



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-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312  
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

ક્રમાંક : એકે./પરિપત્ર/૪૯૫૪/૨૦૨૧

તા. ૦૬/૦૪/૨૦૨૧

પ્રતિ,  
વડાશ્રી,  
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,  
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,  
સુરત.

વિષય:- બી.એ. માસ કોમ્યુનિકેશન નવા કોર્ષના અભ્યાસક્રમ અંગે .

સુજાશ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ-૨૦૨૧-૨૨થી અમલમાં આવનાર બી.એ. માસ કોમ્યુનિકેશન નવા કોર્ષના અભ્યાસક્રમ અંગે જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયૂક્ત) સમિતિની તા. ૨૩-૧૦-૨૦૨૦ ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે નીચે મુજબ કરેલ ભલામણ વિનયન વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિનયન વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિનયન વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલે તેની તા. ૧૮/૧૨/૨૦૨૦ ની સભાનાં ઠરાવ ક્રમાંક: ૩૫ અન્વયે સ્વીકારી સિન્ડિકેટને કરેલ ભલામણ સિન્ડિકેટ તેની તા. ૧૨/૦૩/૨૦૨૧ની સભાનાં ઠરાવ ક્રમાંક: ૦૪ અન્વયે સ્વીકારેલ છે. જેની નોંધ લેવી.

**જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયૂક્ત) સમિતિની**

**તા. ૨૩-૧૦-૨૦૨૦ ની સભાની ભલામણ ક્રમાંક: ૨**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૧-૨૨ થી અમલમાં આવનાર બી.એ. માસ કોમ્યુનિકેશન કોર્ષના નવા અભ્યાસક્રમને સર્વાનુમતે મંજૂર કરવામાં આવે છે અને તે આગળની કાર્યવાહી માટે વિનયન વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

**એકેડેમિક કાઉન્સિલની તા. ૧૮/૧૨/૨૦૨૦ ની સભાની ભલામણ ક્રમાંક: ૩૫**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૧-૨૨ થી અમલમાં આવનાર બી.એ. માસ કોમ્યુનિકેશન કોર્ષના નવા અભ્યાસક્રમને સ્વીકારી તે મંજૂર કરવા સિન્ડિકેટને ભલામણ કરવામાં આવે છે.

**સિન્ડિકેટની તા. ૧૨/૦૩/૨૦૨૧ ની સભાનો ઠરાવ ક્રમાંક: ૦૪**

:: આથી ઠરાવવામાં આવે છે કે, એકેડેમિક કાઉન્સિલની તા. ૧૮/૧૨/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક: ૩૫ નો યથાવત સ્વીકાર કરવામાં આવે છે.

બિડાણ : ઉપર મુજબ

ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.
  - ૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ...તરફ જાણ તેમજ અમલ સારૂ.

**B A Mass Communication**

<b>Sem</b>	<b>Foundation Course Practical</b>	<b>Core Compulsory Theory</b>	<b>Core Compulsory Theory</b>	<b>Core Allied Theory</b>	<b>Soft Skills Practical</b>	<b>Core Elective Specialization Theory</b>	<b>Core Elective Specialization Theory/Practical</b>
<b>1</b>	Writing Skills 1: Reporting (Practical)	Introduction to Journalism	Fundamentals of Reporting	Current Affairs	Communication Skills (Practical)	Sports Journalism <b>Or</b> Lifestyle Journalism	Ethics in Media <b>Or</b> Media Management
<b>2</b>	Writing Skills 2: Feature Writing, Editorial Writing and Editing (Practical)	Introduction to Mass Communication	Fundamentals of Feature Writing, Editorial Writing and Editing.	Perspectives in Political Science and Public Administration	Computer Skills (Practical)	Traditional Media <b>Or</b> Media and Culture	Development Journalism <b>Or</b> Science Journalism
<b>3</b>	Writing Skills: Radio and Television: (Practical)	Introduction to Radio	History of Mass Media	Constitution of India	Production Skills for Radio (Practical)	Community Radio <b>Or</b> Development Communication	General Knowledge and Current Affairs <b>Or</b> Literature and Journalism

<b>4</b>	Television: Production Skills (Practical)	Introduction to Television	History of Print Journalism	Perspectives in Sociology and Gender Issues	Translation 1 (Practical)	Communication Research <b>Or</b> Women and Media	Social Media Studies <b>Or</b> Introduction to Web Series
<b>5</b>	New Media: Writing and Production Skills (Practical)	Introduction to New Media	Fundamentals of Film Studies	Perspectives in Economics and Development	Translation 2 (Practical)	New Wave Cinema <b>Or</b> History of Gujarati Journalism	RJing and Anchoring Skills (Practical) <b>Or</b> Digital Marketing (Practical)
<b>6</b>	Skills in Public Relations (Practical)	Introduction to Public Relations and Advertising	Fundamentals of Media Law	Perspectives in Environment Studies	Skills in Advertising (Practical)	Regional Cinema <b>Or</b> International Communication	Photography Skills (Practical) <b>Or</b> Creative Writing (Practical)

### Semester- 1

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>1</b>	Foundation Course	Practical	Writing Skills 1: Reporting (Practical)	<b>3</b>	20	50	70
<b>2</b>	Core Compulsory	Theory	Introduction to Journalism	<b>3</b>	20	50	70
<b>3</b>	Core Compulsory	Theory	Fundamentals of Reporting	<b>3</b>	20	50	70
<b>4</b>	Core Allied	Perspectives in society Theory	Current Affairs	<b>3</b>	20	50	70
<b>5</b>	Soft skills	Skills Development Practical	Communication Skills (Practical)	<b>3</b>	20	50	70
<b>6</b>	Core Elective	Specialization Theory	6 A Sports Journalism <b>Or</b> 6 B Lifestyle Journalism	<b>3</b>	20	50	70
<b>7</b>	Core Elective	Specialization Theory	7 A Ethics in Media <b>Or</b> 7 B Media Management	<b>3</b>	20	50	70
			<b>Total</b>	<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## Semester-2

Paper No.	Course Type	Paper Type	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
8	Foundation Course	Writing Skills: Practical	Writing Skills Feature Writing, Editorial Writing and Editing. (Practical)	3	20	50	70
9	Core Compulsory	Theory	Introduction to Mass Communication	3	20	50	70
10	Core Compulsory	Theory	Fundamentals of Feature Writing, Editorial Writing and Editing.	3	20	50	70
11	Core Allied	Perspectives in society Theory	Perspectives in Political Science and Public Administration	3	20	50	70
12	Soft skills	Skills Development Practical	Computer Skills (Practical)	3	20	50	70
13	Core Elective	Specialization Theory	Traditional Media Or Media and Culture	3	20	50	70
14	Core Elective	Specialization Theory	Development Journalism Or Science Journalism	3	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

### Semester-3

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>15</b>	Foundation Course	Writing Skills: Practical	Writing Skills: Radio and Television (Practical)	<b>3</b>	20	50	70
<b>16</b>	Core Compulsory	Theory	Introduction to Radio	<b>3</b>	20	50	70
<b>17</b>	Core Compulsory	Theory	History of Mass Media	<b>3</b>	20	50	70
<b>18</b>	Core Allied	Perspective in Society Theory	Constitution of India	<b>3</b>	20	50	70
<b>19</b>	Soft skills	Skills Development Practical	Production Skills for Radio (Practical)	<b>3</b>	20	50	70
<b>20</b>	Core Elective	Specialization Theory	Community Radio <b>Or</b> Development Communication	<b>3</b>	20	50	70
<b>21</b>	Core Elective	Specialization Theory	General Knowledge and Current Affairs <b>Or</b> Literature and Journalism	<b>3</b>	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

### Semester-4

Paper No.	Course Type	Paper Type	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
22	Foundation Course	Production Skills: Practical	Television Production Skills (Practical)	3	20	50	70
23	Core Compulsory	Theory	Introduction to Television	3	20	50	70
24	Core Compulsory	Theory	History of Print Journalism	3	20	50	70
25	Core Allied	Perspective in society Theory	Perspectives in Sociology and Gender Issues	3	20	50	70
26	Soft skills	Skills Development Practical	Translation 1(Practical)	3	20	50	70
27	Core Elective	Specialization Theory	Communication Research Or Women and Media	3	20	50	70
28	Core Elective	Specialization Theory	Social Media Studies Or Introduction to Web Series	3	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

