

VEER NARMAD SOUTH GUJARAT UNIVERSITY,SURAT.

Post Graduate Diploma in Journalism from a one year programme to a two semester programme from the academic year 2010-11

Proposal

To upgrade the Post Graduate Diploma in Journalism Programme from the one year system to the two semester system.

Fees:

The Computer Fees of the Programme (Rs 2,500) that were earlier taken every term will now be taken every semester.

Entrance Exam:

There will be a common entrance exam and interview for the P G Diploma in Journalism, M A (Journalism) and the M A (Mass Communication). However the candidates will have to apply separately to the programmes. The Entrance exam will be of 90 minutes and will consist of multiple choice questions of 50 marks, and essay type questions of 50 marks (total of 100 marks). The Personal Interview will be of 50 marks. The marks in the personal interview of the candidate will be the average given by each interviewer (examiner). The merit list will be made out of 150 marks. The candidate will have to secure at least 40% marks (60 marks) to be eligible for admission in the programme.

No-Objection Certificate:

All employed applicants to the programmes, who are given admission into any of the above programmes, will have to produce a no-objection certificate from their employer before payment of the fees otherwise his/her admission will be cancelled.

Examination Rules:

Internal Examination:

Papers no 2 and 10 are totally internal papers. The evaluation format of these papers will be one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic method as will be decided by the Coordinator/HOD/Faculty. This evaluation is continuous and throughout the semester.

In the papers where there are 30 marks for the internal assessment, the division is as follows: 15 for the class test, 10 for the assignments and 5 marks for the attendance. One class test will be held per paper per semester. The assignment will consist of any one or more of the following: Assignments, Field Work, Practical Exercises, Quiz, Group Discussion, Class Room Presentation, Seminar Presentations and any other academic

method as decided by the Coordinator/HOD/Faculty. The attendance marks are to be given as per the following rules of attendance:

- Attendance of 95 % and more --- 5 marks
- Attendance of 90% and more and less than 95% --- 4 marks
- Attendance of 85% and more but less than 90% --- 3 marks
- Attendance of 80% and more but less than 85% --- 2 marks
- Attendance of 75% and more but less than 80% --- 1 mark
- Attendance of Below 75% --- 0 marks

External Examination Rules:

1. In order to pass each semester examination, the candidate will have to secure at least 40% marks in each subject and 40% in aggregate.
2. A candidate failing in internal evaluation in one or more subjects may complete the requirements of passing by appearing in the internal test and assignments along with the students of the same semester of the subsequent years as an ex-student.
3. A candidate can continue in the second semester irrespective of his/her results in Semester 1. It will be mandatory to pass the Semester 1 and Semester 2 before he/she is declared to have passed P G Diploma in Journalism.
4. The candidate will be given exemption in the subject he/she has passed the paper with at least 50% marks.
5. The class will be awarded on the following basis:
 - 40% and more but less than 50% in aggregate will be placed in pass class
 - 50% and more but less than 60% in aggregate will be placed in second class
 - 60% and more but less than 70% in aggregate will be placed in first class
 - 70% and above will be placed in first class with distinction.
6. In order to obtain a class in P G Diploma in Journalism examination, a candidate will have to clear all the papers at a time in each semester examination as a regular or an ex-student. A candidate who passes any semester examination by compartment will be placed in pass class only.
7. A student can take a maximum of five attempts to pass a semester examination.

Syllabus Outline and Marks for each paper:

Semester 1	Internal	External	Credits
1. Principles of Journalism	30	70	04
2. Computer Application for Mass Media (Practical)	100	---	06
1. Reporting	30	70	04
2. Editing and Translation	30	70	04
3. General Knowledge and Current Affairs	30	70	04
Total: 500	220	280	22
Semester 2	Internal	External	Credits
4. Introduction to Public Relations and Advertising	30	70	04
5. Feature Writing and Editorial Writing	30	70	04
6. Translation, General Knowledge and Current Affairs	30	70	04
7. History of Gujarati Journalism and Law of the Press	30	70	04
8. Print Journalism (Field Work)	100	---	06
Total: 500	220	280	22
Grand Total: 1000	440	560	44

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Syllabus

P. G. Diploma in Journalism

Semester 1

Paper 1 Principles of Journalism

Unit 1

Mass media and journalism, journalism: concept, role, functions, principles of journalism, types of journalism (investigative, rural, film, women's, children, business, sports, science, health), journalism in newspapers, magazines, television, radio and internet.

