

**P.G. DIPLOMA IN  
MASS COMMUNICATION  
FACULTY OF ARTS**



Accredited Grade "A" by NAAC

# Syllabi

**ORDINANCES & REGULATIONS  
IN FORCE FROM - JUNE-2019**

**SAURASHTRA UNIVERSITY  
RAJKOT- 360005**

## **Ordinances and Regulation (P.G.D.M.C.) (Effective from June-2019)**

### **O.P.G.D.M.C. 1 :**

**A candidate for the examination for the degree of P.G.Diploma in Mass Communication must have.**

- (1) A candidate seeking admission in P.G. Diploma and mass communication must have passed graduation in any faculty with 48 % marks.**
- (2) Attended the course of study for two academic semesters.**
- (3) Passed the examination in all papers prescribed from time to time hold by the University after keeping the required minimum attendance as laid down in that behalf. For deciding class and giving medal and/or prize, average of marks obtained in semester 1 and 2 will be considered.**

### **O.P.G.D.M.C. 2 :**

**The minimum attendance required for the admission to the examination will be 75 % in each semester of the total number of the working days. When on account of bonafide reason deemed sufficient by the professor in charge/Head of Dept. The total working days of academic year, it shall be competent for the professor in charge/Head of Dept. to condone the deficiency in attendance.**

### **O.P.G.D.M.C. 3 :**

**P.G. Diploma in Mass Communication is considered equivalent to BJMC and any bachelor degree in journalism & Mass Communication as a full time course. It cannot be offered along with any other course of study.**

### **O.P.G.D.M.C. 4 :**

**There shall be an examination at the end of each semester.**

### **O.P.G.D.M.C. 5 :**

**Candidate admitted in the P.G. Diploma in Mass Communication programme will have to satisfy the requirement of enlistment rules and pay the fees for the same as fixed by this university under the relevant rules.**

### **O.P.G.D.M.C. 6 :**

**Total credit for P.G. Diploma in Mass Communication programme is 40 credits consisting of total 20 credits for each semester.**

**O.P.G.D.M.C. 7 :**

**Admission to the P.G. Diploma in Mass Communication programme shall be made by observing reservation policy of Govt. of Gujarat and Saurashtra University**

**O.P.G.D.M.C. 8 :**

**The students have to Participate in an academic tour organized by the department, on their own expenses. They have to also prepare a report (as an assignment) on the tour. This is part of internal assessment.**

**The students have to make a short film or documentary on their own expenses. but as decided by the department.**

**O.P.G.D.M.C. 9 :**

**In the context of the course, Students are expected to undergo an internship for the period of approximately 6 to 10 weeks. They will have to do this after the examination of 2<sup>nd</sup> semester.**

**O.P.G.D.M.C. 10 :**

**Maximum 50 students will be admitted in First semester of P. G. Diploma in Mass Communication programme, out of which 40 students will be admitted on the basis of regular fee structure and remaining 10 will be admitted on the basis of self finance fee structure.**

**R. P.G.D.M.C. 1 :**

**The following are the subjects prescribed for the study of P.G. Diploma in Mass Communication**

**Wherever any practical work is assigned for a course of study in any subject, the student shall undertake the work. Which will be assessed by the head.**

**External Examination of 70 marks for each course will be of two & Half hours duration and student require to obtain at least 28 marks to pass the course.**

**Internal evaluation will be of 30 marks in both the semesters. These marks will be divided in three heads Assignments (10 marks), Seminar (10 marks) and Written test (10 marks).**

