

Syllabus of Post Graduate Diploma in Journalism
from the academic year 2012-13

Syllabus Outline and Marks for each paper:

Semester 1

S.No	Subject	Internal	External	Total Marks	credits
1.	Principles of Journalism	30	70	100	04
2.	Reporting and Editing	30	70	100	04
3.	Development of Gujarati Journalism and Law of the Press	30	70	100	04
4.	Newspaper Translation and General Knowledge	30	70	100	04
5.	Computer Skills	100	--	100	04
	Term Paper	100	--	100	02
	Total	320	280	600	22

Semester 2

S.No	Subject	Internal	External	Total Marks	credits
6.	Introduction to Public Relations and Advertising	30	70	100	04
7.	Feature Writing and Editorial Writing	30	70	100	04
8.	Translation Skills and Current Affairs	30	70	100	04
9.	Print Journalism (Field Work)	100	--	100	04
10.	Computer Application for Mass Media	100	--	100	04
	Term Paper	100	--	100	02
	Total	390	210	600	22
	Grand Total	510	490	1200	44

Syllabus (wef 2012-2013)

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 newspapers, magazines, television, radio and internet.).

Unit 2

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 leaders, role and qualities of a journalist.

Unit 3

Organizational structure of a newspaper, functions of different departments, editorial (newsroom, reporting unit, editorial board), advertising, circulation, production and printing, hierarchy in different departments, coordination between departments, procedure to launch a publication

Unit 4

Journalism as fourth estate, social responsibility of journalism, market-driven journalism, ownership patterns of newspapers, issue of media monopoly, 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 Reporting and Editing

Unit 1

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

reporter's qualities, reporting: principles of reporting, lead writing, types of leads, characteristics of a news report, structure of news report, practical exercises in writing news reports, analysis of different kinds of news reports.

Unit 2

Different types of reporting --- beat reporting: sports, crime, politics, business, education, etc. Different types of stories; curtain raiser, news features, developing stories, breaking news, exclusive stories and scoops, news source: identification and development. Interviews; objectives, questions, research, ethical questions, News agencies: functions and role, news agencies in India; PTI, UNI, reporting for a news agency.

Unit 3

Concept and importance of editing, process of editing, types and sources of news copy, guiding principles of editing, Editorial department- hierarchy, functions of the staff ; editor, news editor, chief sub-editor, sub-editors, translators, proof readers, Concept of news desk and distribution of work, preparation of various pages, news flow and co-ordination of copy,

Unit 4

Headlines: kinds, purpose, 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.

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.
5. News Editing - Bruce H. Westley
6. Art of Editing - Baskette & Scissors
7. Editing - T.J.S. George

Paper 3 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, Journalism of Saurashtra Mumbai Samachar, Mumbai Chabuk, Jame Jamshed, Vartaman, Raste Gofar, Prominent journalists; Dadabhai Navroji, Zaverchand Mehghani, Gandhiji and his journalism, Navjivan, Harijan, Young India, Narmad as a journalist and social reformer, Dandiyo.

Unit 2

Prominent Gujarati newspapers and magazines of the day; Janmabhoomi, Mumbai Samachar, Gujarat Samachar, Sandesh, Divya Bhaskar, Gujarat Mitra, Kutch Mitra, Saurashtra Samachar.

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 4 Newspaper Translation and General Knowledge

Unit 1

Practical exercises in translation of news reports.

Unit 2

Practical exercises in translation of news agency copy.

Unit 3

Issues pertaining science and technology, physical and human geography, sports, arts, culture, literature, films, awards, current events (events discussed in the media) 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 4

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. 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,
3. Civil Services Chronicle
4. Newspapers and Newsmagazines

Paper 5 Computer Skills

This paper is a practical paper in which the following topics are covered: Proficiency in Gujarati typing, Proficiency in English typing, and Introduction to MS Office (Word, Excel, and Power Point). The student is expected to develop proficiency in the above practical subjects. 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.

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 Skills 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 Print Journalism (Field Work)

This segment consists of practical work in reporting, feature and editorial writing, news selection, subbing, headline writing, rewriting, 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.

Paper 10 Computer Application for Mass Media (Practical)

This paper is a practical paper in which the following topics are covered: Proficiency in Photoshop, Coral Draw, Page Maker, Quark Express and Internet. The student is expected to develop proficiency in the above subjects. 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.