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VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.



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ક્રમાંક:એસ/પરિપત્ર/૨૦૮૨૨/૨૦૨૩

તા.૦૮/૦૮/૨૦૨૩

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

વિષય:- બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષના સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ બાબત.

સુજ્ઞ શ્રી,

સવિનય જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષના સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ સંદર્ભે જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક:૨ અન્વયે ભલામણ સ્વીકારી વિનયન વિદ્યાશાખાની તા.૦૫/૦૮/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૩૦ અન્વયે કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૭/૦૮/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક:૭૬ થી સ્વીકારી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ની સભાના ઠરાવ ક્રમાંક : ૨

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૩ - ૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષનો સેમેસ્ટર- ૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ સર્વાનુમતે મંજૂર કરી વિનયન વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

વિનયન વિદ્યાશાખાની તા.૦૫/૦૮/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૩૦

:: આથી ઠરાવવામાં આવે છે કે, જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની એડહોક (નિયુક્ત) સમિતિની તા. ૧૧/૦૭/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક : ૨ અન્વયે કરેલ ભલામણ સ્વીકારી શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર નવી શિક્ષણ નીતિ અનુસાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્ષનો સેમેસ્ટર-૧ અને ૨ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ મંજૂર કરવા એકેડેમિક કાઉન્સિલને ભલામણ કરવામાં આવે છે.

એકેડેમિક કાઉન્સિલની તા.૨૩/૦૬/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૭૬

:: આથી ઠરાવવામાં આવે છે કે, વિનયન વિદ્યાશાખા તા.૫/૦૮/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૩૦ અન્વયે કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ ઉપર મુજબ)

પ્રતિ,

૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.

૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

W. J. J.
કુલસચિવ

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VEER NARMAD SOUTHGUJARATUNIVERSITY
 STRUCTURE OFARTSFACULTYOFARTS

B.A JOURNALISM & MASS COMMUNICATION

Program	Semester	Major Course Paper x Credit= Total Credit	Minor Course Paper x Credit= Total Credit	Multi- disciplinary Course Paper x Credit= Total Credit	AEC Paper x Credit= Total Credit	SEC Paper x Credit= Total Credit	VAC Paper x Credit= Total Credit	Sum mer Inter nship	Researc h Project Dissertat ion	Total Paper	Total Credits
B.A. Certi.	1	P-1 Principles of Journalism and Reporting	P-3A Sports Journalism Or P-3B Lifestyle Journalism	P-4 Media Law and Ethics	P-5 Computer Skills (Practical)	P-6 Field Report Writing Skills (Practical)	P-7 Bharatiya knowledge system-an Introduction (Bhartiya gyaan parampara)			7	22
		P-2 Introduction to Mass Communication (2x4) 8	(1x4) 4	(1x4) 4	(1x2) 2	(1x2) 2	(1x2) 2				
	2	P-8 Introduction to Radio and Television P-9 Fundamentals of Feature, Editorial Writing and Editing (2x4) 8	P-10A Introduction to New Media Or P-10B Introduction to Traditional Media (1x4) 4	P-11 Media Management (1x4) 4	P-12 Writing and Editing Skills For Print Media (Practical) (1x2) 2	P-13 Communication Skills (Practical) (1x2) 2	P-14 Environmental Studies (1x2) 2	4*	5	7	22

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Program - B.A. Journalism & Mass Communication
Academic Year 2023-24

B.A. Certificate Semester 1

P-1 Principles of Journalism and Reporting

Unit 1

1. Journalism: elements, foundations, role, principles
2. Journalism and democracy, accountability, concept of fourth estate
3. Journalistic ethics, contemporary issues, debates, trends, mission, profession and business
4. Qualities of a good journalist, responsibilities and rights
5. Types: yellow journalism, citizen journalism, alternative journalism, development journalism, tabloid, investigative, interpretive, specialised journalism, types based on beats

Unit 2

1. News: meaning, definition and concept, elements, news value
2. types of news: hard and soft news, predictable, unpredictable, curtain raiser, enlargement, hidden story, big news, spot news,
3. sources: role and importance, follow ups, local follow ups
4. interview: definition, types, techniques, style, qualities of a good interview,
5. press releases, press conference, press briefing, meet the press, press room, press tour

