

**SARDAR PATEL UNIVERSITY**  
**One Year P.G. Diploma in**  
**Mass Communication & Journalism**  
**Course Structure Semester – I**

| <b>Code</b>            | <b>Subject</b>  | <b>T/P</b> | <b>Lec.</b> | <b>Cr.</b> | <b>Int.</b> | <b>Ext.</b> | <b>Total</b> |
|------------------------|---|------------|-------------|------------|-------------|-------------|--------------|
| <b>PA01CMCJ<br/>21</b> | Fundamentals of Journalism  | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA01CMCJ<br/>22</b> | Methods of Reporting & Editing News   | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA01CMCJ<br/>23</b> | Media laws, Ethics and Indian Constitution  | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA01SMCJ<br/>21</b> | Audio-Visual Communication: I   | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA01SMCJ<br/>22</b> | Audio-Visual Communication: II  | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA01CMCJ24</b>      | Practical Work:-<br>- Advertising and Public Relation.<br>- Web Designing & Hoisting<br>- Photography & Editing | P          | 6<br>(hrs)  | 3          | 15          | 35          | 50           |
|                        | <b>Total</b>  |            | <b>15</b>   | <b>18</b>  | <b>165</b>  | <b>385</b>  | <b>550</b>   |

**SARDAR PATEL UNIVERSITY**  
**One Year P.G. Diploma in Mass Communication & Journalism**  
**Syllabus (2019-20)**

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**SEMESTER – I**

**Code: PA01CMCJ 21 Fundamentals of Journalism**

**Unit : One**

- News : Definition, Elements of News, Types of news,

**Unit : Two**

- News Beat, News values, Objectivity of News, Reporters, News Sources, Development of news agencies.

**Unit : Three**

- Definition Type of Journalism,
- Feature, Feature writing, Feature Photo Journalism, Extra...

**Unit : Four**

- A short history of Indian Journalism
- The Origin of print media in India, James Hickey.
- History of radio and television in India.
- Journalistic contribution of Mahatma Gandhi.

**References:**

1. Professional Journalists : John Hohenberg
2. Into The Newsroom : Leonard Ray
3. Professional Journalism : M. V. Kamath
4. Guide line for news reporters : Sol robinson

## **Code PA01CMCJ 22 Methods of Reporting and Editing News**

### **Unit : One**

- Specialization in Reporting : Political Reporting, Crime and Legal
- affairs Reporting, Public affairs Reporting, Sports reporting,
- Business reporting, Science reporting, Environment & Human rights.

### **Unit : Two**

- Film reporting, Page-3 Reporting, Interpretative and Investigative
- Reporting, Online Reporting, Interviewing, Column writing, writing
- a report on any given topic.

### **Unit : Three**

- Principles of Editing, News Editor, News Co-ordinator, Sub-
- Editor, Techniques Of Writing Headlines, Different types of headlines Lead, Intro, News.

### **Unit : Four**

- Proof reading, Page make up, Page lay-out, Principles of lay-out,
- Magazine editing, Editing a News story with headline.

### **References:**

1. Guide Line for News Reporters : Sol Robinson.
2. Reporting Methods : S. Kundra
3. Outline of Reporting : M. K. Joseph
4. Handbook of Reporting and Editing : R. K. Ravindran.
5. News Editing : Bruce Westley
6. Editing and Design : Harold Evans
7. News reporting & Editing : K.M. Sri vastav

## **Code PA01CMCJ 23 Media Laws, Ethics and Indian Constitution**

### **Unit : One**

- Cable TV regulation act., Organizational structure of doorshan & All India Radio.
- Convergence of media : DTH, TRP, ABC, NRS, SETELLITE CHANNELS.
- The Concept of Journalism - The Functions of Press - Press Freedom - Responsibility and the Theories of Press

### **Unit : Two**

- Freedom of Information, Right to Information, Freedom of the press
- with special Reference to India, Press Commissions, Press Council,
- Press Laws : Defamation.

### **Unit : Three**

- contempt of Court, sedition, Official Secrets Act,
- Copyright Act, Press and Registrations of Books Act, Obscenity Act,

### **Unit : Four**

- Working Journalist Act, Parliamentary Proceedings Act, Codes of
- Ethics, Yellow Journalism.