Unit 2

Role and qualities of a journalist, journalism as fourth estate, journalistic responsibility, effect and impact of journalism on society, theories and hypothesis of media effects as applicable to journalism: agenda setting, knowledge gap, opinion formation, two step flow hypothesis and opinion leader and so on.

Unit 3

Organizational structure of a newspaper, functions of different departments, editorial (newsroom, reporting unit, editorial board), advertising, circulation and production and printing, coordination between the various departments, functions of the staff ; editor, news editor, chief reporter, reporters, translators, proof readers, photographers, procedure to launch a publication

Unit 4

Market-driven journalism, ownership patterns of newspapers, issue of media monopoly, journalistic accountability and social responsibility, yellow, tabloid and sensational journalism.

Recommended Reading List

1. Basic Journalism: R. Parthasarathy
2. Mass Communication & Journalism in India: D.S. Mehta
3. Mass Communication in India: Keval Kumar
4. Journalism in India from the earliest times to the present day: R. Parthasarathy
5. Mass Communication Theory - Denis McQuail

Paper 2 Computer Application for Mass Media (Practical)

This paper is a practical paper in which the following topics are covered: Introduction to MS Office (Word, Excel, and Power Point) Page Maker, Photoshop, Coral Draw, Quark Express and Internet. There is a continual evaluation throughout the semester by internal faculty in the form of 10 assignments of 10 marks each. There is no external examination in this paper.

Paper 3 Reporting

Unit 1

Concept and definition of news, news values, reporting unit in a newspaper, its hierarchy, duties and functions of chief reporter, stringers, special correspondents, freelancers, commissioned writers, reporter's qualities, duties, responsibilities.

Unit 2

Reporting: principles of reporting, functions and responsibilities of a reporter, lead writing, types of leads, qualities of good news report, structure of news report, practical exercises in writing news reports, analysis of difference kinds of news reports.

Unit 3

News source: identification and development, Interviews; objectives, questions, research, ethical questions, different types of reporting --- beat reporting: sports, crime, politics, business, education, etc.

Unit 4

Different types of stories; curtain raiser, news features, developing stories, breaking news, exclusive stories and scoops, News agencies: functions and role, news agencies in India; PTI, UNI, reporting for a news agency, writing news agency copy.

Recommended Reading List:

1. News Reporting & Editing – K.M. Srivastava
2. Handbook of Journalism - M.V. Kamath
3. Reporting – B N Ahuja
4. Vrutant Niyojan-Shri Ranchodlal Liladhar Vyda.

Paper 4 Editing and Translation

Unit 1

Concept and importance of editing, process of editing, types and sources of news copy, guiding principles of editing, Editorial department- hierarchy, duties of editorial staff, news editor, chief sub-editor, desk and distribution of work, preparation of various pages, news flow and co-ordination of copy,

Unit 2

Headlines: kinds, techniques, purpose, proof reading, editing and proof reading symbols, editing of special pages, concept of design and layout, elements of design, types of layout of various pages, editing techniques to add variety: use of photos and graphics, and so on, practical exercises in editing and layout, analysis of layout of news paper and magazine pages.

Unit 3

Practical exercises in translation of news agency copy

Unit 4

Practical exercises in translation of news reports.

Recommended Reading List:

1. News Editing - Bruce H. Westley
2. Art of Editing - Baskette & Scissors
3. Editing - T.J.S. George
4. News Reporting & Editing - K.M. Srivastava
5. News Reporting and Editing - K.M. Srivastava

Paper 5 General Knowledge and Current Affairs

Unit 1

Issues pertaining science and technology, physical and human geography, sports, arts, culture, literature, films, awards, current events (events discussed in the media)

Unit 2

Perspectives in History and Political Development: Moghul period in India, 1857 first war of independence, first and second world wars, Indian national movement, issues problems of post independence India, Constitution and preamble, issues in Nehruvian era, political developments, emergency and its impact on Indian polity, Panchayati Raj,

Unit 3

Perspectives in Indian economy: five year plans, concepts like national income, GDP and per capita income, budgetary allocation, issues in the industry, agricultural and service sector.

Unit 4

Issues like reorganization of states, terrorism, globalization, backward class and dalit movement, land reforms, urban rural divide, industrialization, migration and other current issues will be discussed.

Recommended Reading List

1. Manorama Year Book
2. Competition Success Review, Civil Services Chronicle (Magazines)
3. Newspapers and Newsmagazines

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Semester 2

Paper 6 Introduction to Public Relations and Advertising.