**Semester- 5**

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>29</b>	Foundation Course	Writing Skills: Practical	New Media: Writing and Production Skills (Practical)	<b>3</b>	20	50	70
<b>30</b>	Core Compulsory	Theory	Introduction to New Media	<b>3</b>	20	50	70
<b>31</b>	Core Compulsory	Theory	Fundamentals of Film Studies	<b>3</b>	20	50	70
<b>32</b>	Core Allied	Perspective in Society Theory	Perspectives in Economics and Development	<b>3</b>	20	50	70
<b>33</b>	Soft skills	Skills Development Practical	Translation 2 (Practical)	<b>3</b>	20	50	70
<b>34</b>	Core Elective	Specialization Theory	New Wave Cinema <b>Or</b> History of Gujarati Journalism	<b>3</b>	20	50	70
<b>35</b>	Core Elective	Specialization Practical	RJing and Anchoring Skills (Practical) <b>Or</b> Digital Marketing (Practical)	<b>3</b>	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

### Semester-6

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>36</b>	Foundation Course	Writing Skills: Practical	Skills in Public Relations (Practical)	<b>3</b>	20	50	70
<b>37</b>	Core Compulsory	Theory	Introduction to Public Relations and Advertising	<b>3</b>	20	50	70
<b>38</b>	Core Compulsory	Theory	Fundamentals of Media Law	<b>3</b>	20	50	70
<b>39</b>	Core Allied	Perspective in society Theory	Perspectives in Environment Studies	<b>3</b>	20	50	70
<b>40</b>	Soft skills	Skills Development Practical	Skills in Advertising (Practical)	<b>3</b>	20	50	70
<b>41</b>	Core Elective	Specialization Theory	Regional Cinema <b>Or</b> International Communication	<b>3</b>	20	50	70
<b>42</b>	Core Elective	Specialization Practical	Photography Skills (Practical) <b>Or</b> Creative Writing (Practical)	<b>3</b>	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## Semester- 1

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>1</b>	Foundation Course	Practical	Writing Skills 1: Reporting (Practical)	<b>3</b>	20	50	70
<b>2</b>	Core Compulsory	Theory	Introduction to Journalism	<b>3</b>	20	50	70
<b>3</b>	Core Compulsory	Theory	Fundamentals of Reporting	<b>3</b>	20	50	70
<b>4</b>	Core Allied	Perspectives in society Theory	Current Affairs	<b>3</b>	20	50	70
<b>5</b>	Soft skills	Skills Development Practical	Communication Skills (Practical)	<b>3</b>	20	50	70
<b>6</b>	Core Elective	Specialization Theory	6 A Sports Journalism <b>Or</b> 6 B Lifestyle Journalism	<b>3</b>	20	50	70
<b>7</b>	Core Elective	Specialization Theory	7 A Ethics in Media <b>Or</b> 7 B Media Management	<b>3</b>	20	50	70
			<b>Total</b>	<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 1 Writing Skills 1: Reporting (Practical)**

### **Unit 1**

1. Developing writing note taking skills
2. Terminology of Reporting
3. Field Reporting Skills, Conducting interviews
4. Writing of News Reports
5. General Reporting

### **Unit 2**

1. Crime Reporting
2. Civic Reporting
3. Political Reporting
4. Art and Culture Reporting
5. Sports Reporting

### **Unit 3**

1. Research and Reference
2. Developing Sources
3. Exercises in Reporting

## **Paper 2 Introduction to Journalism**

### **Unit 1**

1. Journalism: Concept, Nature, Scope.
2. Journalism: Function, Elements, impact.
3. Journalism: Role In Society, Democracy, Fourth Estate
4. Journalism Models: Gerbner's general model, McNelly,
5. Hypothesis: Information Gap, gate keeping, Agenda Setting

### **Unit 2**

1. Journalist: Skills, Qualities
2. Types Of Journalism: Rural, Science, Sports Economic, Health Etc
3. Investigative Journalism, Citizen Journalism
4. Yellow Journalism, Advocacy Journalism.

### **Unit 3**

1. Alternative Journalism, Interpretative Journalism
2. Journalism in Different Media: techniques, comparison, challenges
3. Trends and Contemporary Issues in Journalism
4. Journalism case studies: World
5. Journalism case studies: India

## **Paper 3 Fundamentals of Reporting**

### **Unit 1**

1. News: Concept, Elements, Definition
2. Types of News: Hard, Soft, Known, Unknown, Predictable, Unpredictable.
3. News Values

4. Report writing vs other forms of writing
5. Challenges, Trends in Reporting

### **Unit 2**

1. News Report Structure: Inverted Pyramid, Sand Clock, Diamond, etc
2. Organisation of News story: Selection of Information, quote, background, context
3. Lead: Types, Styles
4. Headline: Types, Function, Importance
5. Types of News stories; Curtain Raiser, Interviews, News features, News analysis, Backgrounder

### **Unit 3**

1. Writing News for Radio, Television, news portal, Social Media
2. Reporters' sources: Cultivation, Protection
3. Reporting Section: Hierarchy, Beats, duties
4. Types of Reporting: Crime, Civic, Legislative, Education, Rural, Cultural
5. Sources of News: Press conference, Press briefing, Meet the press, Programmes, informal visits

### **Suggested Readings**

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

## **Paper 4 Current Affairs**

### **Unit 1**

Study of Current events, news, trends at International, national, regional and local levels in politics and society.

### **Unit 2**

Study of Current events, news, trends at International, national, regional and local levels in economics and sports.

### **Unit 3**

Study of Current events, news, trends at International, national, regional and local levels in arts and culture.

### **Suggested Reading**

1. Current affairs yearly 2020, Arihant Publication
2. Competition Success Review
3. Pratiyogita Darpan
4. All Newspapers and News Magazines

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

### **Unit 1**

1. Communication: Types, Effective communication,
2. Listening: purpose, skills, techniques for effective listening
3. Reading Skills : Purpose, Types, Techniques for Effective reading

## **Unit 2**

1. Writing skills: styles, expressions, language, grammar
2. Writing: resumes, emails, letters
3. Oral presentation skills, Public Speaking, Power Point Presentation
4. Research and planning- structure, style

## **Unit 3**

1. Job Interview: Process, Common questions
2. Techniques – Manners and Etiquettes

## **Paper 6 Sports Journalism**

**Or**

### **Lifestyle Journalism**

#### **Sports Journalism**

##### **Unit 1**

1. Sports: concept, significance, types, history: world and India
2. Sports journalism: concept, impact, evolution in all media, sports desk and reporting section
3. Writing for Print: styles, structure, headlines, cross head
4. Types of writing: bulletins, running reports, breaking news, delayed report, full-time reports, NIBs
5. Coverage of live events: skills, preview, review, post-match press conference

##### **Unit 2**

1. Compiling minute-by-minute reports, Sources of news: press releases, press conferences, sponsors, news agencies, websites.
2. Writing Features: profiles, opinion, columns, interview skills
3. Broadcast Sport: Special aspects, research and preparation, sports commentary.
4. Editing of Sports page: vs other pages, design and layout, headlines, photographs, graphics etc
5. Sports journalism: digital, social media, radio, television,

##### **Unit 3**

1. Sports institutions, bodies and Leagues – IOC, NOC, FIFA, UEFA, IOA, BCCI, CAS, WADA,
2. IPL, CPL, PKL, EPL. Anti-Doping Agency, ICAS, NADA
3. Current trends: tabloidization, sports blogs, new media
4. Reporting, writing and editing exercises for print media
5. Reporting, writing and editing exercises for radio, TV and new media

#### **Suggested Readings**

1. Sports Journalism and Mass Media: Dr Hoshiyar Singh
2. Sports Journalism: Bradshaw
3. Sports Journalism, A Practical Introduction: Phil Andrews
4. Sports Journalism and Mass Media: B S Chauhan and H C Rawal
5. Sports Journalism: Srinivas Rao