**R. P.G.D.M.C. 2 :**

**The following are the syllabus in the subject of examination.**

## PGDMC SEM-1

<b>No</b>	<b>Course Code</b>	<b>Name of Course</b>	<b>Hours/ week</b>	<b>Credit</b>
<b>1</b>	<b>1901410105010100</b>	<b>Introduction to Journalism &amp; Mass Media.</b>	<b>4</b>	<b>4</b>
<b>2</b>	<b>1901410105010200</b>	<b>Editing &amp; Reporting</b>	<b>4</b>	<b>4</b>
<b>3</b>	<b>1901410105010300</b>	<b>Editorial &amp; Features</b>	<b>4</b>	<b>4</b>
<b>4</b>	<b>1901410205010101 or 1901410205010102</b>	<b>Advertising OR Magazine Journalism</b>	<b>4</b>	<b>4</b>
<b>5</b>	<b>1901410305010101 or 1901410305010102</b>	<b>Media Law &amp; Media Ethics OR Sports Journalism</b>	<b>4</b>	<b>4</b>
		<b>Total</b>	<b>20</b>	<b>20</b>

## SEMESTER-2

<b>No</b>	<b>Course Code</b>	<b>Name of Course</b>	<b>Hours/ week</b>	<b>Credit s</b>
<b>1</b>	<b>1901410105020400</b>	<b>Communication &amp; Mass Communication</b>	<b>4</b>	<b>4</b>
<b>2</b>	<b>1901410105020500</b>	<b>Public Relations</b>	<b>4</b>	<b>4</b>
<b>3</b>	<b>1901410105020600</b>	<b>News Editing &amp; Media Practicles</b>	<b>4</b>	<b>4</b>
<b>4</b>	<b>1901410205020201 or 1901410205020202</b>	<b>Development of Mass Media OR Language &amp; Translation</b>	<b>4</b>	<b>4</b>
<b>5</b>	<b>1901410305020201 or 1901410305020202</b>	<b>Media Management OR Media Writing</b>	<b>4</b>	<b>4</b>
		<b>Total</b>	<b>20</b>	<b>20</b>

# SYLLABUS

## PGDMC SEM-1

**Subject : Journalism**

**Course(Paper)Name & No. : Paper -1  
(Core-1)**

**Introduction to Journalism  
& Mass Media**

**Course(Paper)Unique Code : 1901410105010100**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective- 1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

### **Objectives**

**1. The students should enrich their knowledge about**

- Concept of journalism**
- Various mass media**

# PGDMC SEM-1

## Paper-1(Core-1)

### Introduction to Journalism & Mass Media

Module	Content	
Unit-1	<b>What is Journalism? Journalism is the fourth estate, Principles of Journalism. Print Journalism, Radio Journalism, Television Journalism &amp; Web Journalism. Journalism as a Profession, Journalism education. Training Problems, Perception and response by the industry.</b>	
Unit-2	<b>Citizen Journalism, Investigative Journalism, Literary Journalism, Environmental Journalism, Lifestyle Journalism, Political Journalism, Film Journalism. Photo Journalism.</b>	
Unit-3	<b>Introduction of Mass Media, Newspaper, Magazine, Radio, Television, Cinema, E-media, Social Media. Magazines-Their role in contemporary situation.</b>	
Unit-4	<b>News Agencies-Functions of News Agencies, Importance of news agencies, Problems of news agencies, Global &amp; Indian News agencies.</b>	
BOOKS		AUTHOR
1	<b>Mass Communication :Principles &amp; Practices</b>	<b>B.K. Chaturved &amp; S.K. Mital</b>
2	<b>Working Journalism</b>	<b>S.N.Saga</b>
3	<b>Writeen Communication</b>	<b>Piyush Bhatnagar</b>
4	संयार माध्यम संशोधन	डॉ. यंदुकांत महेता
5	पत्रकारिता प्रशिक्षण	डॉ. जे.के.चौपडा
6	पत्रकारिता के मूल सिद्धांत	नवीनचंद्र पंत
7	पत्रकारिता की चुनौतियां	गणेशमंत्री
8	सिर्फ पत्रकारिता	डॉ. अजयकुमार सिंह

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-2**

**(Core-2)**

**Editing & Reporting**

**Course(Paper)Unique Code : 1901410105010200**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Principles of Editing**
  - Reporting for Print Media**