Unit 1

Philosophy and definition of public relations, public relations as a management function, objectives of public relations, public relations officer, functions, qualities, public relation department, functions.

Unit 2

Different 'publics' and their characteristics, internal and external public, tools of PR; press conference, press release, events, news reports, house journal, corporate films, advertisements, relations with the mass media. Public relations campaign planning: Research, Planning, Action and Evaluation.

Unit 3

Concept of marketing communications, concept of promotion: advertising, sales promotion, publicity and personal selling, advertising: definitions, types, functions, role, effects, criticism and benefits, advertising agency: structure and function of various departments, accounts, creative, production and media planning.

Unit 4

How advertising works, parts of an advertisement, appeals, copy writing and different kinds of copy, different creative strategies, USP, brand image, brand personality, practical exercises in copy writing

Recommended Reading List:

1. Advertising Management – B R Rathod
2. Foundations of Advertising – Chunnawalla and Sethia
3. Handbook of Public Relations – D.S. Mehta
4. Effective Public Relations – Cutlip and Centre
5. Public Relations -- Anil Basu
6. Vigyapan ane Vechan Sanchalan -T. J Rana

Paper 7 Feature Writing and Editorial Writing

Unit 1

Feature, concept, objectives, different types of features: news, photo, travelogues, life style stories, interviews, personality sketch, reviews, timeless features and others.

Unit 2

Process of features writing; idea generation, data collection, data processing and writing of feature, structure of a feature story, lead and its type, use of picture and graphics, interviewing for features.

Unit 3

Analysis of content of magazines and news papers supplements, practical exercise in feature writing, analysis of different features.

Unit 4

Concept of editorial, different type of editorials, objectives of editorial, style and language of editorial, structure of editorial, content of edit page, process of editorial writing, practical exercises in editorial writing, analysis of editorials in different editorials.

Recommended Reading List:

1. Freelance & Staff Writer – William Rivers
2. The Writing Process – Gray
3. Article & Feature Writing – Helson
4. News Reporting & Editing – K.M. Srivastava
5. Handbook of Journalism --- M V Kamath

Paper 8 Translation, General Knowledge and Current Affairs

Unit 1

Practical exercises in translation of features and articles.

Unit 2

Practical exercises in translations of editorials.

Unit 3

Current affairs: Concerns of the third world, global warming, climate change, economic reforms, human development index, endemic poverty, illiteracy, gender question, issues in health and education sectors.

Unit 4

Gujarat: history, geography, polity, political development, economic development, agriculture and industrial development, human development in Gujarat, gender issue, tribal issue, tourism, literature, arts, sports and other current issues.

Recommended Reading List

1. Manorama Year Book
2. Competition Success Review
3. Newspapers and Newsmagazines

Paper 9 Development of Gujarati Journalism and Law of the Press

Unit 1

Origin and development of Gujarati journalism, outline of different phases in Gujarati journalism, Contribution of Parsis in Gujarati journalism; Mumbai Samachar, Mumbai Chabuk, Jame Jamshed, Vartaman, Raste Gofar, Prominent journalists; Dadabhai Navroji, Zaverchand Mehghani, Gandhiji and his journalism, Navjivan, Harijan, Young India, Journalism of Saurashtra, Prominent journalists. Narmad as a journalist and social reformer, Dandiyo.

Unit 2

Prominent Gujarati newspapers and magazines of the day; Gujarat Mitra, Gujarat Samachar, Sandesh, Gujarat Mitra, Samakaleen, Mumbai Samachar, profile of present journalists and columnists.

Unit 3

Constitution of India: characteristics and preamble, Fundamental Rights, Fundamental duties, Art 19 (1) (a) Freedom of Speech and Expression and reasonable restrictions.

Unit 4

Laws of Defamation, Contempt of Court, Contempt of Legislature, Press and Registration of Books Act, Official Secrets Act., Right to Information Act, Press Council Act. Code of Conduct for Journalists.

Recommended Reading List:

1. Gujarati Patrakaratva No Itihas – Ratan Marshal
2. Akhbaronu Avalokan – Yasin Dalal
3. Law of the Press – Durgadas Basu
4. History of Journalism- Dr.D.S.Mehta.

Paper 10 Print Journalism

This segment consists of practical work in reporting, feature and editorial writing, news selection, subbing, headline writing, rewriting, and page make-up and layout exercises as enumerated in the first and second semester. Ten assignments of 10 marks each are given to the students for a total of 100 marks. There is no external exam in this paper.