### **Unit 3**

1. Ethical Issues: Social Media and New Media
2. Ethical Issues in Cinema: Censor Board, Cinematography act
3. Case Studies in Ethics in Print Media
4. Case Studies in Ethics in TV and Radio
5. Case studies in ethics in film, social media, new media

### **Suggested Readings**

1. Media Ethics and Laws - Naval Prabhakar, Narendra Basu
2. Media Ethics: M Neelamalar
3. Media Ethics: Truth, Fairness, Objectivity: Paranjy Guha Thakurta
4. Introduction to Media Law and Ethics: Juhi P Pathak

## **Media Management**

### **Unit 1**

1. Management: Concept, Functions, Media management: ownership, control, management
2. Print Media: Newspapers: departments: hierarchy, management, Coordination between departments,
3. Editorial department; Role, News Room, Reporting Section, Editorial Board
4. Roles of News Editor, Chief Sub Editor, Copy Editor etc
5. News agency: Hierarchy, Functions, Management

### **Unit 2**

1. Advertising and Circulation Department: Hierarchy, Functions
2. Production and Printing Department: Hierarchy, Functions
3. Institutions: RNI, ABC, INS, NUJ, AINEC, EGI
4. Press Commissions: First, Second
5. Ministry of I&B, media units at centre and states, (DAVP, PIB, RNI, ABC etc)

### **Unit 3**

1. Media policy, wage boards 1956 and 1963, committees: Bachawat, Manisana, Majithia,
2. Media monopoly, ownership, control, FDI in media,
3. Radio: Hierarchy, Functions, Management
4. Doordarshan: Hierarchy, Functions, Management, Prasar Bharati
5. Film: Studio system, Film companies, Film production Unit

### **Suggested Readings:**

1. Media Management in India: Panigraphy and Biswaroy
2. Media Management: Kundra S
3. Media Management: B K Charturvedi
4. The Indian Media Business: Vanita Kohli Khandekar

**Semester -2**

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>8</b>	Foundation Course	Writing Skills: Practical	Writing Skills 2: Feature Writing, Editorial Writing and Editing. (Practical)	<b>3</b>	20	50	70
<b>9</b>	Core Compulsory	Theory	Introduction to Mass Communication	<b>3</b>	20	50	70
<b>10</b>	Core Compulsory	Theory	Fundamentals of Feature Writing, Editorial Writing and Editing.	<b>3</b>	20	50	70
<b>11</b>	Core Allied	Perspectives in society Theory	Perspectives in Political Science and Public Administration	<b>3</b>	20	50	70
<b>12</b>	Soft skills	Skills Development Practical	Computer Skills (Practical)	<b>3</b>	20	50	70
<b>13</b>	Core Elective	Specialization Theory	Traditional Media <b>Or</b> Media and Culture	<b>3</b>	20	50	70
<b>14</b>	Core Elective	Specialization Theory	Development Journalism <b>Or</b> Science Journalism	<b>3</b>	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 8 Writing Skills 2: Feature Writing, Editorial Writing and Editing. (Practical)**

### **Unit 1**

Practical exercises in

1. Reading, Analysis of Features, Topic Selection
2. Data Collection: Interviews, Library work, Research and Reference
3. Writing process: Structure, Lead, Conclusion, language, grammar
4. Use of photographs, Graphics, Layout of feature
5. Writing features

### **Unit 2**

Practical exercises in

1. Reading and Analysis of Editorials, Topic Selection.
2. Data collection, Research, Reference
3. Structure of Editorial: Lead, Middle and Conclusion
4. Writing editorial and articles for Op ed page

### **Unit 3**

Practical exercises in

1. News Selection, Editing,
2. Rewriting, Compilation, Proof Reading.
3. Writing: Headlines, Subheadings, Captions.
4. Preparing Layout, Dummy, Use of Graphics, Diagrams, Cartoons, Photos
5. Exercises in Editing

## **Paper 9 Introduction to Mass Communication**

### **Unit 1**

1. Communication: Concept, Functions, Process
2. Types, Elements, Impact.
3. 3 Barriers to communication, effective communication, 7 C's
4. Mass Media: Types, Characteristics, Functions
5. Media impact: Case studies

### **Unit 2**

1. Theories: Sadharanikaran, Hypodermic Needle Theory,
2. Limited Effects Theory, Models: SMCR, Lasswell, Berlo,
3. Schramm, Aristotle, Cultivation Theory
4. Dependency Model, Agenda Setting, Gate keeping, Use and Gratification.
5. Osgood & Schramm, Shannon & Weaver.

### **Unit 3**

1. Four theories of Press
2. Two step flow, Opinion Leaders, Multistep flow
3. Selective Exposure, Perception and Retention,
4. Attitude formation, Change: Cognitive, Affective, Conative levels,
5. Diffusion of Innovations

### **Suggested Reading**

1. Mass communication theory - Denis McQuail
2. Mass communication in India – Keval J Kumar
3. Mass communication - Jitendra Singh
4. Mass communication - theory and practices in the 21<sup>st</sup> century - Diwakar Sharma
5. Communication theories and models - Dr. N. Andale

### **Paper 10 Fundamentals of Feature Writing, Editorial Writing and Editing**

#### **Unit 1**

1. Features: Concept, Definition, Types
2. Process of Feature Writing: Topic selection, data collection
3. Information processing, Writing feature: language, structure, lead: types
4. Use of quotes, anecdotes, interviews, statistics etc
5. Layout: use of colour, pictures, graphics etc.

#### **Unit 2**

1. Editorial: Concept, Importance, Types
2. Editorial board, Editorial Policy
3. Editorial Page; Content, Articles
4. Op Ed Page: Contents, Articles, Significance

#### **Unit 3**

1. Editing: concept, significance, Elements, Process
2. Concept of Desk: News flow and coordination, Style book,
3. Editing Terminology, Pagination, layout newspaper/ magazines
4. Analysis of Layout of different pages of newspaper/ magazines

### **Suggested Reading**

1. Lekh Lakhvani Kala: Kumarpal Desai
2. Feature Writing: N M R Rao
3. Editing: T J S George
4. Editing: Baskettee and Scissors
5. Editorials and Editorial Writing: Neal

### **Paper 11 Perspectives in Political Science and Public Administration**

#### **Unit 1**

1. Nation and state: concept, theories, types
2. Concepts: justice, equality, freedom, affirmative action, power, capitalism globalization
3. Ideology: liberalism, socialism, marxism, fascism,
4. Democracy: types, significance
5. India's freedom struggle: satyagraha, non-cooperation, civil disobedience,

#### **Unit 2**

1. Political system in India, three estates, parliamentary system
2. Judiciary: Supreme Court and judicial system, powers of courts
3. Political Parties. Party System, electoral system
4. Union government administration: structure, functions, work processes,
5. PMO, cabinet secretariat, central secretariat, ministries, departments

### **Unit 3**

1. Civil services, statutory institutions/ commissions: niti ayog, EC, CAG, FC,
2. UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC, CVC,
3. CBI, NPC, Lokpal; PSU;
4. State government administration, district administration; collector,
5. Local self-government: panchayati raj, municipality.

#### **Suggested Reading:**

1. Indian Polity, Governance and National Movement --- N D Arora
2. Indian Public Administration – Arora and Goyal.
3. Public Administration In India – Maheshwari.
4. Politics in India: Rajni Kothari
5. Indian Government and Politics: B L Fadia.

### **Paper 12 Computer Skills 1 (Practical)**

#### **Unit 1**

Practical exercises in

1. Typing Skills in Gujarati and English
2. MS Office, MS Word
3. MS Excel, MS PowerPoint

#### **Unit 2**

Practical Exercises in

1. Coral Draw
2. Photoshop

#### **Unit 3**

Practical Exercises in

1. Indesign

### **Paper 13 Traditional Media**

**Or**

#### **Media and Culture**

### **Traditional Media**

#### **Unit 1**

1. Culture: Concept, meaning, significance, vis a vis tradition, customs beliefs ets
2. Types of culture: Folk, Popular, Dominant, Subaltern
3. Types of societies: Traditional, Modern industrial
4. Community: Definition and characteristics: Folk Media in India
5. Folk Media: Concept, Forms, meaning, characteristics

#### **Unit 2**

1. Folk media: song, music, drama, dance
2. Usage of folk media in film and television.
3. Government Institutions: song and drama division, films and television division, CFSI
4. Folk Media in India: Tamasha, Keertana, Yakshagana, Nautanki, Jatra,
5. Bhavai, Kathputli, Pattachitra , Wall painting, Ramlila, Raslila.

