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

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ક્રમાંક:એસ./પરિપત્ર/૧૫૦૯૫/૨૦૨૪

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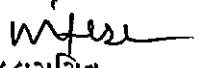
પ્રતિ,
વિભાગીય વડાશ્રી,
ડિપાર્ટમેન્ટ ઓફ જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન,
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી,
સુરત.

વિષય:- બી.એ.જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન કોર્સના સેમેસ્ટર-૩ ના અભ્યાસક્રમ અને સ્ટ્રક્ચર બાબત.

સુજાશ્રી,

સવિનય જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર બી.એ. જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશનનો સેમેસ્ટર-૩ Major, MDC, AEC, SEC અને VAC નો અભ્યાસક્રમ અને અભ્યાસક્રમનું માળખું જર્નાલીઝમ એન્ડ માસ કોમ્યુનિકેશન વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૦૫/૦૭/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૦૨ અન્વયે મંજૂર કરી વિનયન વિદ્યાશાખાને કરેલ ભલામણ વિનયન વિદ્યાશાખાના અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખાવતી કાર્યકારી ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.ચા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)


કુલસચિવ

પ્રતિ,

૧) અધ્યક્ષશ્રી, વિનયન વિદ્યાશાખા.

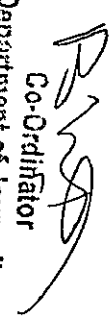
૨) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
DEPARTMENT OF JOURNALISM
STRUCTURE OF ARTS FACULTY OF ARTS

B.A. JOURNALISM AND MASS COMMUNICATION (NEP) ACADEMIC YEAR 2024-25 SEMESTER-3

Program	Semester	Major Course Paper X Credit= Total Credit	Minor Course Paper X Credit= Total Credit	Multi-Disciplinary Course X Credit= Total Credit	AEC Paper X Credit= Total Credit	SEC Paper X Credit= Total Credit	VAC Paper X Credit= Total Credit	Summer Internship	Dissertation	Total Paper	Total Credits
B.A	3	P-15 Production Skills for Radio (Practical)	-	P-18 Media Law & Ethics (1x4) 4	P-19 Writing Skills for Radio (Practical) (1x2) 2	P-20 News Paper Translation (Practical) (1x2) 2	P-21 Bhartiya Knowledge System (1x2) 2			7	22
		P-16 Social Media Studies									
		P-17 Investigative Journalism (3x4) 12									


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B. A. Journalism and Mass Communication (NEP)

Semester -3

(Effective From-2024-25)

P-15 - Major Course - Credit- 4

Production Skills for Radio (Practical)

Unit 1

1. Radio Programme: understanding different types of radio programme formats, listening,
2. Introduction to Recording and voce over
3. Introduction to editing equipment and software

Unit 2

1. Recording and editing of news, indoor interview
2. 4. Recording and editing of news, outdoor interview
3. 5. Recording and editing of discussion, talk show

Unit 3

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 4

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



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P-16 – Major Course - Credit- 4

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

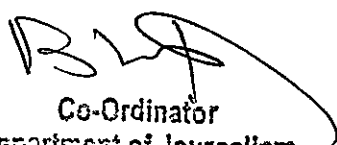
1. Blogs: concept, characteristics, development, Types
2. Exercising in writing and posting social media pages and blogs
3. Exercising in writing and posting blogs

Unit 4

1. Production exercise of different social media pages
2. Social accounts,
3. blogs

Reference Books

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


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Semester -3

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P-17 – Major Course - Credit- 4

Investigative Journalism

Unit 1

1. Investigative Journalism: Concept, Definition
2. Role of an Investigative Reporter
3. Qualities and Essentials for Becoming an Investigative journalism
4. Career and Opportunities
5. Ethical/Unethical Use of Sting Operation

Unit 2

1. Records and the Confidentiality of Source
2. Issues of Contempt and Defamation
3. Right to Privacy and Official Secrets Act
4. Evidence
5. Case Study: Panama Papers and Watergate Scandal