Unit 3

1. Structure of news report: 5Ws 1H, concept, development
2. News writing style: inverted pyramid, sand clock style, feature style
3. Writing process selection of information, writing lead, body
4. Different types of lead
5. Organising news story: angle, attribution, quote, background and context, checking facts, ensuring accuracy, objectivity, balance in news story

Unit 4

1. News agencies: Definition, concept, growth and development
2. International news agencies
3. News agencies of India
4. NANAP
5. Reporting in news agency

P-2 Introduction to Mass Communication

Unit 1

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

Unit 2

1. Functions and mass media impact
2. Media impact: Case studies
3. Theories: Sadharanikaran, Hypodermic Needle Theory, Use and Gratification
4. Limited Effects Theory, Cultivation Theory, Dependency Theory, Agenda Setting
5. Four theories of Press, Gate keeping

Unit 3

1. communication models: advantages, disadvantages
2. Models: SMCR, Lasswell, Berlo
3. Schramm, Aristotle, Westley & Maclean
4. Gerbener, Lazarsfeld, Newcomb
5. Defleur, Riley & Riley, Barnlund

Unit 4

1. Osgood & Schramm, Shannon & Weaver
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 21st century - Diwakar Sharma
5. Communication theories and models - Dr. N. Andale

P- 3 A Sports Journalism

or

P- 3 B Lifestyle Journalism

Sports Journalism

Unit 1

1. Sports: concept, significance, types
2. History: world
3. History: India
4. Sports journalism: concept, impact, evolution in all media
5. Sports desk and reporting section

Unit 2

1. Writing for Print: styles, structure
2. Headlines, Cross Head
3. Types of writing: bulletins, running reports, breaking news, delayed report, full-time reports, NIBs
4. Coverage of live events: skills, preview, review, post-match press conference
5. Compiling minute-by-minute reports

Unit 3

1. 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 4

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

Lifestyle Journalism

Unit 1

1. Lifestyle Journalism: Concept, Definition, Role
2. Entertainment, Leisure, Consumer, Culture
3. Page 3 journalism, Advertorial, Infotainment
4. Lifestyle Magazines and Supplements: Readership
5. Celebrity, Film, Fashion Journalism

Unit 2

1. Editing for Lifestyle Journalism:
2. Headlines, use of photographs and graphics
3. Industry: Food, Fashion, Beauty, Fitness
4. Relationships, Wellness, Interior Design
5. Homes, Travel, Cookery

Unit 3

1. Shopping, Heritage, Technology
2. Books, Arts, Culture, Showbiz
3. Study of Lifestyle Magazines and Channels

4. Types of Lifestyle Stories: Features
5. Interviews, Reviews, junkets

Unit 4

1. Writing for Blogs, vlogs,
2. Writing for Social Media, Websites
3. Job Opportunities, Ethics of Lifestyle journalism
4. Exercises in writing lifestyle features for Magazines
5. Exercises in writing lifestyle for Supplements

P-4Media Laws and Ethics

Unit 1

1. Constitution of India,
2. fundamental rights, freedom of speech and expression and their limits,
3. emergency and its effect on media,
4. provisions for legislature reporting,
5. parliamentary privileges in reference with media.

Unit 2

1. Brief history of press laws in India
2. Contempt of Court act 1971 , civil and criminal law of defamation
3. relevant provision of Indian penal code (IPC) with reference to sedition,
4. crime against women and children, laws dealing with obscenity,
5. criminal procedure (FIR bail, summons, arrest, warrant, cognizable and non-cognizable offences)

Unit 3

1. Official secret act (1923) vis-a-vis Right to Information
2. Press and registration of book act ,working journalist Act 1955,
3. Cinematograph Act (1953),PrasarBharati Act,
4. Copyright Act, Intellectual Property Act
5. New Media and Social Media Act

