

SAURASHTRA UNIVERSITY

RAJKOT

(ACCREDITED GRADE "A" BY NAAC)



FACULTY OF ARTS

Syllabus for

P.G DIPLOMA IN MASS COMMUCATION

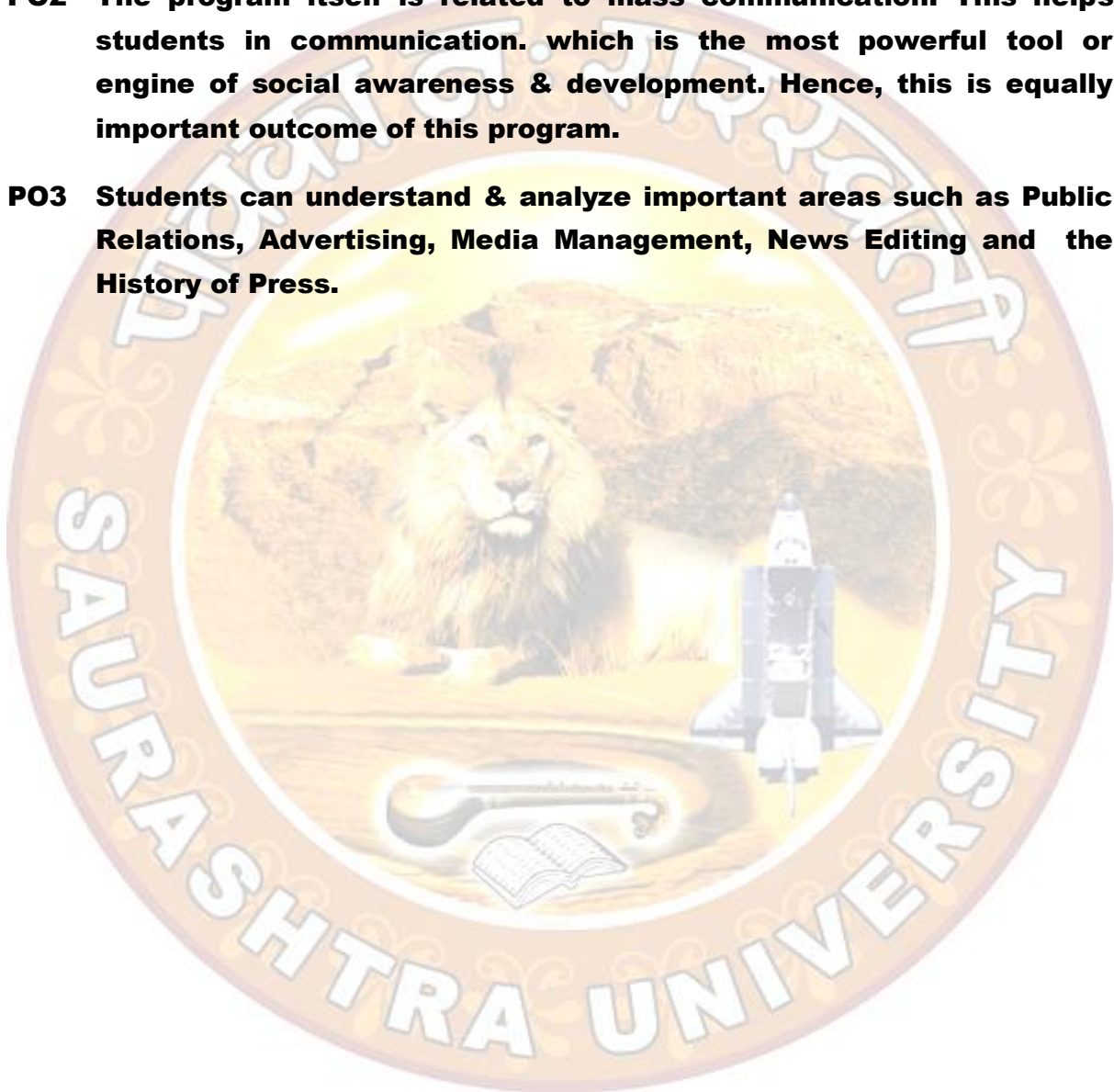
Choice Based Credit System

With Effect From: 2016-17

PROGRAMME OUTCOMES

PGDMC 2015-16

- PO1** The program deals with the aspect or topic of media ethics in particular. This also helps in understanding the importance of ethics in general.
- PO2** The program itself is related to mass communication. This helps students in communication, which is the most powerful tool or engine of social awareness & development. Hence, this is equally important outcome of this program.
- PO3** Students can understand & analyze important areas such as Public Relations, Advertising, Media Management, News Editing and the History of Press.