### **Unit 3**

1. Tribal folk forms of Gujarat
2. Folk dances of Gujarat: bhavai, raas, garba, padhar, tippani, hudo
3. Folk songs: dayaro, garba, bard tradition, sugam sangeet, bhajans
4. Folk theatre: Bhavai
5. Folk media: Practical exercises in writing, production, performance

### **Media and Culture**

#### **Unit 1**

1. Culture: Concept, Significance, Definitions
2. Culture: Mass, Popular, Folk, Dominant
3. Media Industry: Cultural forms
4. Culture and Media: Television, Film, New Media,
5. Radio, Popular Music, Video games

#### **Unit 2**

1. Media: Texts Signs and Codes
2. Media Discourse Analysis
3. Critical Theories
4. Dominant Culture, Cultural Imperialism.

#### **Unit 3**

1. Culture: Consumerism, Materialism
2. Active Audiences: Uses and Gratification theory
3. Impact of media culture on society, women, children.

#### **Suggested Reading:**

1. Media Culture and Society: Paul Hodkinson
2. Media and Culture: Campbell, Martin, Fabos
3. Understanding Media: Marshall Macluhan
4. Children, Media and Culture: Marie Messenger Davies
5. Understanding Media and Culture: University of Minnesota

### **Paper 14      Science Journalism    Or    Development Journalism**

#### **Science Journalism**

##### **Unit 1**

1. Science: history, evolution, concept, significance, role.
2. Scientific temper, science and faith, superstition, science and technology
3. Areas of science (astronomy, defence, medicine, nutrition etc)
4. Research in Science: significance, different types of research.
5. Department of Science and Technology, Bodies: ICMR, ISRO, CSIR, BARC,

## **Unit 2**

1. Bodies: ICAR, TIFR, CCMB, NIF, NRDC, NIBMG
2. Science journalism: scope, necessity, journalism in different media
3. Writing of news reports (research results, abstracts), features: Interviews
4. Science Journalist: Science page editor; science reporters, qualities, role
5. Editing of Science pages, popular science magazines, science programmes on radio

## **Unit 3**

1. Science on TV: National Geographic and other channels, Sci-fi films, digital media
2. Current issues in science: climate change, global warming, pollution.
3. Pandemics, health, nutrition, space research,
4. Exercises in Scientific writing,

## **Suggested Reading**

1. A Concise History of Science including Science in India: O.P. Jaggi
2. Popular Science in Mass Media: R. Sundara
3. Science Journalism An Introduction: Martin W Angler
4. Handbook of Science Journalism: Abhay Rajput
5. Science Journalism by a Journalist for Journalists: Andy Ridgeway

## **Development Journalism**

### **Unit 1**

1. Communication and Development: Introduction, history, concepts
2. Models, theories, paradigms, policies, critique experience of developing nations,;
3. Human Development and Millennium Development Goals, Role of government and NGOs
4. Role of media in development: experience of developing countries;
5. Journalistic Skills, techniques needed, Reading and Analysis of Development Reports/ Features/ Articles.

### **Unit 2**

1. Role of media in development: Print, TV, Radio, social media, little, traditional media
2. Development Journalism: Meaning, Definition, Characteristics, Objectives, Non development journalism
3. Development Reporting: Print media: News, Features, articles.
4. Development reporting: gender, environment, Health, Literacy,
5. Nutrition, Agriculture, Rural, human rights

### **Unit 3**

1. Radio for development, Radio Rural Forums, Community radio, Akashwani
2. TV for development: Public service broadcasting, SITE, Kheda and Pij, Jabhua,
3. Participatory video production, Doordarshan, case studies
4. Types of radio and TV programmes
5. Exercises in writing, production of reports articles and features
6. Exercises in production of radio and television programmes

### Semester 3

Paper No.	Course Type	Paper Type	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
15	Foundation Course	Writing Skills: Practical	Writing Skills: Radio and Television (Practical)	3	20	50	70
16	Core Compulsory	Theory	Introduction to Radio	3	20	50	70
17	Core Compulsory	Theory	History of Mass Media	3	20	50	70
18	Core Allied	Perspective in Society Theory	Constitution of India	3	20	50	70
19	Soft skills	Skills Development Practical	Production Skills for Radio (Practical)	3	20	50	70
20	Core Elective	Specialization Theory	Community Radio <b>Or</b> Development Communication	3	20	50	70
21	Core Elective	Specialization Theory	General Knowledge and Current Affairs <b>Or</b> Literature and Journalism	3	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 15 Writing Skills: Radio and Television (Practical)**

### **Unit 1**

1. Radio Programme: formats, writing process,
2. Radio: Grammar, language, vocabulary
3. Writing of Radio Jock Talk
4. Writing Skills for News show: News, Interview, links
5. Writing Skills for Entertainment Show: Anchoring, Short Story,

### **Unit 2**

1. Television Programme: formats and writing process,
2. Characteristics of a good script: grammar, language, vocabulary
3. Exercises in selecting visuals and shots
4. Preparing of Story Board
5. Script Writing: News, Interviews, Links, VO, Anchoring

### **Unit 3**

1. Writing Exercises for news and news base programme
2. Writing Exercises for Studio base entertainment programme( link, sparkler , joke talk , jingle, rj mention, )
3. Writing Exercises for group discussion, poem and story telling

## **Paper 16 Introduction to Radio**

### **Unit 1**

1. Radio: concept, types, AIR
2. Radio programmes: genres
3. Akashwani: objectives, policies
4. Radio rural forum, educational, agriculture programme
5. ESD, NSD, news division, programme production team

### **Unit 2**

1. Vividh Bharati: history, programmes
2. FM, community radio, educational radio,
3. International radio: BBC, VOA, Ceylon Radio, Web Radio, Radio Vision, World Space Radio
4. Radio committees: Chanda, Varghese
5. Prasar Bharati Act

### **Unit 3**

1. Radio studio: set up, equipments, microphone
2. Programme: recording, broadcasting
3. Basics of audio recording (studio and outdoor)
4. Basics of audio editing

### **Suggested Reading**

1. Radio in New Avatar AM To FM - Dr. Amrish Swana
2. Key Concept in Radio Studies.- Hugh Chignell
3. Radio Broadcasting Journalism in India - J. David
4. Radio, TV & Broadcast Journalism - R,K, Ravidran
5. Radio and Television Journalism – K. M. Srivastava

## **Paper 17 History of Mass Media**

### **Unit 1**

1. Radio: history, evolution
2. Radio in India: history, development
3. Development of public service broadcasting
4. Commercial service, Community service

### **Unit 2**

1. Television: evolution, development
2. TV in India: history, development
3. Development and growth of Doordarshan and private channels,
4. Traditional media: significance, history, types, revival

### **Unit 3**

1. World cinema: history, evolution
2. Indian cinema: history, evolution, phases
3. Silent era, talkies, popular cinema
4. Major feature films, film personalities
5. New wave, middle cinema, documentaries, noir, Mumbai noir

### **Suggested reading**

1. Mass communication in India, Keval Kumar
2. Basic Journalism -- R. Parthasarathy
3. Mass Communication & Journalism in India -- D.S. Mehta
4. Journalism in India from the earliest times to the present day -- R. Parthasarathy

## **Paper 18 Constitution of India**

### **Unit 1**

1. Constitution: Introduction, concept, salient features, comparison with other constitutions, basic structure doctrine
2. Significant provisions Preamble, citizenship
3. Fundamental rights, and Fundamental Duties,
4. Directive principles of State policy
5. Doctrine of Separation of Power

### **Unit 2**

1. Union and State Executive – President, Governor – Qualification, Disqualification, Appointment, Functions, Powers, Term
2. Union Cabinet, Council of Ministers – Formation, Powers, Functions, Term
3. Union and State Judiciary: Composition, qualifications, powers, functions, jurisdiction
4. Parliament and State Legislatures – composition, Qualifications, functioning, the conduct of business, powers & privileges and issues arising out of these, conduct of business, procedure for passing a bill