## Paper-2 (Core-2)

### Editing & Reporting

Module	Content
Unit-1	<b>What is news, Sources of news, News value, types of News. Principles of editing, Duties &amp; Functions of a news editor &amp; a sub-editor, scrutiny of news.</b>
Unit-2	<b>What is Reporting, Responsibilities &amp; Qualities of a reporter. What is lead? Types of lead. Interview &amp; types of interview. Questions &amp; Methods of an interview. Free Lance reporting.</b>
Unit-3	<b>Review &amp; Criticism- Book review, film review, Radio &amp; Tv Programme review, Play (drama) review, Art review (Painting, music, sculpture, Dance), How does an outsider become reviewer, Guiding readers.</b>
Unit-4	<b>Types of Reporting- Political, Crime, Agriculture, Economic, Sports, Film &amp; TV, Science Development- Interpretative Reporting, scoop, Reporting for magazines, Difference between News paper reporting &amp; Magazine reporting .</b>

BOOKS		AUTHOR
1	<b>What is News</b>	<b>Willian A Gomson</b>
2	<b>Reporting and Radio Reporting</b>	<b>Dr. Yasin Dalal</b>
3	<b>Crime Reporting &amp; the Journalism</b>	<b>Dr.Ranish</b>
4	संवाद और संवाददाता	राजेन्द्र
5	प्रिन्ट मिडिया लेखन	डा. रमेश जैन
6	समाचार लेखन अेवम संपादन	नवीनचंद्र पंत
7	अभजारी उद्योग	रणछोडलाल वायडा
8	अभजारनुं संपादन	विष्णु पंडया



**Subject : Journalism**

**Course(Paper)Name & No. : Paper-3**

**(Core-3)**

**Editorial & Features**

**Course(Paper)Unique Code : 1901410105010300**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Various reading materials of print Media.**
  - Practical aspects of reading materials of Print Media**

## Paper-3 (Core-3)

### Editorial & Features

Module	Content	
Unit-1	<b>Definition, structure, style, range &amp; main components of editorial, How to write an editorial (Rules), Writing for the editorial page, Who writes editorial? Letters to the editor, Columns, Articles, Features, middles.</b>	
Unit-2	<b>Types of Editorial (Political, Economic, Social, Current issue), Objectives &amp; functions of an Editorial, How to write an article, Diffence between editorial &amp; Articles, How to be a good editor, Duties &amp; qualifications of an editor.</b>	
Unit-3	<b>What is feature, How to write features, Main Features &amp; News Feature, Language &amp; Style of Feature, Subjects of Feature: News Features, Radio Feature, Science Feature, Festival Feature, Historical Feature, Types of Features, Syndicate Column, Articles for Dailies, Freelance Journalism, Cartoon &amp; Photographs.</b>	
Unit-4	<b>Practical training for writing editorials and features.</b>	
BOOKS		AUTHOR
1	<b>The making of an editor</b>	<b>Rahul Mudgal</b>
2	संपादन कला	अन.सी. पंत
3	संपादन कला	योगेशकुमार गुप्ता
4	संपादनपृष्ठसज्जा और मुद्रण	प्रा. रमेश जैन
5	साहित्यरंगी पत्रकारत्व	अनिता दवे
6	तंत्रीलेख : स्वरूप अने सर्जन	डा. ईश्वरलाल दवे
7	लेख लखवानी कला	डा. यासीन हलाल

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-1)  
Advertising**

**Course(Paper)Unique Code : 1901410205010101**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Elective-1</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of advertising**
  - Importance of advertising**