PROGRAMME SPECIFIC OUTCOMES

PGDMC 2015-16

- PSO 1** **Students can become good reporters & editors.**
- PSO2** **Students can become good writer & Professional freelance writers.**



PGDMC 2015-16

COURSE OUTCOMES

SEM-1

COS 1 The students are academically enriched about.

Concept of journalism

Concept of New media

COS 2 The students are academically enriched about.

Concept of reporting

Types of reporting

COS 3 The students are academically enriched about.

Concept of editorial

Concept of features

COS 4 The students are academically enriched about.

Concept of advertising

Importance of advertising

COS 5 The students are academically enriched about.

Concept of Communication

Concept of Culture

COS 6 The students are academically enriched about.

Concept of media ethics

Introduction and Importance of media laws

COS 7 The students are academically enriched about.

Concept of Literature

**Concept of Relation between Literature & Mass
Communication**

SEM-2

COS 1 The students are academically enriched about.

Concept of mass communication

Concept of communication Research

COS 2 The students are academically enriched about.

Concept of editing

Concept of newspaper management

COS 3 The students are academically enriched about.

Practical aspects of Journalism & Various media

Current affairs

*** During internship, the students get Practical training or actual work experience.**

COS 4 The students are academically enriched about.

Concept of corporate communication

Importance of corporate communication

COS 5 The students are academically enriched about.

Concept of Language

Concept of Translation

COS 6 The students are academically enriched about.

Concept of Mass media development.

Importance & effects of Mass Media development

COS 7 The students are academically enriched about.

Concept of English Literature

Concept of Literature & Mass Communication.

**P.G. DIPLOMA IN MASS COMMUNICATION
(IN FORCE FROM JUNE 2016)**

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 and viva 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 Deptt. 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 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 :

A maximum number of 40 regular students will be admitted in first semester and 10 self finance seats are also available.

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

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. 7 :

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. 8 :

The course and credit for it prescribed for the study of P.G. Diploma in Mass Communication programme shall be the same as mention in P.G.D.M.C-1

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

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. 10 :

Written examination of 70 marks for each course will be of 2 hours & 15 minutes duration. Question paper for each course will have five questions. Paper Style is as Follows.

Q.1	Answer any one question (Out of two options)	14 marks
Q.2	Answer any one question (Out of two options)	14 marks
Q.3	Answer any one question (Out of two options)	14 marks
Q.4	Answer any one question (A) Answer any one (7) (out of two questions) (B) Answer any one (7) (out of two questions)	14 marks
Q.5	Answer any two short notes (Each one of 7 marks)	14 marks
	Total	70 marks

In Semester-2, Paper No-3 Attachment & Practical work, there may be internal changes in Paper style but weightage of marks will be as above.

O.P.G.D.M.C. 11 :

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.

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). In the second semester's paper No.3 'Attachment & Practical work, viva voce or written examination of internal 20 marks will be conducted. 10 internal marks will be allotted to discipline and enthusiasm in extra-curricular activities. In this examination, questions related to current affairs will be asked. Students will have to get minimum 12 marks out of 30 to pass.

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

The following are the syllabus in the subject of examinations.

SEMESTER-1

No.	Course Code	Name of Course	Hours/week	Credits
1	CDMC 1601410105010100	Introduction to Journalism & New Media	4	4
2	CDMC 1601410105010200	Reporting	4	4
3	CDMC 1601410105010300	Editorial & Features	4	4
4	EDMC 1601410205010101or 1601410205010102	Advertising OR International Communication	4	4
5	NDMC 1601410305010101 or 1601410305010102	Media law & Ethics OR Gujarati Literature & Mass Communication	4	4
		Total	20	20

SEMESTER-2

No.	Course Code	Name of Course	Hours/week	Credits
1	CDMC 1601410105020400	Introduction to Communication & Mass Communication	4	4
2	CDMC 1601410105020500	Editing & Management	4	4
3	CDMC 1601410105020600	Attachment & Practical work	4	4
4	EDMC 1601410205020201or 1601410205020202	Corporate Communication OR Language & Translation	4	4
5	NDMC 1601410305020201 or 1601410305020202	Development of Mass Media OR English Literature & Mass Communication	4	4
		Total	20	20