### **Unit-3**

1. Constitutional Institutions – Election Commission, Finance Commission Comptroller and Auditor General, Attorney General of India, Public Service Commission, National Commission for SC and ST, Central and State Service Tribunals – powers, functions and responsibilities, term, qualification

2. Emergency Provisions – Proclamation, effect, grounds, failure of constitutional machinery
3. Amendment provisions – powers and procedure
4. Local Self Government, Panchayati Raj
5. Salient features of the Representation of People's Act

#### **Suggested Readings**

1. Constitution of India: Govt of India
2. Constitution of India: Durgadas Basu
3. Constitution Law of India: Dr J N Pandey
4. Our Constitution: Subash Kashyap
5. The Peoples Constitution: Rohit Dey

### **Paper 19 Production Skills for Radio (Practical)**

#### **Unit 1**

1. Radio Programme: understanding different types of radio programme formats, listening ,
2. Introduction to Recording and editing equipment
3. Recording and editing of news, indoor interview
4. Recording and editing of news, outdoor interview
5. Recording and editing of discussion, talk show

#### **Unit 2**

1. Recording and editing of Jock Talk
2. Recording and editing of different type of anchoring and announcement
3. Recording and editing of Short Story,

#### **Unit 3**

1. Recording and editing of link, sparkler ,
2. Recording and editing of jingle, voice over
3. Recording and editing of poem and story telling

### **Paper 20 Community Radio**

**Or**

### **Development Communication**

#### **Community Radio**

##### **Unit 1**

1. Community radio: concept, characteristics
2. Community radio in world and India
3. Community radio: growth, development, advantages
4. Future challenges

##### **Unit 2**

1. Community radio: role in development
2. Differences between educational radio, commercial radio
3. Licensing system, code of conduct

##### **Unit 3**

1. Community radio case studies: Sangham, Rudi No Radio, KMVS,
2. International case studies

### **Suggested reading**

1. Other Voices – Vinod Pavarala and Kanchan Malik
2. Community Radio in the Twenty-First Century
3. Community Radio for Women Empowerment- Arpita Sharma

### **Development Communication**

#### **Unit 1**

1. Development: concept, problems, issues
2. Development: models, indicators
3. Developing societies: characteristics, problems
4. Gap between developed and developing society

#### **Unit 2**

1. Development communication: meaning, concept, definition,
2. Process, strategies, action plans
3. Role of government and other agencies
4. Agricultural communication and rural development
5. DSC: health, education, environment, problems

#### **Unit 3**

1. Development communication: use of media, traditional and new media
2. Case studies: SITE, KHEDA communication project
3. Jhabua communication project

### **Suggested reading**

1. Information technology and development communication -Brijnath Singh
2. Development communication and journalism - Dr Subhesh chand Sharma
3. Communication, Development & Civil Society-V.S.Gupta.
4. Other Voices – Vinod Pavarala and Kanchan Malik

### **Paper 21 General knowledge and Current Affairs**

**Or**

#### **Literature and Journalism**

### **General Knowledge and Current Affairs**

#### **Unit 1**

Study of current events, news, trends at international, national, regional and local levels in politics, education and society.

#### **Unit 2**

Study of current events, news, trends at international, national, regional and local levels in economics, science and sports.

#### **Unit 3**

Study of current events, news, trends at international, national, regional and local levels in arts, media and culture.

### **Suggested Reading**

1. Current affairs yearly 2020,
2. Competition Success Review
3. Pratiyogita Darpan
4. All Newspapers and News Magazines

### **Literature and Journalism**

#### **Unit 1**

1. Literature: concept, history, significance, role in society
2. Literature: types, Fiction and Nonfiction
3. Journalism and Literature similarities, differences, new journalism
4. Literature in Print Media: magazines, Newspaper supplements
5. Adaptation of Literature into Theatre, Films, TV, Radio

#### **Unit 2**

1. Biography of Prominent Litterateurs-Journalists: Zaverchand Meghani, Narmad, Bhagwati Kumar Sharma
2. Dharmveer Bharati, Agyeya, Earnest Hemmingway
3. Charles Dickens, Mark Twain
4. Literary Reviews: Books,

#### **Unit 3**

1. Exercises in writing fiction: short story, script, dialogues
2. Exercises in writing nonfiction: new Journalism, travelogue, biography, column

### **Suggested Reading:**

1. New Journalism: Tom Wolfe
2. Literary journalism in 20th Century: Norman Sims
3. Global Literary Journalism: Exploring the Journalistic Imagination: Kirsten Mogensen
4. The New New Journalism: Robert Boynton

### Semester-4

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
22	Foundation Course	Production Skills: Practical	Television Production Skills (Practical)	3	20	50	70
23	Core Compulsory	Theory	Introduction to Television	3	20	50	70
24	Core Compulsory	Theory	History of Print Journalism	3	20	50	70
25	Core Allied	Perspective in society Theory	Perspectives in Sociology and Gender Issues	3	20	50	70
26	Soft skills	Skills Development Practical	Translation 1(Practical)	3	20	50	70
27	Core Elective	Specialization Theory	Communication Research <b>Or</b> Women and Media	3	20	50	70
28	Core Elective	Specialization Theory	Social Media Studies <b>Or</b> Introduction to Web Series	3	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 22 Television Production Skills (Practical)**

### **Unit 1**

1. Watching different television programme
2. Introduction to camera , lences and other shooting equipment
3. Shooting and editing of campus outdoor photography

### **Unit 2**

1. Facing the Camera: Anchoring,
2. Shooting and editing of news, news based programme
3. Shooting and editing of chat show, talk show

### **Unit 3**

1. Shooting and Editing of outdoor video (moving shots)

## **Paper 23 Introduction to Television**

### **Unit 1**

1. Television in world: history, characteristics
2. Broadcasting india: history, Doordarshan, use of satellites
3. Doordarshan, SITE experiment, Joshi committee
4. Private broadcasting, dth, hdtv, tv genres
5. Television: programmes, future, challenges

### **Unit 2**

1. Visual communication: concept, characteristics
2. Visual image, idea to script, research,
3. Production personnel: duties, responsibilities
4. TV studio: layout, equipment
5. Cameras: types, shots, composition, angles, movements

### **Unit 3**

1. Lighting: types, techniques, usage
2. Post-production: process
3. Terms: cue, basic shots, out takes, segue, fade in, fade out
4. Editing: principles, basic, software
5. Linear editing: cut, mix, dissolve, SFX

### **Suggested reading**

1. Television field products and reposting - Frederick Shook
2. Radio and television journalism - Meena Devi
3. TV news: building a career in broadcast journalism - Ray White
4. Television drama: theories and identities - Sue Thronham and Tony Purvis
5. टेली वज़न पत्राकारिता सद्धांत एवं तकनीक लेखक :- डॉ. इंद्रजीत एवं मधु लका शर्मा

## **Paper 24 History of Print Journalism**

### **Unit 1**

1. Origin and development of the press in India
2. Press and freedom movement
3. Press and Social reform
4. Bhartendu, Tilak and Gandhi era
5. Post-independence journalism

### **Unit 2**

1. Major trends in growth of Indian press

2. History of earlier newspaper and magazines
3. Role of press in Indian democracy
4. Newspaper revolution during nineties
5. Different ownership pattern in press

### **Unit 3**

1. News agency: role, importance, functioning, history
2. Indian news agency: history, functioning
3. NAM, Reuters, AP, AFP, TASS
4. UPI, Xinhua, Dap

### **Suggested Readings**

1. मश्र, डॉ. कृष्ण बिहारी, हिंदी पत्रकारिता , लोकभारती प्रकाशन , इलाहाबाद
2. Mass Communication India: Keval Kumar

## **Paper 25 Perspectives in Sociology and Gender Issues**

### **Unit 1**

1. Concept, Importance, Types of Sociology
2. Sociology, Media studies and other Social Sciences
3. Concepts: Society, Group, Community, Institution, Organization.
4. Concepts: Family, Kinship, Community, Class, Caste, Clan, Tribe, Marriage
5. Socialization, Social Change; Process, Agents, Social reform, Movements, Stratification

