department of Journalism and Mass Communication

### Revised Syllabus for Post Graduate Diploma in Journalism (Grant in Aid)

With effect from the academic year 2022-23

#### Semester 1

Sr.No	Subject	Internal	External	Total Marks	Credits
1.	<b>Principles of Journalism and History of Gujarati Journalism</b>	20	50	70	04
2.	<b>Reporting, Feature Writing and Newspaper Translation</b>	20	50	70	04
3.	<b>General Knowledge and Law of the Press</b>	20	50	70	04
4.	<b>Introduction to Public Relations and Advertising</b>	20	50	70	04
5.	<b>Communication Skills and Computer Skills (Practical)</b>	20	50	70	04
	<b>Term Paper</b>	20	50	70	02
	<b>Total</b>	<b>120</b>	<b>300</b>	<b>420</b>	<b>22</b>

**Semester 2**

<b>Sr.No</b>	<b>Subject</b>	<b>Internal</b>	<b>External</b>	<b>Total Marks</b>	<b>Credits</b>
<b>6.</b>	<b>Editing, Editorial Writing and Translation Skills</b>	20	50	70	04
<b>7.</b>	<b>New Media and Online Journalism</b>	20	50	70	04
<b>8.</b>	<b>Television and Online Journalism (Practical)</b>	20	50	70	04
<b>9.</b>	<b>Skills in Photography, Online Journalism ,Public Relations and Advertising (Practical)</b>	20	50	70	04
<b>10.</b>	<b>Print Journalism (Practical)</b>	20	50	70	04
	<b>Term Paper</b>	20	50	70	02
	<b>Total</b>	<b>120</b>	<b>300</b>	<b>420</b>	<b>22</b>
	<b>Grand Total</b>	<b>240</b>	<b>600</b>	<b>840</b>	<b>44</b>

## **Semester 1**

### **Paper 1 Principles of Journalism and History of Gujarati Journalism**

#### **Unit 1**

Communication and mass communication; concept; functions, models: Aristotle, Newcomb, Lasswell, Lazarsfeld, opinion leaders, news flow models; 7 C's of communication, Sadharanikaran, four normative theories of press, mass media effect theories: hypodermic needle, limited effects, spiral of silence, selective exposure, perception, retention, agenda setting, gate keeping, knowledge-gap hypothesis, opinion formation.

#### **Unit 2**

Journalism: definition, concept, principles, role; journalism and democracy, fourth estate, types of journalism: investigative, interpretative, rural, film, women's, children, business, sports, science, health, yellow, tabloid, citizen, alternative, development, journalism in newspapers, magazines, television, radio, internet.

#### **Unit 3**

Newspaper: organizational structure, functions and hierarchy of editorial, advertising, circulation, production, printing departments, coordination between departments, procedure to launch a publication, ownership patterns of newspapers, first and second press commissions, bodies: ABC, DAVP, RNI, INS.

#### **Unit 4**

Brief introduction of journalism in India, origin and development of Gujarati journalism, different phases (1822-1857, 1857-1915; 1915-1947), significance, salient features, contribution of Parsis, journalism in Gujarat (Saurashtra, Ahmedabad, Surat), profile of important newspapers; Mumbai Samachar, JameJamshed, Vartaman, RastaGoftar, Satyapraksh, Dandiyo, Navjivan, Harijan,; Editors: DadabhaiNavroji, ZaverchandMeghani, Icharam Desai, KarsandasMulji, Gandhi, Narmad.

#### **Reference Books:**

1. Mass Communication in India – Keval J. Kumar
2. Journalism -- M V Kamath
3. SaurashtranoPatrakaratnva -- YasinDalal
4. PatrakaratvanoItihas -- Vishnu Pandya

## **Paper 2 Reporting, Feature Writing and Newspaper Translation**

### **Unit 1**

News; definition, concept, sources, news values, type of news; political, social, cultural etc., hard, soft, predictable, unpredictable, infotainment, reporting unit; hierarchy, duties of chief reporter, stringer, etc., news report; format, parts, lead; types, structure, headlines: kinds, purpose, practical exercises in writing news reports. Journalist/reporter; role and qualities, reporting; types: beat, sports, crime, politics, business, education, etc., news stories; follow up, curtain raiser, news features, developing news, breaking news, exclusive stories, scoops, interviewing for news, news agencies: functions, role; PTI, UNI, AP, UPI, AFP, Reuters.

