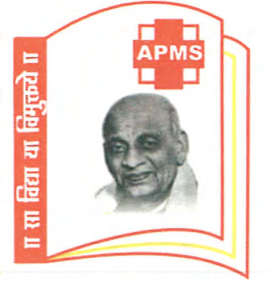


# SHREE J. M. PATEL INSTITUTE OF SOCIAL WORK & APPLIED ARTS

(AFFILIATED TO SARDAR PATEL UNIVERSITY)

(Managed by Anand People's Medicare Society, Anand)

Nr. Sardar Baug, Anand-388 001. Ph. : (02692) 253658



President :

**Bipinchandra P. Patel (Vakil)**

B.Com., LL.B.(Sp.) D.T.P. (Advocate)

JMPSW/77/2025

Date: 19/03/2025

To,  
Registrar,  
Exam section,  
S.P University


**Sub: submit the Regulations Governing Academic Programme for internal and external examination of One Year diploma in Mass communication and Journalism.**

Respected Sir,

For university record here we are submitting the Passing criteria for Internal and External Examination for the course of P G Diploma in Mass communication and Journalism.

NOTE: Please Find the Attachment.

Thanking You,

  
**Vice Principal**  
Shree J M Patel Institute of Social  
Work & Applied Arts  
Managed: Anand People's Medicare Society,  
Nr. Sardar Baug, Opp. New Bus Stand,  
Al. Anand-388001(Gujarat), India





**Sardar Patel University**  
**Faculty of Arts**  
**Shree J.M. Patel Institute of Social Work and Applied Arts**  
**One Year P.G. Diploma in Mass Communication & Journalism**  
**Regulations Governing Academic Programme**  
**[Revised wef: June 2024-25]**

**Eligibility: -**

- Graduates of Arts, Science, Commerce and Home Science of Sardar Patel University or its equivalent are eligible.
- Intake of Students - 120

**Teaching Schedule: -**

- One-year course (Sem-I & Sem-II). Three core papers plus one Elective paper per semester. Three lectures per each theory paper per week. Practical work in I Semester and project work in II semester.

**Scheme of Examination: -**

- University examinations will be conducted at the end of each semester. Each paper will have 30% internal assessment which will include written examination/Seminar/Quiz/Assignment. Practical work (Internal 15 marks plus external 35).

**Passing Criteria:**

- A candidate must secure a minimum of 40% in each individual paper and 40% in the overall aggregate of all subjects to pass the semester examination.
- The grading system will follow the CBCS guidelines and regulations established by Sardar Patel University.

40%

Boosee





**Sardar Patel University**  
**Shree J.M. Patel Institute of Social Work and Applied Arts**  
**One Year P.G. Diploma in**  
**Mass Communication & Journalism**  
**Course structure**

**SEMESTER – I**

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

**SEMESTER – II**

| Code         | Subject                                   | T/P | Lec.      | Cr.       | Int.       | Ext.       | Total      |
|--------------|---|-----|-----------|-----------|------------|------------|------------|
| PA02CMCJ 21  | Mass Communication                        | T   | 3         | 3         | 30         | 70         | 100        |
| PA02CMCJ 22  | Mass Media and Society                    | T   | 3         | 3         | 30         | 70         | 100        |
| PA02CMCJ 23  | Media in Society & Computer Basics        | T   | 3         | 3         | 30         | 70         | 100        |
| PA02SMCJ 21  | Print Journalism                          | T   | 3         | 3         | 30         | 70         | 100        |
| PA02SMCJ 22  | Advertising, Marketing & Public Relations | T   | 3         | 3         | 30         | 70         | 100        |
| PA02CMCJ 24  | Project Work (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**

