

**Department of Journalism and Mass Communication**  
**Syllabus for Post Graduate Diploma in Journalism**  
**With effect from the academic year 2016-17**

**Semester 1**

<b>Sr.No</b>	<b>Subject</b>	<b>Internal /Continuous Evaluation</b>	<b>External</b>	<b>Total Marks</b>	<b>Credits</b>
1.	Principles of Journalism	20	50	70	04
2.	Reporting and Editing	20	50	70	04
3.	Development of Gujarati Journalism and Law of the Press	20	50	70	04
4.	Newspaper Translation and General Knowledge	20	50	70	04
5.	Computer Skills	70	00	70	04
	Term Paper	70	00	70	02
	<b>Total</b>	<b>220</b>	<b>200</b>	<b>420</b>	<b>22</b>

**Semester 2**

<b>Sr.No</b>	<b>Subject</b>	<b>Internal /Continuous Evaluation</b>	<b>External</b>	<b>Total Marks</b>	<b>Credits</b>
6.	Introduction to Public Relations and Advertising	20	50	70	04
7.	Feature Writing and Editorial Writing	20	50	70	04
8.	Translation Skills and Current Affairs	20	50	70	04
9.	Print Journalism (Field Work)	70	00	70	04
10.	Computer Application for Mass Media	70	00	70	04
	Term Paper	70	00	70	02
	<b>Total</b>	<b>270</b>	<b>150</b>	<b>420</b>	<b>22</b>
	<b>Grand Total</b>	<b>490</b>	<b>350</b>	<b>840</b>	<b>44</b>

## **Semester 1**

### **Paper 1 Principles of Journalism**

#### Unit 1

Journalism: Definition, Concept, Principles, Elements, Accountability, Ethics and Role in Society, Journalism and Democracy, as Fourth Estate, Types of Journalism: investigative, interpretative, rural, film, women's, children, business, sports, science, health, journalism in newspapers, magazines, television, radio, internet, yellow journalism, tabloid journalism, citizen journalism, alternative journalism, development journalism; trends in journalism: mission, profession and business.

#### Unit 2

Four normative theories of press, mass media effect theories: selective exposure, perception and retention, agenda setting, gate keeping, knowledge-gap hypothesis, opinion formation, two step flow hypothesis and opinion leaders,

#### Unit 3

Role and qualities of a journalist. meaning, definition and concept of news, source of news, news value and elements of news, type of news – hard and soft news, changing concept of news, infotainment, advertorial, readers as consumers, market-driven journalism.

#### Unit 4

Organizational structure of a newspaper, functions and hierarchy of editorial, advertising, circulation, production and printing departments, coordination between departments, procedure to launch a publication, ownership patterns of newspapers, issue of media monopoly, First and Second Press Commissions, ABC, DAVP, RNI, INS, News agencies: functions and role, PTI, UNI, Reuters, AP, UPI, AFP, reporting for a news agency.

### **Paper 2 Reporting and Editing**

#### Unit 1

Reporting unit in a newspaper, its hierarchy, duties, functions and responsibilities of chief reporter, reporter, stringers, special correspondents, freelancers, commissioned writers, reporter's qualities,

principles of reporting, lead writing, types of leads, characteristics of a news report, structure of news report, organizing the news story: angle, attribution, quote, background and context, checking facts: ensuring accuracy, objectivity and balance in news story, practical exercises in writing news reports, analysis of difference kinds of news reports.

#### Unit 2

Different types of reporting --- beat reporting: sports, crime, politics, business, education, etc. different types of stories; follow up stories, curtain raiser, news features, developing stories, breaking news, exclusive stories and scoops, news sources: role, importance, different types, identification and development, interviews; objectives, questions, research, ethical questions,

#### Unit 3

Editing; concept, importance, process; guiding principles of editing, types and sources of news copy, 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, practical exercises in editing and layout, analysis of layout of newspaper and magazine pages.

### **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 Goftar, 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. Privileges of Parliament (Article 105 and 194) Laws of Defamation, Contempt of Court, Contempt of Legislature, Press and Registration of Books Act, Official Secrets Act., Copyright act, Right to Information Act, IT Act 2008

### Unit 4

Press Council Act, code of conduct for journalists, criminal procedure (FIR, bail, summons, arrest, warrant, cognizable and non-cognizable offences), fair trial, subjudice, privacy, sting operation, reporting of rape, protection of sources, reporting communal violence.

## **Paper 4 Newspaper Translation and General Knowledge**

Unit 1 and Unit 2

Practical exercises in translation of news reports and news agency copy.

Unit 3 and Unit 4

The syllabus in these two units will consist of topics pertaining to news, current events and trends that occurred during the time period of the semester. Specifically developments in the arena of politics, economics, culture, as also issues pertaining to terrorism, globalization, women, dalits, migration and other current issues will be discussed. The class room sessions will be interactive and will consist of quiz, presentations, seminar and library work. In the examination the student will be examined in his understanding and interpretation of current affairs, news and trends.

## **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.

## **Semester 2**

### **Paper 6 Introduction to Public Relations and Advertising.**

#### Unit 1

Public Relations: philosophy, definition, concept, roles and functions, misconceptions, PR in changing socio economic and political environment, public relations and; communication, corporate communication, propaganda, advertising, publicity, public opinion, marketing, liaisoning, lobbying, promotion, roles and responsibilities of PRO, organisation set-up of PR departments/ agencies; PR in Central and State depts., government information services and their functions.

#### Unit 2

Writing for PR – press release, handout, feature, articles, speech writing, background material, citizen charter of the organization, Tools of PR: news letter, house journal, brochure, annual reports, posters, corporate films, advertisements, press conference, press kit, new/social media, Media Relations, Marketing PR, Financial PR and Community PR Campaign planning, Crisis management by PRO.

#### Unit 3

Marketing – concept, types, marketing mix (4 Ps of marketing), communication mix, advertising – concept, definition, types, objectives and importance, role, criticism, benefits, advertising and related terms like personal selling and direct marketing, media for advertising: print, electronic, outdoor, digital media radio, television, concepts: consumer analysis, product analysis, media planning, market analysis, advertising agency: structure and function of various departments, accounts, creative, production and media planning.

#### Unit 4

How advertising works, models of advertising – AIDA, DAGMAR, Maslow's hierarchy model, making of an ad, creative process and strategies: USP, appeals, brand image, identity, positioning personality, execution style (demonstration, slice of life, narration, use of endorser), parts of an print

ad, copy (parts of copy- headline, subhead line, body, slogan use of illustrations, graphics), copy writing and different kinds of copy, practical exercises in copy writing.

## **Paper 7 Feature Writing and Editorial Writing**

### Unit-1

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 of feature.

### Unit 2

Structure of feature story, lead and its types, use of pictures and graphics, interviewing for features, analysis of features in magazines and newspaper supplements, practical exercises in feature.

### Unit 3

Editorials: concept, objectives, language, types, style, language, edit page, content, layout, process of editorial writing, letters to the editor, articles, interviews, religious features, Op Ed page, significance and content.

### Unit 4

Analysis of editorials of magazines and newspaper supplement, practical exercises in editorial writing.

## **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 and Unit 4

The syllabus in these two units will consist of topics pertaining to news, current events and trends that occurred during the time period of the semester. Specifically developments in the arena of politics, economics, culture, as also issues pertaining to terrorism, globalization, women, dalits, migration and other current issues will be discussed. The class room sessions will be interactive and will consist of quiz, presentations, seminar and library work. In the examination the student will be examined in his understanding and interpretation of current affairs, news and trends.

### **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. Seven 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 7 assignments of 10 marks each.