### **Unit 2**

Feature: concept, objectives, difference between feature and essay, news report, editorial; types of features: timeless features news feature, columns, how to, first person, vox pop, backgrounder, photo feature, travelogues, lifestyle, interviews, personality sketch, reviews, agony aunt, string of pearls, process of feature writing: idea generation, data collection, data processing, writing, feature: structure lead, use of pictures and graphics

### **Unit 3**

Practical exercises in translation of news reports.

### **Unit 4**

Practical exercises in translation of news agency copy

Reference Books:

1. News writing – B.S. Goyal
2. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak
3. Journalism -- M V Kamath
4. Reporting -- YasinDalal

## **Paper 3 Knowledge of Current Affairs and Law of the Press**

### **Unit 1 and Unit 2**

The syllabus in these two units will consist of topics pertaining to news, current affairs and trends that occurred during the time period of the semester. Specifically developments in the field of politics, economics, culture, as also issues pertaining to terrorism, globalization, women, migration, etc., will be discussed. The class room sessions will be interactive and will consist of quiz, presentations, seminars and library work. The student will be evaluated in his/her understanding and interpretation of news, current affairs, and trends.

### **Unit 3**

Indian Constitution: salient features, separation of power, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech and expression, reasonable restrictions, emergency and media, brief history of press laws in India, privileges of parliament (Article 105 and 194), laws: defamation, contempt of court, contempt of legislature, obscenity, official secrets act., copyright act, sedition, RTI Act, IT act, PRB act, working journalist act.

#### **Unit 4**

Media; responsibility, accountability; regulatory body: Press Council, structure, functions; code of conduct for journalists, by PCI, ANIEC, Editors Guild, concepts of media trial, subjudice, privacy, protection of sources, sting operation, reporting of sexual crimes and communal violence; concept of criminal and civil wrong, criminal procedure (FIR, bail, summons, arrest, warrant, cognizable and non-cognizable offences)

#### **Reference Books:**

1. Media laws and Indian constitution – Kundra S.
2. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi
3. Mass media and Democracy - Nayyar Shamsi
4. Media Ethics and Laws - Naval Prabhakar, Narendra Basu
5. Patrakaratvana Kayada -- Vishnu Pandya
6. Pratiyogita Darpan
7. Competition Success Review
8. Newspapers and News magazines

### **Paper 4 Introduction to Public Relations and Advertising**

#### **Unit 1**

Public Relations: philosophy, concept, definition, role, misconception, concepts: communication, corporate communication, propaganda, advertising, publicity, public opinion, marketing, liaisoning, lobbying, promotion, PRO: role, organisation set-up of PR departments/ agencies; PR in central and state government.

#### **Unit 2**

Writing for PR; press release, handout, feature, articles, speech writing, background material, citizen charter, tools of PR: news letter, house journal, brochure, annual reports, posters, corporate films, advertisements, press conference, press kit, new/social media, media relations, marketing, financial and community PR, PR campaign planning, crisis management.

#### **Unit 3**

Marketing; concept, —marketing mix, advertising; concept, definition, types, objectives, role, criticism, benefits, concepts: direct marketing, advertising media: print, electronic, outdoor, web, radio, television, concepts: consumer analysis, product analysis, media planning, market analysis, advertising agency: structure and function of departments.

## **Unit 4**

How advertising works, models of advertising: AIDA, DAGMAR, Maslow's, making of an ad, creative process, creative strategies: USP, appeal, brand image, identity, positioning, personality, execution style (demonstration, slice of life, narration, use of endorser, etc.), parts of a print ad, practical exercises in copy writing.

### **Reference Books:**

1. Journalism, advertisement and public relations - ShailendraSengar
2. Introduction to advertising and public relations - ShipraKundra
3. Advertising and public relations research - Jugenheimer
4. The practice of public relations - Wilfred Howard
5. Fundamentals of advertising and public relations - DhruvSabarwal

## **Paper 5 Communication Skills and Computer Skills (Practical)**

Communication Skills: presentation, group discussion, how to interview others, how to appear for a job interview, speech, extempore speech, debating, elocution, anchoring, compering, narration of stories and anecdotes.

