

## Department of Journalism and Mass Communication

Upgraded Syllabus for Post Graduate Diploma in Journalism

With effect from the academic year 2019-20

### Semester 1

Sr.No	Subject	Internal /Continuous Evaluation	External	Total Marks	Credits
1.	Principles of Journalism and History of Gujarati Journalism	20	50	70	04
2.	Reporting and Newspaper Translation	20	50	70	04
3.	General Knowledge and Law of the Press	20	50	70	04
4.	Introduction to Public Relations and Advertising	20	50	70	04
5.	Computer Skills (Practical)	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

Sr.No	Subject	Internal /Continuous Evaluation	External	Total Marks	Credits
6.	Editing, Writing and Translation Skills	20	50	70	04
7.	New Media and Online Journalism	20	50	70	04
8.	Communication Skills (Practical)	20	50	70	04
9.	Skills in Photography, Online Journalism, Public Relations and Advertising (Practical)	70	00	70	04
10.	Print Journalism (Practical)	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 and History of Gujarati Journalism

### Unit 1

Communication and mass communication; concept; models: Aristotle, Newcomb, Lasswell, Lazarsfeld, opinion leaders, news flow models; McNelly, Bass and Mowlana, 7 C's, 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

Origin and development, different phases (1822-1857, 1857-1915, 1915-1947), contribution of Parsis, journalism in Saurashtra, Ahmedabad, Surat; profile of important newspapers; Mumbai Samachar, Jame Jamshed, Vartaman, Raste Gofar, Satyapraksh, Dandiyo, Navjivan, Harijan, Editors: Dadabhai Navroji, Zaverchand Meghani, Icharam Desai, Karsandas Mulji, Gandhi, Narmad.

### **Reference Books:**

1. Mass communication in India – Keval J. Kumar
2. Journalism -- M V Kamath
3. Saurashtrano Patrakaratnva -- Yasin Dalal
4. Patrakaratvano Itihas -- Vishnu Pandya

## **Paper 2 Reporting 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.

### **Unit 2**

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 3 and Unit 4**

Practical exercises in translation of news reports and 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 -- Yasin Dalal

## **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, dalits, 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, RTI Act, IT act, PRB act, working journalist act.

### **Unit 4**

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

### **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, definition, role, misconception, public relations vs. 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 depts.

### **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, types, marketing mix, advertising; concept, definition, types, objectives, role, criticism, benefits, advertising and personal selling, 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 - Shailendra Sengar
2. Introduction to advertising and public relations - Shipra Kundra
3. Advertising and public relations research - Jugenheimer
4. The practice of public relations - Wilfred Howard
5. Fundamentals of advertising and public relations - Dhruv Sabarwal

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

This is a practical paper in which the following topics are covered: Gujarati and English typing, MS Office, Photoshop, Coral Draw, Page Maker, Indesign, Quark Express and Internet usage. There is a continual evaluation of the student's proficiency in the form of assignments of total of 70 marks. There is no external exam in this paper.

### **Term Paper**

The student will write under the guidance of the faculty a paper on a topic pertaining to journalism and mass communication. This will be evaluated out of 70 marks.

## Semester 2

### Paper 6 Editing, 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., news day, preparation of pages, news flow and co-ordination, symbols: editing and proof reading, editing of special pages, concept of design and layout: elements, types, use of photos and graphics, practical exercises in editing and layout.

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.

#### 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 and Unit 4

Practical exercises in translation of features and articles.

#### Reference Books:

1. Editing -- Bruce Westley
2. Editing --- MJS Geoge
3. Mass Communication in India --Keval J Kumar
4. Lekh Lakhvani Kala -- Kumarpal Desai
5. Sampadan na Siddanti -- 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, 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 – Jagadish Chakravarthy
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 Communication Skills (Practical)**

The paper imparts practical training in verbal communication skills, specifically presentation, extempore speech, debating, anchoring, elocution skills and so on. There will be a continuous internal assessment of 70 marks based on assignments and tests. There is no external exam in this paper.

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

This paper consists of practical work in photography, online journalism, public relations and advertising. Students are given assignments and tests for a continuous evaluation of 70 marks. There is no external exam in this paper.

### **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 the following: preparing a news blog, audio blog, facebook page, YouTube channel, online magazine, content writing for social networking.

### **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)**

This segment consists of practical work in reporting, editing, feature and editorial writing exercises. Assignments totally of 70 marks are given to the students. There is no external exam in this paper.

## **Term Paper**

The student will write under the guidance of the faculty a paper a topic pertaining to journalism and mass communication. This will be evaluated out of 70 marks.