## **Paper-4 (Elective-1)**

### **Advertising**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Definition, Rise &amp; Growth of Advertisement, History of Indian Advertising, Elements of good Advertising, Principles of Advertising, Print, TV &amp; Radio Advertising, Types of Advertising.</b>	
<b>Unit-2</b>	<b>Nature, Importance &amp; Functions of Advertising. Media selection for Advertising, Advertising Budget Advertising strategy, Advertising Regulations. The business of Advertising, career in Advertising, Socio-economic effects of Advertising.</b>	
<b>Unit-3</b>	<b>Ethics of Advertising, Popular culture and Advertising, Language in Advertising, Women &amp; Children in Advertising, Vulgarity in Advertising, Behavioural dynamics &amp; response, Brand Image, Brand endorsement, Brand Ambassador &amp; sales promotion.</b>	
<b>Unit-4</b>	<b>Advertising Agencies, Importance of Ad agencies, Functions of an Ad agency, Agency-Industry relationship, Main Ad-agencies of India.</b>	
<b>BOOKS</b>		
<b>1</b>	<b>Advertising</b>	<b>B.N.Ahja &amp; S.S.Chhbra</b>
<b>2</b>	<b>Advertising</b>	<b>Sangeeta Sharma, Raghuvir singh</b>
<b>3</b>	<b>Advertising management</b>	<b>David Aaker, Rajiv Batra &amp; John Myers</b>
<b>4</b>	<b>Advertising &amp; Media</b>	<b>Himanshu Pant</b>
<b>5</b>	<b>Advertising &amp; Social Change</b>	<b>Ronald Bouman</b>
<b>6</b>	વિજ્ઞાપન ડોટ કોમ	ડૉ. રેખા સેઠી
<b>7</b>	જનસંપર્ક અને જાહેરખબર	ડૉ. યાસીન દલાલ

**Subject : Journalism**

**Course(Paper)Name & No. : Paper -4  
(Elective-1)**

**Magazine Journalism**

**Course(Paper)Unique Code : 1901410205010102**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Elective-1</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of Magazine Journalism**
  - Areas of Magazine Journalism**

## **Paper-4 (Elective-1)**

### **Magazine Journalism**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Rise &amp; Growth of Journalism. Starting of Magazine Journalism. What is Magazine Journalism, Objective of Magazine Journalism. Difference between daily Journalism &amp; Magazine Journalism.</b>	
<b>Unit-2</b>	<b>Areas of Magazine Journalism, types of Magazine, How to Prepare a Magazine. Techniques &amp; Procedure of Magazine Publication including Production and posting online.</b>	
<b>Unit-3</b>	<b>How to develop story ideas, Magazine content, writing in Magazine. Style, Photos &amp; Photo Stories. How to design magazine pages, Headings &amp; Subheadings-cartoons.</b>	
<b>Unit-4</b>	<b>Main National magazines of India, Gujrati Magazines, Magazines for Special readers. Chitrlekha, Abhiyan, Udes, Kumar, Kavita.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	પ્રિન્ટ મિડિયા લેખન	ડૉ. રમેશ જૈન
<b>2</b>	સાહિત્ય અને પત્રકારત્વ	ડૉ. કુમારપાળ દેસાઈ
<b>3</b>	સાહિત્યરંગી પત્રકારત્વ	અમિતા દવે
<b>4</b>	સાહિત્ય અને સમાજ	વિદ્યુત જોષી
<b>5</b>	ગુજરાતી સાહિત્યનો ઇતિહાસ	હર્ષદ ત્રિવેદી

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-5  
(Elective-2)  
Media Law & Ethics**

**Course(Paper)Unique Code : 1901410305010101**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Elective-2</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

### **Objectives**

- 1. The students should enrich their knowledge about**
  - Concept and area of media ethics**
  - Introduction and Importance of media laws**