### **Unit 2**

1. Indian culture, religion, society, Contemporary Change, Cultural imperialism, Consumerism
2. Psychology: concept, application, relevance to media, subfields, Positive Psychology
3. Perception, Thinking and Language, Learning, Motivation.
4. Memory, Emotions, Attitude: Attitude-behaviour link; Attitude formation, change
5. Social psychology: assumptions, approaches, application

### **Unit 3**

1. Gender: Concept, Type, Roles,
2. Gender: Family, Socialization Private vs Public Dichotomy
3. Gender Role, Gender Dynamics, Patriarchal, Matrilineal Families
4. Gender Equality, Gender Equity, Gender Parity, Patriarchy
5. Gender Stereotyping, Gender Discrimination

### **Suggested Readings**

1. Sociology of Indian Society -- Rao C. N. Shankar
2. Sociology: Basic Concepts---- H. K. Rawat
3. Gender Inequality in India: Mamta Mahrotra
4. Sociology of Gender: Sharmila Rege
5. Women and Gender Studies in India: Anu Ahuja

## **Paper 26 Translation 1 (Practical)**

### **Unit 1**

Translation of news reports

### **Unit 2**

Translation of news agency reports

### **Unit 3**

Translation of specialised reports: crime, sports, science, political, legislature, health, women, legal

## **Paper 27      Communication Research                                  Or                                  Women and Media**

### **Communication Research**

#### **Unit 1**

1. Research: Definitions, Concept, Scope
2. Need, Role, Importance
3. Social Research, Media Research, Communication Research
4. Steps in research
5. Variables, Scales, Validity, Reliability

#### **Unit 2**

1. Quantitative, Qualitative Methods.
2. Survey, Sampling
3. Content Analysis, Case Study
4. Experiment, Use of Statistics
5. Descriptive, Inferential Statistics

#### **Unit 3**

1. Applied Research: Print Media, Radio
2. Applied Research: Television, Advertising, Public Relations
3. Applied Research: Internet, New Media
4. Ethics of research
5. Research Paper, Research Proposal, Abstract.

#### **Suggested Readings**

1. Communication research - John and Sandy Huchesor
2. Research methodology – Dr. A.K. Phophalia
3. Mass media research – Roger D. Wimmer, Joseph R. Dominick
4. Communication research – a half century appraisal - Danial Lerner

### **Women and Media**

#### **Unit 1**

1. Women in India: Status, Issues
2. Women in India: Historical Perspective

3. Role of Indian Personalities to Women's cause
4. Concepts: Feminism, Patriarchy, Equality
5. Equity, Parity, Discrimination, Empowerment

#### **Unit 2**

1. Socio-economic Issues: Education, Health, Labour
2. Violence against Women: Causes, Solutions
3. International Women's Movement and Waves
4. Laws regarding women, Ministry of Women and Child Welfare, NCW
5. UN efforts in women's issues

#### **Unit 3**

1. Women in Media: Print, Television, Cinema, Advertising
2. Concepts: Exclusion, Trivialisation, Objectification,
3. Marginalisation, Male Gaze, Body Image
4. Women in Media: Impact on Society

#### **Suggested Readings**

1. Beauty Myth: Naomi Campbell
2. Women's Studies in India: A Reader: Mary E John
3. Women and Media, critical Introduction:
4. Women Studies in India: Bhatia, Pandey and Vij
5. Media Gender and Identity: David Gauntlett

### **Paper 28 Social Media Studies**

**Or**

### **Introduction to Web Series**

#### **Social Media Studies**

##### **Unit 1**

1. Social media: concept, evolution
2. Characteristics, usage
3. Impact, risks, challenges

##### **Unit 2**

1. Social media platforms: concept, characteristics, development
2. Web portals: concept, characteristics, development
3. Social networking sites: introduction, types, functions
4. Facebook, instagram, linkedin,
5. Pinterest , twitter, what's app

##### **Unit 3**

1. Blogs: concept, characteristics, development, Types
2. Exercising in writing and posting blogs

#### **Suggested reading**

1. Social media: - a critical introduction - Christian Fuchs
2. Cyber media journalism – Jagadish Chakravarthy
3. Social media marketing – Paul Martin , Thomas Ericson

#### **Introduction to Web Series**

##### **Unit 1**

1. Web series: concept, characteristics, history

2. Scope, Platforms, Impact
3. Different Genres: suspense, horror, etc
4. Web series and other entertainment forms
5. How to read a web series

### **Unit 2**

1. Basics of web series format, production
2. Pre production: Ideation, Writing, Concept, character, structure,
3. Budget, audience
4. Production: Cinematography, Camera, Lighting, Sound
5. Post production: EDL and B roll, Editing, Sound and music,

### **Unit 3**

1. Graphics and Animation, Finishing off, Financing, distribution, promotion, constraints,
2. Future and challenges
3. Write episodes of web series

### **Suggested Readings:**

1. Introduction to the Web series: Anthony Letizia
2. Script writing for web series: Writing for digital age: Drennon and Baranovsky

**Semester - 5**

<b>Paper No.</b>	<b>Course Type</b>	<b>Paper Type</b>	<b>Name of Paper</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
<b>29</b>	Foundation Course	Writing Skills: Practical	New Media: Writing and Production Skills (Practical)	<b>3</b>	20	50	70
<b>30</b>	Core Compulsory	Theory	Introduction to New Media	<b>3</b>	20	50	70
<b>31</b>	Core Compulsory	Theory	Fundamentals of Film Studies	<b>3</b>	20	50	70
<b>32</b>	Core Allied	Perspective in Society Theory	Perspectives in Economics and Development	<b>3</b>	20	50	70
<b>33</b>	Soft skills	Skills Development Practical	Translation 2 (Practical)	<b>3</b>	20	50	70
<b>34</b>	Core Elective	Specialization Theory	New Wave Cinema <b>Or</b> History of Gujarati Journalism	<b>3</b>	20	50	70
<b>35</b>	Core Elective	Specialization Practical	RJing and Anchoring Skills (Practical) <b>Or</b> Digital Marketing (Practical)	<b>3</b>	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 29 New Media: Writing and Production Skills (Practical)**

### **Unit 1**

1. Content Writing for different types of Blog
2. Exercises in preparing: News Blog, Audio Blog,
3. Preparing a Video blog,

### **Unit 2**

1. Writing exercises in Online newspaper reports, online magazine
2. Content writing for online news report and articles
3. Writing for web news portal and web magazine

### **Unit 3**

1. Study of different types of social networking writing
2. Content Writing: Social networking sites, Face book,
3. Content Writing: YouTube channels, Twitter

## **Paper 30 Introduction to New Media**

### **Unit 1**

1. New media: definition, concept, types
2. Characteristics, advantages, technology
3. New media as a medium of communication
4. SEO

### **Unit 2**

1. Social media: concept, definition, characteristics,
2. Types of social networking sites: impact, advantages
3. Online journalism: definition, characteristics
4. E-journalism; challenges,e-books,e-publishing
5. Online newspaper and magazines

### **Unit 3**

1. Blogs: types, video blogging
2. Online journalism: ethical issue
3. Obscenity, privacy, copyright, libel
4. Plagiarism, porn, cyber bullying, net war,
5. Cyber terrorism, conflicts, frauds, hacking.
6. Cyber crime and cyber laws, it act 2000

### **Suggested reading**

1. Cyber media journalism – Jagadish Chakravarthy
2. Online journalism: A basic text - Tapas Roy
3. New media – Anna Everett
4. Social media: - a critical introduction - Christian Fuchs.
5. Digital media and weblog journalism - Arvind Kumar

## **Paper 31 Fundamentals of Film Studies**

### **Unit 1**

1. World Cinema: Origin, growth, development
2. Indian Cinema: history and development, silent era, talkies, golden age
3. Indian Parallel Cinema, Modern Indian Cinema, Regional Cinema.
4. Film: Types, Genres,
5. Film medium: characteristics Film vs television/video/theatre;

## **Unit 2**

1. Reading and understanding films; Use of time and space, Aesthetical and technical aspects of films
2. Process of film making
3. Preproduction: Idea, synopsis, script, screenplay, dialogues
4. Production: camera, lights, sound, acting, costumes
5. Post production: editing, music, VFX, animation