SYLLABUS

Semester-1

Subject : Journalism

**Course(Paper)Name & No. : Paper -1
(Core-1)
Introduction to Journalism &
New Media**

Course(Paper)Unique Code : 1601410105010100

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about
 - Concept of journalism
 - Concept of New media

Paper-1(Core-1)

Introduction to Journalism & New Media

Module	Content
Unit-1	What is Journalism ? Journalism is an art or science ? Journalism is the forth Estate, Principles of Journalism. Areas of Journalism, Short History of Indian journalism. Principles of Journalism, Tabloid Journalism, Magazine Journalism, Geners of Magazine.
Unit-2	Journalism as a career, How to be a good journalist ? Professional & Ethical standard. Importance of training in journalism. Journalism and education, Journalism and literature.ABC & RNI, State Information Department.
Unit-3	Introduction of Mass Media, Evolution & Growth of New Media(Internate) Social Media, Mobile Medium, Web Journalism as a career, Web magazine, Blog Indian web Search Engine
Unit-4	News Agencies/Global News Agencies, UNI, PTI, Hindi news services, ;DFRFZ EFZTL4 ICgN]:TFG ;DFRFZ4 Reuter. Associated Press of America Agency France Press, Asian News Feature syndicates, Importance of news agencies, problems of news agencies, Functions & Specialties of news Agencies. – Foreign news agencies.
BOOKS	
1	Working Journalist
2	Written Communication
3	UMIJ\N 5 ;FN
4	OF"P R\N=SF\T DC[TF
AUTHOR	
	S.N. Baga
	Piyush Bhattnager

Subject : Journalism

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

(Core-2)

Reporting

Course(Paper)Unique Code : 1601410105010200

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about
 - Concept of reporting
 - Types of reporting

Paper-2 (Core-2)

Reporting

Module	Content
Unit-1	What is news, Sources of news, What is reporting, The role of a reporter. Profile of a reporter.
Unit-2	What is lead. (lead writing, types of lead) what is an interview- Types of interview, (planned interview, unplanned interview, telephonic interview, etc), Pausing to questions, Rules for question answer methods, Open ended question, Close ended question, Do's and dont's in interviews, Establishing report.
Unit-3	Review & Criticism- Book review, film review, Radio & Tv Programme review, Play (drama) review, Art review (Painting, music, sculpture, Dance), How does an outsider become reviewer, Guiding readers.
Unit-4	Types of Reporting- Political, Crime, Agriculture, Economic, Sports, Film & TV, Science Development- Interpretative Reporting, scoop, Reporting for magazines, Difference between News paper reporting & Magazine reporting .

	BOOKS	AUTHOR
1	What is News	Willian A Gomson
2	Reporting and Radio Reporting	Dr. Yasin Dalal
3	Crime Reporting & the Journalism	Dr.Ranish
4	; \JFN VF{Z ;\JFNNFTF	ZFH[gN=
5	I5 g8 IDIOIF ,[BG	OF"P ZD[X H{G

Subject : Journalism

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

(Core-3)

Editorial & Features

Course(Paper)Unique Code : 1601410105010300

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about

- **Concept of editorial**
- **Concept of features**

Paper-3 (Core-3)

Editorial & Features

Module	Content	
Unit-1	Definition, structure, style, range & main components of editorial, How to write an editorial (Rules), Writing for the editorial page, Who write editorial ? Letters to the editor, Columns, Articles, Features, middles.	
Unit-2	Types of Editorials (Political, Economic, Social, Current issue), Objectives & functions of an Editorial, Editorial & Articles, How to be a good editor ? Duties & qualifications of an editor.	
Unit-3	What is feature, How to write features, How to sell articles, Articles for dailies, Various types of features, Freelance writing- Writing style, Editor writer relationship, Freelance writing.	
Unit-4	Practical training for writing editorials and features.	
	BOOKS	AUTHOR
1	The making of an Editor	Rahul Mudgal
2		
3		
4		
5		

Subject : Journalism

Course(Paper)Name & No. : Paper-4

(Elective-1)

Advertising

Course(Paper)Unique Code : 1601410205010101

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

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

Paper-4 (Elective-1)