**Paper-5(Elective-2)**

**Media Law & Ethics**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Freedom of Speech, Democracy &amp; Freedom of Expression, Freedom of Press, Right to information, Fundamental Rights, Indian constitution &amp; Press. Press commission, Press council of India &amp; its guidelines. Law of defamation.</b>	
<b>Unit-2</b>	<b>Contempt of Court, The Press &amp; Registration of Books Act. 1867, Cable Television Act, Cinematography Act, Censorship Act, Prasarbharti Act, Cyber Law.</b>	
<b>Unit-3</b>	<b>Parliamentary Privileges, Role of press &amp; Media council, Official Secret Act, The working journalists and other Newspaper, Employees Act -1955.</b>	
<b>Unit-4</b>	<b>Communal Writing and Yellow journalism, media's ethical problem including privacy, Accountability and independence of media, The journalists creed, Media Responsibility. Gandhi's Ethical Journalism.</b>	
<b>BOOKS</b>		
	<b>AUTHOR</b>	
<b>1</b>	<b>Battle for Freedom of Press in India</b>	<b>K.S.Pandhy</b>
<b>2</b>	पत्रकारिता के सिद्धांत	रमेशचंद्र त्रिपाठी
<b>3</b>	पत्रकारिता के मूल सिद्धांत	नवीनचंद्र पंत
<b>4</b>	मिडिया अने आचारसंहिता	डॉ. यंद्रकांत महेता
<b>5</b>	मानव अधिकारो	डॉ. दिव्येश रायठठा
<b>6</b>	भारतीय पत्रकारत्वनो प्रारंभिक इतिहास	डॉ. नीता उदाशी



**Subject : Journalism**

**Course(Paper)Name & No. : Paper-5  
(Elective-2)**

**Sports Journalism**

**Course(Paper)Unique Code : 1901410305010102**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-1</b>	<b>Elective-2</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept and areas of Sports Journalism**
  - Importance of sports journalism**

## **Paper-5 (Elective-2)**

### **Sports Journalism**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>What is Sports Journalism? History of sports Journalism. The sports desk, reporting and interviewing for sports. Importance and references of sports Journalism.</b>	
<b>Unit-2</b>	<b>Sports news, sports photography, sports features, sports news agencies &amp; Free lancing, sports public relations. Gujrati Sports journalism.</b>	
<b>Unit-3</b>	<b>Sports Journalism by various countries, sports Television, Commentators and broadcaster on TV. Special Programmes on sports, Live telecasts.</b>	
<b>Unit-4</b>	<b>Sports Newspapers, Sports radio Journalism, Sports writers, Sports Commentators &amp; Broadcaster on Radio.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Sports Journalism</b>	<b>Prasidhkumar Mishra</b>
<b>2</b>	<b>Sports Journalism: A practical Introduction</b>	<b>Phil Andrews</b>
<b>3</b>	<b>Present Scenario in Journalism</b>	<b>S.K.Swami</b>
<b>4</b>	<b>Communication</b>	<b>B.N.Ahujal/S.S.Chhabra</b>
<b>5</b>	<b>मिडिया समग्र भाग १/२</b>	<b>रमेश जैन</b>

## PGDMC SEM-2

**Subject** : **Journalism**

**Course(Paper)Name & No.** : **Paper-1**  
**(Core-1)**  
**Communication & Mass**  
**Communication**

**Course(Paper)Unique Code** : **1901410105020400**

**External Exam Time Duration** : **2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

### **Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of communication**
  - Concept of mass communication**

**Paper-1(Core-1)**  
**Communication & Mass Communication**

<b>Module</b>	<b>Content</b>
<b>Unit-1</b>	<b>What is Communication ? Definitions &amp; Process of Communication, Importance of Communication, Functions of Communication, Types of Communication, Nature of Communication, Elements of Communication, Barriers of Communication, Seven 'C's of communication. Mass Communication in India.</b>
<b>Unit-2</b>	<b>What is mass Communication. Mass media. Models of mass Communication-verbal models, models by Lasswell, Shanon &amp; weaver, Charles &amp; Osgood, Defleur, Katz &amp; Lazarsfeld, Gerbner, Westly &amp; Maclean, Wilber Schramm's mass communication model.</b>
<b>Unit-3</b>	<b>Theories of Mass Communication-Magic Bullet theory, Individual difference theory, The social differentiation theory-Personal influence theory-two step flow of communication, Multistep flow of communication, Modelling theory.</b>
<b>Unit-4</b>	<b>Opinion leader, Information Society, information rich &amp; information poor, Adverse effect of media, illusory world of media, Marshall Mecluhan &amp; Media, Mass media &amp; Mass culture.</b>