## **Unit 3**

1. Post production, Film Appreciation,
2. Exercises writing Film Review
3. Debate, Quiz regarding cinema
4. Viewing of classic films

## **Suggested Reading**

1. Beginning Film Studies - Andrew Dix
2. Film studies : The Basics - Amy Villarejo
3. Film Studies : The Essential Introduction - Sarah Casey Benyahia, Freddie Gaffney
4. Film Art and Introduction - David Bordwell, Kristin Thompson
5. What is Cinema? - Andre Barin, Hugh Gray, Jean Renoir
6. Film Magazines and Newspaper and Magazines

## **Paper 32 Perspective in Economics and Development**

### **Unit 1**

1. Economics: Scope, importance, Indian and colonial economy; history, salient features,
2. Impact of British rule, drain of wealth, post 1947: green revolution, land reforms, agrarian relations,
3. state and the economy: imperialism feudalism, capitalism, socialist, welfare state, marxist
4. planning; models nehruvian, gandhian, decentralized planning; finance ministry, RBI, reserve bank,
5. union budget, fiscal deficit, subsidies, revenue, taxes, debt GST,

### **Unit 2**

1. Concepts: poverty, national income, GDP, per capita income, inflation, stagnation, price rise, unemployment,
2. FDI, demonetisation, NREGS. poverty alleviation schemes,. Inflation, hyperinflation, Unemployment
3. structural reforms in 1990s: globalisation, impact on indian economy,
4. poverty; inequality and unemployment

### **Unit 3**

1. growth, development, uneven development – growth, inequality and exclusion  
Inequality: poverty
2. Role of Health and Education,
3. Human Development Index (HDI), Gender Development Index(GDI) IGG (Inclusive Green Growth)
4. Role of United Nations, World Bank, IMF, SAARC, G-20, Common wealth
5. SDGs (Sustainable Development Goals of United Nations).

**Paper 33 Translation 2 (Practical)**

**Unit 1**

Translation of features and advertisements

**Unit 2**

Translation of interpretative articles and news analysis

**Unit 3**

Translation of Editorials

**Paper 34 New Wave Cinema**

**Or**

**History of Gujarati Journalism**

**New Wave Cinema**

**Unit 1**

1. Cinema Genres: New Wave, Parallel, Off beat, Art, Middle cinema, Noir,
2. Global New Wave Cinema: Italian Neo realism, Italian, Japanese, Cinema Novo
3. New Wave Cinema: History, Characteristics, significance, impact
4. New Wave Cinema: Issues raised, future
5. Neo new wave cinema in India

**Unit 2**

Study of cinema by the following:

1. Vittorio De Sica, Francois Truffaut, Jean-Luc Godard
2. Chetan Anand, V Shantaram, Bimal Roy, Guru Dutt, Satyajit Ray, Mrinal Sen,
3. Kumar Shahani, Ritwik Ghatak, M S Satyu, Shyam Benegal, Aparna Sen, Gautam Ghosh,
4. Govind Nihalani, Jabbar Patel, Janu Barua, Adoor Gopalakrishnan, Ketan Mehta, Saeed Mirza,
5. Girish Karnad, B V Karanth. Girish Kasaravalli, G Aravindan, Shaji N. Karun

**Unit 3**

1. Viewing 15 New wave films: Indian, French, Japanese
2. Case study of five new wave film
3. India's New Wave Cinema: All about Parallel Cinema, Dana Rasmussen, BiblioBazaar
4. Movements in Cinema: Italian Neorealism, Parallel Cinema, Remodernist Film, German Expressionism, Dogme 95, Grupo Cine Liberación
5. Routledge Handbook of Indian Cinema: Gokulsing and Dissanayake

## **History of Gujarati Journalism**

### **Unit 1**

1. Origin and development of Printing and Newspapers
2. Contribution of Parsis: prominent newspapers and journalists (1780-1821)
3. Phase of social reform (1822-1857): salient features, journalists, newspapers
4. Phase of political awakening (1857-1915) salient features, journalists, newspapers

### **Unit 2**

1. Journalism of Gandhi and freedom movement (1915-1947),
2. Journalism in Gujarat (Ahmedabad, Central Gujarat)
3. Journalism in Saurashtra and Kutch,
4. Prominent editors / journalists / columnists of Gujarati Journalism

### **Unit 3**

1. Journalism in Surat: Narmad, Gujarat Mitra,
2. Profile of present day newspapers
3. Magazines and news portals
4. Issues and Future challenges

### **Suggested Reading**

1. Patrakaratva no Itihas: Vishnu Pandya
2. Gujarati Patrakaratno Itihas: Ratan Marshall
3. Saurashtra Patrakaratvano itihas: Yasin Dalal

## **Paper 35 RJing and Anchoring Skills (Practical)**

**Or**

### **Digital Marketing (Practical)**

## **RJing and Anchoring Skills (Practical)**

### **Unit 1**

1. RJ: qualities, role, skills, responsibilities
2. Voice analysis: pitch, tempo, rhythm, flow, pronunciation, usage
3. Voice culture: pronunciation (Hindi, Gujarati, Urdu, English)
4. Voice: modulation, projection, pitch, tone, emphasis, speed, breathing.

### **Unit 2**

1. TV news anchor: qualities, role, skills and responsibilities
2. Studio and camera facing techniques: camera fear, warm-up techniques
3. On camera movements: holding props, scripts, cue cards
4. Tele prompter: functioning
5. Professional ethics, costumes, performance, dealing with contingencies

### **Unit 3**

1. Anchoring different genres
2. Studio and outdoor anchoring
3. Documentry, non news show anchoring
4. Interview based show
5. Interactive and panel discussion, Entertainment show

### **Suggested reading**

1. The ABC of news anchoring – Richa Jain Kalara

2. Radio jockeying and news anchoring –Aruna Zachariah
3. Radio jockey and TV anchoring –Sanjay Gaur

## **Digital Marketing (Practical)**

### **Unit 1**

1. Digital Marketing : concept, Foundation,
2. Scope , significance platforms,
3. Digital Marketing : Organic & Paid,
4. Digital marketing era and the way forward
5. Blogging and microblogging, Social networking.

### **Unit 2**

1. Social Media Marketing : concept, types Email Marketing, : Importance , marketing plan,
2. Campaign analysis ,A/B testing.
3. Marketing :Article, blog ,Cross promotions, Marketing tools,
4. Website Data Analytics, Affiliate.
5. Search Engine , (SEM) and Influencer Marketing.

### **Unit 3**

1. Recent marketing trends.
2. Mobile Ads:definition, concept,types.
3. Adwords,guest blogging.
4. Pay Per click (PPC) , GEO.
5. Video Marketing & Advertising

### Semester-6

Paper No.	Course Type	Paper Type	Name of Paper	Credits	Internal Marks	External Marks	Total Marks
36	Foundation Course	Writing Skills: Practical	Skills in Public Relations (Practical)	3	20	50	70
37	Core Compulsory	Theory	Introduction to Public Relations and Advertising	3	20	50	70
38	Core Compulsory	Theory	Fundamentals of Media Law	3	20	50	70
39	Core Allied	Perspective in society Theory	Perspectives in Environment Studies	3	20	50	70
40	Soft skills	Skills Development Practical	Skills in Advertising (Practical)	3	20	50	70
41	Core Elective	Specialization Theory	Regional Cinema <b>Or</b> International Communication	3	20	50	70
42	Core Elective	Specialization Practical	Photography Skills (Practical) <b>Or</b> Creative Writing (Practical)	3	20	50	70
	<b>TOTAL</b>			<b>21</b>	<b>140</b>	<b>350</b>	<b>490</b>

## **Paper 36 Skills in Public Relations (Practical)**

### **Unit 1**

Exercises in

1. Writing: Press Notes, Features, Backgrounders
2. Writing and Production of News Letter, House Journals, Bulletin Boards, Notices
3. Preparing Speech