### **References**

1. Media Ethics : K. M. Srivastava
2. Laws Of Press in India : Justice Durgadas Basu
3. Report of the Second Press Commission in India<sup>3</sup>
4. Press and press laws in india: H. P. Ghosh

## **Code: PA01SMCJ 21 Audio-Visual Communication-1**

### **Unit : One**

- Fundamentals of Photo Journalism - Basic of Photography –
- Handling Still Camera.

### **Unit 2 :**

- Types of Camera - Lenses - Photo films - Black and White – Colour
- Compositions of films - Types - Practical.

### **Unit 3:**

- Camera Angles - Still Photos - News Photos.

### **Unit 4 :**

- Practical - Developing and Printing - Developing - Enlarger - Block making - Processing Colour Separation - Practical.

## **Code: PA01SMCJ 22 Audio-visual communication-II**

### **Unit 1 :**

- Introduction to Video technology - Camera types - Colour Systems – Handling Video Camera - Practical.

### **Unit 2:**

- Lighting - Equipments - Focusing Lenses - Multi Camera Techniques – Special effects.

### **Unit 3:**

- Graphics – Practical - Software's.

### **Unit 4:**

- Planning for Production - Script Writing - Cinema, Short / Documentary Films

### **Reference Books:**

1. S.A. Chunawalla and F.C. Scthia, *Foundations of the Theory and Practice of Advertising*, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, *Advertising as Communication*, Mathuen, Newyork, 1982.
3. Dunn S. Watson, *Advertising*, Hold Sandaras International Editing.
4. Keval J. Kumar, *Advertising: A critical Approach*, Niraali Prakasam, Pune, 1992.
5. Kleppner Otto, *Advertising Procedure*, Simon Schuster Inc., Anglewood, 1986.
6. Rathor B.S., *Advertising Management*, Himalaya Publishers, Bombay, 1986.

7. Willshurst John, *The Fundamentals of Advertising*, Heinemann, London, 1986.
8. Cutlip and Centre, *Effective public Relations*, Prentice, Hall, New Jersey, 1982.
9. Anil Basu, *Practical Public Relations*.
10. Balan K.R., *Chemistry of Public Relations*.
11. Narasimha Reddy, *How to be a good PR*.
12. Sam Black, *Practical Public Relations*, Universal Book House, New Delhi, 1976.

**Code: PA01CMCJ24 Practical work**

**Unit : One**

- Advertising

**Unit : Two**

- public relation

**Unit : Three**

- Web designing and hoisting

**Unit : Four**

- Photography and editing

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**Syllabus (2019-20)**  
**SEMESTER – II**

**Code : PA02CMCJ 21Mass Communication**

**Unit : One**

- Communication: Definition and functions, Types of Communication,
- Intra-Inter- Group-Mass Communication,

**Unit : Two**

- Means of Communication:
- press, Radio, Television, Film, Internet, Cable Network.

**Unit : Three**

- Communication models:1) The Lasswell model of the communication
- 2) The Shannon and Weaver “Mathematical” model of communication
- 3) The Osgood and Schramm Circular model.
- Models: SMR, SMCR, Dance, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

**Unit : Four**

- Development Communication & Diffusion of Innovation.

**Reference Books:**

1. Mass Communication In India : Keval Kumar
2. India’s Communication revolution: Arvind Singhal and Everett Rogers
3. Mass Communication Effect: Joseph Klapper
4. Many Voice One World: Report of the McBride Commission
5. Mass Communication: Rowland Lorimer

## **Code: PA02CMCJ 22 Mass Media and Society**

### **Unit: one**

- Mass communication and the social sciences.
- Media- Society Theories: Mass Society, Mass Culture and Mass Audience;
- Functionalism
- Media for Mass Communication - Print Media - Electronic Media - Radio -
- Television and New Media

### **Unit : Two**

- The Audience as “Market”, Psychology of Audiences.
- The public and public opinion, public opinion surveys.

### **Unit : Three**

- Mass Media and Politics,
- Audience Measurement : The ‘Ratings’ Game.

### **Unit : Four**

- Audience Surveys
- Readership Surveys.

### **Reference Books:**

1. Understanding Mass Communication : Melvin DeFleur
2. Electronic Media and Communication Research Methods : G.K. Parthasarathi
3. Communication for Development in the Third World : Srinivas Melkote

## **Code : PA02CMCJ 23 Media In Society & Computer Basics**

### **Unit : One**

- Communication, Culture and Media Literacy
- Media Literacy
- Internet and Society
- Impact of Media on Politics
- Media Education
- Business and Culture
- The Meaning of 'Effects'
- Theories of Media Effects and Media Uses.