<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Principles of Communication</b>	<b>Vijaya Somsundaram</b>
<b>2</b>	<b>Mass Communication</b>	<b>R.K.Chatterje</b>
<b>3</b>	<b>Mass Communication in India</b>	<b>Kalpna Dasgupta</b>
<b>4</b>	<b>Mass Communication</b>	<b>Dipankar Mukharjee</b>
<b>5</b>	<b>Communication Models</b>	<b>Uma Baruda</b>
<b>6</b>	संचार के मूल सिद्धांत	ओमप्रकाश सिंह
<b>7</b>	संचार और संचार माध्यम	डॉ. चंद्रप्रकाश मिश्रा

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-2  
(Core-2)  
**Public Relations****

**Course(Paper)Unique Code : 1901410105020500**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of Public Relations**
  - Importance of Public Relations**

## **Paper-2(Core-2)**

### **Public Relations**

<b>Module</b>	<b>Content</b>
<b>Unit-1</b>	<b>Definition, rise &amp; growth of Public Relation, Public Relations in India, Publicity &amp; Propaganda, Public Relations as a bridge between people &amp; organization, Public Relation's importance in modern age.</b>
<b>Unit-2</b>	<b>Public Relations campaign: Research, Planning, execution &amp; evolution Public Relations as image builder, Need to build up, enhance &amp; sustain image, Qualities &amp; Duties of Public Relation officer.</b>
<b>Unit-3</b>	<b>Public Relations for the internal &amp; external public, Public Relations in service sector, Public Relations in government, Public Relations and Media Relations, Tools of Public Relations, Suggestion Box, open house, house journals, Factors affecting Selection of Media for Public Relations.</b>
<b>Unit-4</b>	<b>Public Relations and economic development, Public Relations in education, Public Relations in health sector, Public Relations in Agriculture sector, Public Relations in finance sector, Public Relations and development, International Public Relations.</b>

<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Public Relation</b>	<b>A.S.Chuhan</b>
<b>2</b>	<b>Public Relation &amp; Communication</b>	<b>Deepak Nayyar</b>
<b>3</b>	<b>Media &amp; Public Relation</b>	<b>Meenaxi Punia</b>
<b>4</b>	<b>Effective Public Relation</b>	<b>Cutlip &amp; Center</b>
<b>5</b>	<b>Public Relation</b>	<b>Heabcut Loyed</b>
<b>6</b>	<b>जनसंपर्कनुं ँगत</b>	<b>डॉ.यासीन दलाल</b>
<b>7</b>	<b>जनसंपर्क : प्रचार अेवम वलज्ञापन</b>	<b>डॉ. वलजय कुलश्रेष्ठ</b>

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-3  
(Core-3)  
**News Editing & Media  
Practical****

**Course(Paper)Unique Code : 1901410105020600**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Core</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

**1. The students should enrich their knowledge about**

- **Concept of News Editing & Practical**
- **Indian History & current affairs**

## **Paper-3(Core-3)**

### **News Editing Media Practical & General Knowledge**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>News Editing, News Writing, Translation, Scrutiny of news, Synchronization of news, Headlines &amp; Sub headlines-types, importance &amp; variety, picture &amp; cartoons, Main news &amp; fillers, Blue Print &amp; Dummy, Printing Technology.</b>	
<b>Unit-2</b>	<b>Ancient India &amp; Indian Culture, India's old Political System, Mughal Dynasties to British Rule, India's struggle for independence, Partishan &amp; its Problems, Democracy &amp; Present Scenario, India's Foreign Policy.</b>	
<b>Unit-3</b>	<b>Indian Social Systems, caste system &amp; its Problems, Social Problems, Unity in diversity, Religions, Indian sub-continent &amp; Importance, Indian states, Regional Languages &amp; Regional Cultures.</b>	
<b>Unit-4</b>	<b>Visit to a newspaper office &amp; Practicles. Visit to a Radio station &amp; Radio Practicles. Visit to Television studio &amp; Practicles.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	समाचारपत्र-संपादन अेवम पृष्ठ सज्जा	आर.के.गुप्ता
<b>2</b>	मुद्रण सामग्री प्रौद्योगिकी	अेम. अेन.लिडबिडे
<b>3</b>	अनुवाद-बोध	डॉ. गार्गी गुप्ता
<b>4</b>	मिडिया समग्र भाग-१	डॉ. रमेश जैन
<b>5</b>	संपादन कला	अेन.सी.पंत
<b>6</b>	भारतीय समाज और समाजवाद	कारोट निलेश
<b>7</b>	भारतमें सामाजिक संदर्भों के विविध परिदश्य	यादव विरेन्दु प्रतापसिंह
<b>8</b>	भारतीय राष्ट्रवाढनी सामाजिक भूमिका	डॉ. अक्षयकुमार देसाई
<b>9</b>	<b>History of India</b>	<b>N.Jaypalan</b>
<b>10</b>	<b>Indian Social System</b>	<b>Ram Ahuja</b>