Computer Skills: Gujarati and English typing, MS Office, Photoshop, Coral Draw, Page Maker/Indesign/ Quark Express and Internet usage.

### **Reference Books:**

1. Desk Top Publishing: Bittu Kumar
2. Effective Communication Skills: Kumar Kulbhushan
3. Professional Communication Skills: Jain A K

## **Term Paper**

The student will write under the guidance of the faculty a paper on a topic pertaining to journalism and mass communication.

## **Semester 2**

### **Paper 6 Editing, Editorial Writing and Translation Skills**

#### **Unit 1**

Editing; concept, guiding principles, process, news copy: types and sources, news room; hierarchy, functions of the staff; editor, news editor, chief sub-editor, etc., preparation of pages, news flow and co-ordination, editing of special pages, concept of design and layout: elements, types, use of photos and graphics, practical exercises in editing and layout.

#### **Unit 2**

Editorials: concept, objectives, language, types, style, language, edit page, content, layout, process of editorial writing, letters to the editor, Op Ed page, significance and content, practical exercises in writing editorials.

#### **Unit 3**

Practical exercises in translation of features

#### **Unit 4**

Practical exercises in translation of editorials

#### **Reference Books:**

1. Editing -- Bruce Westley
2. Editing --- MJS Geoge
3. Mass Communication in India --Keval J Kumar
4. LekhLakhvani Kala -- Kumarpal Desai
5. SampadannaSiddanti -- Vishnu Pandya

### **Paper 7 New Media and Online Journalism**

#### **Unit 1**

Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, community media, keywords.

#### **Unit 2**

Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, types, Facebook, twitter, YouTube, etc., fake news and photos on social media: impact and precautions.

### **Unit 3**

Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text: links, photos, maps, audio, video, viral content, online journalism in India, e-Governance, citizen journalism: definition, concept, citizen journalists, criticism, immediacy, interactivity, universality feature of online journalism, political dangers, and personal safety.

### **Unit 4**

Online Reporting: news blog, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news; usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e- books, e- publishing, content writing for online reporting.

#### **Reference Books:**

1. Cyber media journalism – JagadishChakravathy
2. Social media marketing – Paul Martin , Thomas Ericson
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar
6. Online journalism:a basic text - Tapas Roy
7. Digital broadcasting journalism author:- Jitendra Kumar Sharma
8. Digital media – T.K. Ganesh

### **Paper 8 Television and Online Journalism (Practical)**

Television Journalism: anchoring and news reading, news writing for television, conducting interviews, panel discussions, talk shows, preparing dope sheet, understanding of shots, studio setup and lighting.

Online Journalism: Exercises in the following: preparing a news blog, audio blog, Facebook page, YouTube channel, online magazine, content writing for social networking.

### **Paper 9 Skills in Photography, Public Relations and Advertising, (Practical)**

#### **Unit 1**

Cameras; classification, comparison of different types, mechanism of aperture, shutter, camera body, view finder, shots composition, angle, camera angle, lighting arrangement and usage of

outdoor and indoor lighting, white balance, images transport, lenses and camera operation, practical exercises in photography and photo editing software.

## **Unit 2**

Exercises in photography

## **Unit 3**

Exercises in the following: preparing a house journal, content for notice board, brochures, press release, press briefing and press conference, organising an event.

## **Unit 4**

Exercises in writing advertising copy, preparing of advertisements in print, radio and TV. medium.

## **Paper 10 Print Journalism (Practical)**

Practical work in reporting, editing, feature writing and editorial writing.

## **Term Paper**

The student will write under the guidance of the faculty a paper on a topic pertaining to journalism and mass communication.



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## Department of Journalism and Mass Communication

Jour/Mass Comm/ /2021

Dr. Kalpana Rao, Head

Department of Journalism and Mass

Communication

Date: 23/12/2021

To,

Dear,

I am glad to inform you that the meeting of the Research advisory committee (Journalism and Mass Communication) is on 28/4/2022, Thursday, at 4:00 pm at Department of journalism and mass communication. I request you to be present at the meeting. The agenda is enclosed.

Yours Sincerely,

Agenda for meeting

1. preparing list of paper setters and examiners for content course
2. any other matter with permission of chair