Unit 4

1. Media's accountability
2. PCI, code of conduct for journalists
3. codes for radio, television, advertising and public relations
4. bodies like BCCC, NAA, IBF
5. Concept of media trial, fair trial, subjudice, privacy, sting operation, reporting of rape protection of sources, reporting communal violence

Paper 5 Computer Skills (Practical)

Unit 1

Practical exercises in

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

Unit 2

Practical Exercises in

1. Photoshop
2. Canva
3. Indesign Software
4. Different pages of newspaper production
5. Different pages of newspaper magazine production

Paper 6 Field Report Writing Skills (Practical)

Unit 1

1. Developing field report writing note taking skills, Terminology of Reporting
2. Element, Structure of Reporting
3. Field Reporting Skills (Crime, Civic)
4. Field Reporting Skills (Political)
5. Writing of News Reports

Unit 2

1. Field Reporting skills (Art and Culture, Sports Reporting)
2. Types of Interviews, Research and Reference, Developing Sources
3. Conducting Field Interviews and Writing skills
4. Interview skills for OB based radio programme
5. Interview skills for OB based television programme

Paper 7 Bharatiya knowledge system – an Introduction

Unit -1 Bharatiya Knowledge Systems and Tradition

1. Self-Revelation of Bharat.
2. Knowledge Tradition of Glorious Bharat.
3. The Sublime Journey of Bharatiya Culture & Civilization.
4. Dissemination and contribution of Bharatiya Knowledge systems in the world
Glorious tradition of Science and Art in Bharat.

Unit -2 The Way of Life/ JivanDarshan in Bharatiya Knowledge Systems

1. Way of life as Bharatiya Knowledge Systems.
2. The Implicit Concepts in Bharatiya Knowledge Systems.
Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, Ideal of Life. Paap-Punya, Moksha.
3. Social Viewpoint in Bharatiya Knowledge systems.
4. Co-existence of Nature and Human Nature. Manifold Paths of Upasana. Value of -
Harmonious Existence- Ritam.
5. Idea of Vasudhaivkutumbkam.
6. BhartiyaVangmaya and Implication of Wisdom in Social Life.
7. Four Purusharthas of Bharatiya Knowledge System.
 - a. Dharma
 - b. Artha
 - c. Kama
 - d. Moksha

Semester 2

P-8 Introduction to Radio and Television

Unit 1

1. History and development of radio in India and the world,
2. Radio as a medium of communication, elements, characteristics
3. Types of radio systems: public, private and community radio
4. Writing for Radio: concept, art of writing
5. Different radio programme Formats: news, documentary, feature, talk show, music shows, drama, sports broadcasting, interview, jock talk, sparklers etc.

Unit 2

1. Introduction to sound: Grammar of radio
2. Types of sound: natural, ambient, recorded
3. Types of microphones, editing suite.
4. Studio setup, Programme production team
5. Terminology: drive time, sparkler, etc.

Unit 3

1. Genesis of Television in India: growth and development
2. Doordarshan programme genres: news, documentaries, feature, talk show, TV serials and soaps, sports, reality, animation,
3. Tele- films, advertisements and Interviews
4. Preproduction: concept development, story formation,
5. script writing, budgeting for shooting and editing schedule

Unit 4

1. Production: live studio and field interviews-moderating
2. TV studio discussion; anchoring chat shows and cross-fore
3. Types of Lightings
4. Camera shots, single camera and multi-camera set-ups
5. studio and set design: production team

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

P-9 Fundamentals of Feature, Editorial Writing and Editing

Unit 1

1. Features: Concept, Definition, Types
2. Process of Feature Writing: Topic selection, data collection
3. Information processing, genre selection
4. Writing feature: language, structure
5. lead: types

Unit 2

1. Use of quotes, anecdotes, interviews, statistics etc.
2. Layout: use of colour, pictures, graphics etc.
3. Editorial: Concept, Importance, Types
4. Editorial board, Editorial Policy
5. Editorial Page; Content, Articles

Unit 3

1. Op Ed Page: Contents, Articles, Significance
2. Editing: concept, significance
3. Elements, Process
4. Concept of Desk: News flow and coordination, Style book
5. Editing Terminology, Pagination

Unit 4

1. Making layout newspaper
2. Making layout magazines
3. Analysis of Layout of first page of newspaper
4. Analysis of Layout of different pages of newspaper
5. Analysis of Layout of magazines

Suggested Reading

1. LekhLakhvani 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

P-10 A Introduction to New Media

Or

P-10 B Introduction to Traditional Media

Introduction to New Media

Unit 1

1. New media: definition, concept, types
2. Characteristics, advantages, technology, limitations of new media
3. New media as a medium of communication
4. Key words, public sphere, community media
5. SEO, Visual and Content Design.