**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-1)  
**Development of Mass Media****

**Course(Paper)Unique Code : 1901410205020201**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Elective-1</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

**1. The students should enrich their knowledge about**

- **Invention of Radio & Television**
- **Invention of Cinema**

## **Paper-4(Elective-1)**

### **Development of Mass Media**

<b>Module</b>	<b>Content</b>
<b>Unit-1</b>	<b>Invention of Types and paper, Printing Technology, Brief History of Gujarati Press , Growth of Indian Journalism.</b>
<b>Unit-2</b>	<b>Invention of Radio, development of Radio, Broadcasting in India, All India Radio, Radio as a mass medium and its social context.</b>
<b>Unit-3</b>	<b>Invention of Television, Growth of Television in India, Doordarshan, Cable Television. Satellite Television.</b>
<b>Unit-4</b>	<b>Invention of Cinema, Rise &amp; Growth of Cinema in India, Film as an art form.</b>

<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>History of Indian Press Journalism in India</b>	<b>B.N. Ahuja</b>
<b>2</b>	<b>Journalism in India</b>	<b>K.C. Sharma</b>
3	ભારતીય પત્રકારત્વનો ઇતિહાસ	ડૉ. નીતાબેન ઉદાણી
4	ગુજરાતી પત્રકારત્વનો ઇતિહાસ	ડૉ. રતન માર્શલ
5	પત્રકારત્વની વિકાસરેખા	શ્રી વિષ્ણુ પંડ્યા
6	ફિલ્મ દર્શન	ડૉ. યાસીન દલાલ
7	ટેલિવિઝન	હસમુખ બારાડી

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-1)  
**Language & Translation****

**Course(Paper)Unique Code : 1901410205020202**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Elective-1</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of Language**
  - Concept of Translation**

**Paper-4(Elective-1)**

**Language & Translation**

<b>Module</b>	<b>Content</b>
<b>Unit-1</b>	<b>Importance of Language</b>
<b>Unit-2</b>	<b>Language accuracy</b>
<b>Unit-3</b>	<b>Translation- From English to Gujarati</b>
<b>Unit-4</b>	<b>Translation- From Gujarati to English</b>

<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	અનુવાદની સમસ્યાઓ	મોહનભાઈ પટેલ
<b>2</b>	પુસ્તકવાચન	રતિલાલ નાયક
<b>3</b>	ગુજરાતી વ્યાકરણ અને લેખન	ડૉ. રમેશ પારેખ
<b>4</b>	જોડણી વિચાર	રામજીભાઈ પટેલ
<b>5</b>	ભાષાસજ્જતા અને લેખનકૌશલ	ડૉ. યોગેન્દ્ર વ્યાસ

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-5  
(Elective-1)  
**Media Management****

**Course(Paper)Unique Code : 1901410205020201**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Elective-1</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