Unit 3

1. Observation
2. Planning Techniques
3. Protection of Sources
4. Cultivation Sources
5. Safety of Journalist

Unit 4

1. Writing Exercise

Reference Books

1. Investigative Journalism -By David Leigh
2. Learning the Art of Investigative Journalism -By Vibha Singh
3. खोजी पत्रकारिता- Investigative Journalism By Harimohan
4. खोजी पत्रकारिता- Dr.Vijay Kulshreshth



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P-18 – Multi Disciplinary Course - Credit- 4

Media Law & Ethics

Unit 1

Constituent assembly, Indian constitution: salient features, preamble, Fundamental rights and duties, directive principles, emergency and media, Art 19 (1) (a) freedom of speech reasonable restrictions, vis a vis Concept of privacy, Art 32 including PIL, Theory of separation of power under constitution.

Unit 2

Concept of justice, law, punishment and fine, principles of natural justice, crime and civil wrong: concept, types, trends, criminal procedure (FIR, panchnama, chargesheet, bail, summons, arrest, warrant, cognizable and non-cognizable offences), types of punishment,

current trends in crime and civil wrong, crimes against humanity, state, individual, women and children, offences like obstructing public officials, public tranquillity, sedition etc.

Unit 3

Brief history of press laws in India, contempt of court, contempt of legislature, parliamentary privileges, civil and criminal defamation, official secret act vis-a-vis RTI, copyright act, obscenity, PRB act, working journalist act, cinematograph act, prasarbharati act.

Unit 4

Media responsibility, accountability, code of conduct for journalists, media trial, fair trial, subjudice, privacy, sting operation, protection of sources, reporting of sexual crimes and communal violence, codes for radio, television, advertising and public relations, regulatory bodies: PCI, BCCC, NBA, IBF, ASCI.

Reference Books

1. History of Press, Press Laws and Communications, BN Ahuja, Surjeet Publications.
2. Mass Media Laws and Regulations in India, Venkat Iyer (Edited), Bahri Sons.
3. Media Ethics, Barrie Macdonald and Michel Petheram, Continuum International Publishing Group



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P-19 – AEC - Credit- 2

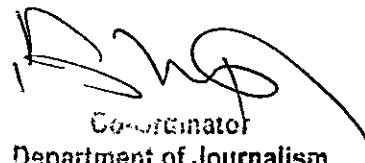
Writing Skills for Radio (Practical)

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
5. Writing Skills for Entertainment Show: Anchoring, Short Story

Unit 2

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



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Semester -3

(Effective From-2024-25)

P-20 – SEC - Credit- 2

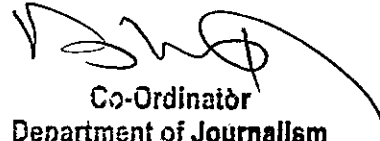
News Paper Translation (Practical)

Unit 1

Translation of news reports, news agency reports interpretative articles and news analysis, Translation of specialised reports: crime, sports, science, political, legislature, health, environment, women, legal

Unit 2

Translation of Editorials, Translation of features and advertisements,



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Semester -3

(Effective From-2024-25)

P-21 – VAC - Credit- 2

Bhartiya Knowledge System

Unit 1

- Bharatiya Vangmay and Aṣṭādaśa-vidyās (Bharatiya Literature and the Eighteen Sciences)
- Bharatiya knowledge tradition in Bharatiya folk life and its oral tradition.
- The global necessity, importance, and relevance of Bharatiya knowledge traditions.
- Reasons for the decline and revival of Bharatiya knowledge traditions:
 - Instability due to foreign invasions.
 - Deindustrialization by the British.

Unit 2

- **Social Systems and Arts in Bharatiya Knowledge Traditions**
 - Social structures including family, community, state, and Nation.
 - Arts such as dance, music, and architecture.
- **Ancient Bharatiya Science and Technology**
 - Exploration of fields such as agriculture, metallurgy, astronomy, and the textile industry.
- **Economic Thoughts and Administration in Bharatiya Traditions**
 - Insights from texts like Kautilya's Arthashastra.

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોળ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહા, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.