Unit 2

1. Social media: concept, definition, characteristics,
2. WEB 2.0, Elements, Virtual Community, Digital culture and digital identity
3. Types of social networking sites: impact, advantages
4. Online journalism: definition, characteristics
5. E-journalism; challenges, e-books, e-publishing

Unit 3

1. Online newspaper and magazines
2. Blogs: types, video blogging
3. Online journalism: ethical issue
4. Obscenity, privacy, copyright, libel
5. Plagiarism, porn, cyber bullying, net war

Unit 4

1. Cyber terrorism, conflicts, frauds, hacking.
2. How Journalists Use Emerging Media
3. Journalism Ethics and Emerging Media
4. Cybercrime and cyber laws act 2000
5. Fake news, Case Studies

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

Traditional Media

Unit 1

1. Culture: Concept, meaning, significance, vis a vis tradition, customs beliefs etc
2. Types of culture: Folk, Popular
3. Types of culture: Dominant, Subaltern
4. Types of societies: Traditional
5. Types of societies: Modern, industrial

Unit 2

1. Community: Definition and characteristics
2. Folk Media: Concept, Forms, meaning, characteristics
3. Folk Media in India
4. Folk media: song, music
5. Folk media: drama, dance

Unit 3

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

Unit 4

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

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

P-11 Media Management

Unit 1

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

Unit 2

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

Unit 3

1. Press Commissions: First, Second
2. Press Councils: First, Second
3. Media policy, wage boards 1956 and 1963,
4. committees: Bachawat, Manisana, Majithia,
5. Media monopoly, ownership, control, FDI in media

Unit 4

6. News Portal: Department: Hierarchy, Functions
7. Radio: Hierarchy, Functions, Management
8. Doordarshan: Hierarchy, Functions, Management, PrasarBharati
9. Film: Studio system, Film companies, Film production Unit
10. Visit local media houses

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: VanitaKohliKhandekar

**Paper 12 Writing and Editing Skills For
Print Media (Practical)**

Unit 1

Practical exercises in

1. Reading. Analysis of Features and Editorials, Topic Selection
2. Data Collection: Interviews, Library work, Research and Reference
3. Writing process Features: Structure, Lead, Conclusion, language, grammar
4. Writing process Editorial: Structure, Lead, Middle and Conclusion
5. Use of photographs, Graphics, Writing articles for Op ed page

Unit 2

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

P-13 Communication Skills (Practical)

Unit 1

1. Communication: Types, Effective communication
2. Listening: purpose, skills, Techniques for effective listening, Listening session
3. Reading Skills: Purpose, Types
4. Techniques for Effective reading, Effective reading session
5. Writing skills: styles, expressions, language, grammar

Unit 2

1. Writing: resumes, Emails, letters
2. Oral presentation skills, Public Speaking
3. Power Point Presentation
4. Job Interview: Process, Common questions
5. Research and planning- structure, style, Techniques – Manners and Etiquettes

P-14 Environmental Studies

Unit 1

1. Environmental studies: definition, scope, significance Natural resources: renewable and non- renewable
2. Environmental pollution: definition, effects, control measures, types
3. Problems, issues, effects, solutions, case studies regarding resources: Forest, Mineral, Water
4. Ecosystems: concept, structure, types, characteristics, function, Energy flow
5. Climate change, global warming, Water conservation, harvesting, Disaster management: floods, earthquake, cyclone and landslides

Unit 2

1. 1986 conventions; endangered species (1986), Nuclear safety (1994), Climate Change (1997 and 2015)
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.