**1. The students should enrich their knowledge about**

- Concept of Media Management**
- Areas of Media Management**

## **Paper-5 (Elective-1)**

### **Media Management**

<b>Module</b>	<b>Content</b>
<b>Unit-1</b>	<b>What is Media Management Types of Organizations, Functions of Media Management Principles of Media Management and their significance, Ownership Patterns of Indian Mass Media. Participatory approaches and community media-Ownership and management Perspectives.</b>
<b>Unit-2</b>	<b>Newspaper structure and their Departments Small, Medium &amp; Large Scale Media Industries, Newspapers Management &amp; Challenges: Printing Paper, Labour, Finance, Marketing, Government Policies, Advertising, Circulations &amp; distribution, Journalist problems, How to start Newspaper.</b>
<b>Unit-3</b>	<b>Broadcasting structure &amp; their departments, Broadcasting Management &amp; Challenges: Labour, Finance, Marketing, Government Policies, Advertising, Listenership, viewership, How to start Private Radio &amp; TV Channel.</b>
<b>Unit-4</b>	<b>Media Management theories, What makes media Industries different market and marketing research: Nature of Demand, Market structure, economic environment, Media Organization: ABC, PIB, RNI, State Information department.</b>

<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Newspaper Organization &amp; Management</b>	<b>Herbert Lee William</b>
<b>2</b>	<b>Principle &amp; Newspaper Management</b>	<b>James E. Pollard</b>
<b>3</b>	<b>Media Management</b>	<b>B.K. Chaturvedi</b>
<b>4</b>	<b>Media Management Emerging Challenges New Millenuam</b>	<b>B.K. Chaturvedi Paol Marthij</b>
<b>5</b>	<b>Media Management</b>	<b>K.P. Yadav</b>
<b>6</b>	<b>A Textbook of Media Management</b>	<b>Nukul Sahay</b>
<b>7</b>	<b>Media Ownership</b>	<b>Rita Sarkar</b>
<b>8</b>	<b>आधुनिक मीडिया प्रबंधन</b>	<b>डॉ. भगवान देव पांडेय</b>

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-5  
(Elective-2)  
**Media Writing****

**Course(Paper)Unique Code : 1901410305020202**

**External Exam Time Duration : 2 hours 30 minutes**

<b>Name of Program</b>	<b>Semester</b>	<b>Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project</b>	<b>Credit</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Practical /Viva Marks</b>	<b>Total Marks</b>
<b>P.G.D.M.C.</b>	<b>Sem-2</b>	<b>Elective-2</b>	<b>4</b>	<b>30</b>	<b>70</b>	<b>-</b>	<b>100</b>

**Objectives**

- 1. The students should enrich their knowledge about**
  - Concept of Print Media Writing**
  - Concept of Electronic Media Writing**

**Paper-5(Elective-2)**  
**Media Writing**

Module	Content	
<b>Unit-1</b>	<b>News Writing, Writing as an art, Principles of Media Writing, types of Intro News, Language, Style of News Writing, techniques of writing, heading.</b>	
<b>Unit-2</b>	<b>Techniques for story writing, Drama, documentaries, Feature, Feature film, Advertisement, Practical work.</b>	
<b>Unit-3</b>	<b>Writing for Radio, specialities of radio, Writing script, Writing for radio, Interview techniques, Radio news, Commentary, Practical work.</b>	
<b>Unit-4</b>	<b>Writing for Television, Script Writing for Television, Types of documentaries, News Writing, Television Programmes writing, Feature writing, Interview, Practical work.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	मीडिया लेखन	मीनाक्षी पूनिर्या
<b>2</b>	विश्व मीडिया	डॉ. विष्णु पंकज
<b>3</b>	नया मीडिया : संचार मीडिया क्रांति के नये संदर्भ	डॉ. कृष्णकुमार रतू

**R.P.G.D.M.C.-3**

- (1) **To pass the examination for the P. G. Diploma in Mass Communication the candidate must obtain at least 40 % of the total marks separately in written and practical.**
- (2) **Class shall be determined of the basis of the marks obtained by the candidates in all the papers and the practical.**
  - (a) **A successful candidate who obtains not less than 70 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the first class with distinction.**
  - (b) **A successful candidate who obtains not less than 60 % marks but less than 70 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the first class.**
  - (c) **A successful candidate who obtains not less than 48 % marks but less than 60 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the second class.**