### **Unit 2**

Exercises in

1. Preparing Audio production
2. Preparing Audio-visual production
3. Writing for New Media: Blogs, Social Media

### **Unit 3**

Exercises in

1. Organising Press Conference, Events,
2. Maintaining Personal Relations
3. Presentation Skills

## **Paper 37 Introduction to Public Relations and Advertising**

### **Unit 1**

1. Public Relations: Concept, Definition, Objectives
2. Concepts: Propaganda, Publicity, Lobbying
3. Corporate Communication, Advertising, Marketing Communication.
4. Public Relations: Internal, External
5. Marketing PR, Community Relation, Financial PR

### **Unit 2**

1. Tools of Public Relations
2. Media Relations: Press Note, Press Conference, Press Meet/Visit
3. Using New media, Ethical issues, PRSI,
4. Advertising: Concept, Definition, Role in Society/Economy
5. Advertising: Objective, Types,

### **Unit 3**

1. Ad agencies; Structure, functions, Advertising Campaign: Steps,
2. Consumer Behaviour, Creative Strategy: Branding, Appeals, Copy writing
3. Media Strategy: Selection, Planning, Buying,
4. Media Buying, Client Servicing Production
5. Research in Advertising, ASCI, AAAI, Digital Marketing

### **Suggested Reading**

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 public relations - Dhruv Sabarwal

## **Paper 38 Fundamentals of Media Law**

### **Unit 1**

1. Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong
2. crimes against humanity, state, individual, women and children,
3. Brief History of Media laws in India Gagging Act, PRB Act,
4. Article 19 (1) (a) Freedom of speech and expression, Reasonable restrictions,
5. Emergency Provisions, case studies

### **Unit 2**

1. CrPC provisions like FIR, chargesheet, arrest, warrant etc
2. Contempt of Court, Contempt of Legislature, Defamation: Civil and Criminal
3. Copyright Act, Official secret Act, Cyber laws
4. Working Journalists Act, RTI Act, Cinematograph Act,
5. Censor Board, Cable TV regulation Act, Advertising Laws

### **Unit 3**

1. Laws pertaining to women: Sati, indecent representation, dowry, marriage
2. sexual assault, harassment, domestic violence, provisions of IPC, evidence act
3. Laws pertaining to children: POSCO, labour, marriage, child rights, harmful publications
4. Law pertaining to sedition, terrorism TADA, PASA, UAPA, POTA
5. Laws pertaining to third gender, 377, etc

### **Suggested Reading**

1. Mass Media Laws and Regulations in India: AMIC
2. Facets of Media Law: Madhavi Goradia
3. Media Law in India: Kiran Prasad
4. Media Law: Jethmalani and Chopra
5. Media Law and related laws: B Manna

## **Paper 39 Perspectives in Environmental Studies**

### **Unit 1**

1. Environmental studies: definition, scope, significance
2. Natural resources: renewable and non-renewable
3. Problems, issues, effects, solutions, case studies regarding resources: Forest, Mineral, Water,
4. Food, Energy and Land Resources.
5. Ecosystems: concept, structure, types, characteristics, function, Energy flow

### **Unit 2**

1. Environmental pollution: definition, effects, control measures, types, case studies, Solid waste Management,
2. 1986 conventions; endangered species (1986), Nuclear safety (1994), Climate Change (1997 and 2015)
3. Wildlife protection act, forest conservation act, Environment Protection Act
4. Water Act, Wildlife Protection Act.
5. Disaster management: floods, earthquake, cyclone and landslides

### **Unit 3**

1. Climate change, global warming, Water conservation, harvesting,

2. Resettlement and rehabilitation of people;
3. Environment and human health,
4. Environmental ethics: issues and solutions,
5. Public awareness, Role of media and Information Technology, case studies.

### **Suggested readings**

1. Rana SVS ; “Essentials of Ecology and Environment”; PHI Pub.
2. Sivakumar; Energy Environment & Ethics in society; TMH
3. Bala Krishnamoorthy; “Environmental management”; PHI
4. Miller GT JR; living in the Environment Thomson/cengage
5. Cunningham WP and MA; principles of Environment Sc; TMH.

### **Paper 40 Skills in Advertising (Practical)**

#### **Unit 1**

Exercises in

1. Communication and Presentation Skills
2. Creative Writing: Copy writing, dialogue writing, story board, script writing
3. Branding, Client Servicing, Media Selection and Buying

#### **Unit 2**

Exercises in

1. Ad Production in various mediums.
2. Graphic Design and Layout of Advertisements
3. Case Study of Top 10 successful ad campaigns

#### **Unit 3**

Exercises in

1. Research in advertising: Qualitative and Quantitative methods
2. Focus group, In depth interviews
3. Surveys, Pretesting, post testing,

### **Paper 41 Regional Cinema**

**Or**

### **International Communication**

#### **Regional Cinema**

##### **Unit 1**

1. Regional Cinema: Concept, characteristics, significance,
2. History, development, need, impact
3. Bollywood and regional cinema
4. Different regional cinema: Bengali, Tamil,
5. Telugu, Malayalam,

##### **Unit 2**

1. Kannada, Marathi, Bhojpuri
2. Gujarati, Punjabi and other language cinema
3. new wave cinema, Regional Cinema and Politics
4. Regional Cinema: Eminent Directors, Actors, Studio system
5. Digital and OTT platforms, Remakes, Dubbing of regional films

### **Unit 3**

1. Exercises in viewing regional cinema

#### **Suggested Readings:**

1. Narration in Fiction Film – D. Bordwell
2. Narrative Comprehension in Film – E. Brannigan
3. Bollywood – Ashok Banker
4. Our Films Their Films – S. Ray
5. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema - Vinay Lal and AshisNandy

### **International Communication**

#### **Unit 1**

1. Communication as a human right
2. International communication: concept, delimitation
3. International news flow: imbalance, issues
4. Media growth, international, regional and internal disparities.
5. UN Universal Declaration of Human Rights
6. Satellite communication, information super highway

#### **Unit 2**

1. International telecommunication and regulatory organizations
2. UNESCO'S efforts in removal imbalances in news flow
3. Debate on new internal information and economic order
4. MACBRIDE commission's report, recommendation
5. International news agencies

#### **Unit 3**

1. Non aligned news pool: functioning, success, failure.
2. Imperialism: cultural, media
3. Democratization of information flow and media systems
4. Professional standards, telecommunication tariffs
5. International intellectual property rights

#### **Suggested Reading**

1. International media communication in a global age -Sourabha Verma
2. International Media Studies- Divya C. McMillix
3. Global Communication: Theories, Stakeholders and Trends- Thomas McPhail
4. International Communication: Continuity and Change -- Daya Kishan Thussu
5. International communication –a reader edited by - Daya Kishan Thussu

### **Paper 42 Photography Skills (Practical)**

**Or**

### **Creative Writing (Practical)**

#### **Photography Skills (Practical)**

##### **Unit 1**

1. Photography: introduction, utility, scope, importance
2. Camera: types, components, Tools, Speed of the film,
3. Framing, Rules of Composition, Background
4. Shots: types, angles
5. Selecting images, size, quality

## **Unit 2**

1. Lighting: principles, types, uses, Colour composition, filter, length, focus
2. Photograph editing techniques: Cropping, enlarging, reducing, clubbing/grouping
3. Types of Photography: Press, Sports, Fashion, Cinema, Industrial etc
4. Types: Digital, Indoor, Outdoor, Mono.
5. Photo agency, Photography and ethics

## **Unit 3**

1. Exercises in photography

## **Creative Writing (Practical)**

### **Unit 1**

1. Creativity: Concept, Form, Structure, Purpose
2. Type of Writing: Reflection, Exposition, Description, Reporting, Narration, Argument
3. Creativity in Fiction: Prose, Poetry
4. Memoir, First person account, Personal Essay, Short story, Novel
5. Script, Screenplay, Dialogues, (TV Serials, Short Films, Feature Films, Web series)

### **Unit 2**

1. Genres, Theme, plot, Structure, Setting.
2. Symbolism, imagery, Characters, point of view, Literary Devices,
3. Exercises in Fiction Writing

### **Unit 3**

1. Creativity in Non Fiction; News, Features, Articles, Social Media
2. Advertisements, Posters, Slogans, Documentaries.
3. Writing for Social Media
4. Exercises in Non-Fiction Writing