### **Unit : Two**

- Mass Media in India, Dependency model, propaganda model

### **Unit : Three**

- Effects of Media on Education.
- The Mass Media and the Indian Family,
- Children and the Media.

### **Unit : Four**

- Representation of women in the Mass Media.
- Violence in the Media and Violence in Society.

### **Reference Books:**

1. Development Communication : Uma Narula
2. Understanding Mass Communication : Melvin DeFleur

## **Code : PA02SMCJ 21 PRINT JOURNALISM**

### **Unit 1 :**

- Journalism – Definition – New Concepts – Elements of News – News Values –
- Historical development of Press in UK, US and India – Before and after Independence – Emergency.

### **Unit 2:**

- forms of print media – current trends of Indian Press – Professional associations – NRI, ILNA, Press Commissions – Press Council.

### **Unit 3:**

- Newspaper organizations and Management – Various forms of organization – Structure and functions of Newspaper Organization – Editorial Department – News room – Reporting, Writing, Editing – Photography Sections – Business Department,
- Advertising – Marketing.

### **Unit 4:**

- Art of Collecting News – Qualities of Reporters – Nose for news – Observations – Beats – News collecting from Executive, Administrative and Judicial Places – Art of Interviewing.

### **Unit 5:**

- Various types of reporting – Crime – Human Interests – In depth and Interpretative Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting – New agencies – Free lancing.

### **Reference Books:**

1. Arthur Turnbull Graphic Communication.
2. Bruce Westley Newspaper Editing and Designing.
3. Harry Stencipher Editorial thinking and writing, Heastings House, 1979.
4. Herald Evans Newspaper and Design (Five volumes) Hinemann.
5. James P. Alexander Programmed Journalism Editing, Iowa State University Press, 1991.
6. Julius Harris The Complete Reporters, Macmillon, Newyork, 1981.
7. Kamath M.V., Professional Journalism, Vikas Publications, 1980.
8. Louis Alexnde, Beyond the Facts : A guide to the art of the Feature writing, Gulf Publishing Company, 1982.
9. Metz William News Writing: from Lead to, Prentice Hall Inc., New Jersy,

## **Code : PA02SMCJ 22 Advertising, Marketing and Public Relations.**

### **Unit : One**

- Advertising industry in India, advertising ethics and social
- Functions of Advertising - Various types of Advertising - It's social and economical role Arguments far and against Advertising - Growth and development of Advertising in India.
- responsibility, Types of advertising: Consumer, industrial, financial
- corporate, social service etc. Brand Image and its importance,
- Marketing.

### **Unit : Two**

- Understanding PR : definitions, purpose and utility, difference
- Public Relations - Definitions Elements of PR - Functions of PR - Need for PR -
- Two way communications - Public - Internal and External public Employee relations.
- between PR, advertising and propaganda, status of PR in India,

### **Unit : Three**

- Role of PR in different sectors : Government, Corporate, Educational
- institutions, Hospitals, Individuals, Political parties, NGOs etc.

### **Unit : Four**

- PR Tools: Internal: house journals, bulleting boards, events, mailing
- groups, social networking sites; External: exhibitions, trade fair,
- programmes and events, CSR projects; PR during crisis.

### **Reference Books:**

1. Advertising: Frank Jefkins
2. Effective Advertising : Maricke De mooji
3. Handbook of Public relations and Communications Phillip Lesley

### **Code: PA02CMCJ 21Project Work**

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| <b>PA02CMCJ<br/>21</b> | Mass<br>Communication                           | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA02CMCJ<br/>22</b> | Mass Media and<br>Society                       | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA02CMCJ<br/>23</b> | Media in Society &<br>Computer Basics           | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA02SMCJ<br/>21</b> | PRINT<br>JOURNALISM                             | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA02SMCJ<br/>22</b> | Advertising,<br>Marketing & Public<br>Relations | T          | 3           | 3          | 30          | 70          | 100          |
| <b>PA02CMCJ<br/>24</b> | Project Work<br>(Community Service)             | P          | 6           | 3          | 15          | 35          | 50           |
|                        | <b>Total</b>                                    |            | <b>15</b>   | <b>18</b>  | <b>165</b>  | <b>385</b>  | <b>550</b>   |

**Total weekly workload: 15 lectures + 6 hours practical = 21 hours**

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