Advertising

Module	Content	
Unit-1	Definition, Rise & Growth of Advertisement, History of Indian Advertising, Modern Advertising, Principles of Advertising, Industrial Revolution & Advertising, Print Advertising, TV Advertising, Radio Advertising, Copy writing for Advertisement.	
Unit-2	Nature & Importance of Advertising. Types of Advertisement, Factors affecting the media selection for Advertisement. The business of Advertising, Some case studies.	
Unit-3	Ethics of Advertising, Contribution to economic prosperity, Socio-economic effects of Advertising, Vulgarity in Advertisement, Behavioural dynamics & response, Brand Image, Brand endorsement, Brand Ambassador & sales promotion	
Unit-4	Advertising Agencies, Importance of Ad agencies, Functions of an Ad agency, Agency-Industry relationship, Main Ad-agencies of India.	
BOOKS		AUTHOR
1	Advertising	B.N.Ahja & S.S.Chhbra
2	Advertising and social change	Ronald Berman
3	Advertising management	David Aaker, Rajiv Batra & John Myers
4	HG;\5S" o 5 RFZ V[JD\ IJ7F5G	OF"P IJHI S],z[Q9
5	HG;\5S" VG[HFC[ZBAZ	OF"P IF;LG N,F,

Subject : Journalism

Course(Paper)Name & No. : Paper -4

(Elective-1)

International Communication

Course(Paper)Unique Code : 1601410205010102

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about

- **Concept of Communication**
- **Concept of Culture**

Paper-4 (Elective-1)

International Communication

Module	Content	
Unit-1	Political, Economic & Cultural dimensions of international Communication, International news communication and information as a tool of Equality & exploitation, Imbalance in media and international Growth.	
Unit-2	Regional & internal disparities. Communication as a human right, UNO's universal declaration of human rights and communication, International news agencies and syndicates, their organizational structure & functions, A critique of western news values.	
Unit-3	Impact of new communication technology on news flow, Satellite communication, its historical background, status, progress, effects, and information Super highways, International telecommunication and regulatory organizations, UNESCO's effort in removal of imbalance in news flow	
Unit-4	New international information and economic order, McBride commission's report- Non aligned new agencies. News pool- success & failure issues in International communication.	
BOOKS		AUTHOR
1	Mass Communication	Dipankar Mukherji
2	Patrakarita ka Siddhant	Rameshchandra Tripathi
3	Essentials of Mass Communication	Arthur Asa Berger
4	Communication Today	Manohar Prabhakar
5	Impact of Mass Media	Ray Hiebert & Carol Reuss
6	Journalism in India	K.C.Sharma
7	Battle for Freedom of Press in India	K.S.Pandhy
8	5+SFIZTF S[D}, l;wWF\T	GJLGR\N= 5\T

Subject : Journalism

Course(Paper)Name & No. : Paper-5

(Elective-2)

Media Law & Ethics

Course(Paper)Unique Code : 1601410305010101

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

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

Paper-5(Elective-2)

Media Law & Ethics

Module	Content	
Unit-1	History of Media Laws in India, Copy right Act, Fundamental Rights, Contempt of Court, Right to know, Prasarbharti, Indian Constitution & Press	
Unit-2	The Press & Registration of Books Act- 1867, Cable Television Act, Cinematography Act, Censorship Act,	
Unit-3	Parliamentary Privileges, Role of press & Media council, Press council of India & its guidelines, Official Secret Act, The working journalists and other Newspaper, Employees Act -1955.	
Unit-4	Communal Writing and Yellow journalism, media's ethical problem including privacy, Accountability and independence of media, The journalists creed.	
BOOKS		AUTHOR
1	Battle for Freedom of Press in India	K.S.Pandhy
2	5+SFIZTF S[l;wWF\T	ZD[XR\N= l+5F9L
3	5+SFIZTF S[D}, l;wWF\T	GJLGR\N= 5\T
4	IDIOIF VG[VFRFZ;\ICTF	OF"P R\N=SF\T DC[TF
5	DFGJ VIWSFZM	OF"P INjl[X ZFI99F

Subject : Journalism

Course(Paper)Name & No. : Paper-5

(Elective-2)

**Gujarati Literature & Mass
communication**

Course(Paper)Unique Code : 1601410305010102

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about
 - Concept of Literature
 - Relation between Literature & Mass Communication

Paper-5 (Elective-2)

Gujarati Literature & Mass communication

Module	Content	
Unit-1	What is literature ? Concept and forms of literature.	
Unit-2	Famous Gujrati writers, poets columnists and journalists Gunvantrai Aachhary, Kanaiyalal munshi, Chandrakant Baxi, Kanti Bhatt, Nagindas Sanghavi.	
Unit-3	Novels, Stories & short stories written for newspaper and Magazines, Articles and regular columns, radio programmes based on literature, Films based on novels.	
Unit-4	Literary magazines- Udes, parab, Kavita etc.	
	BOOKS	AUTHOR
1	;FICti VG[5+SFZtJ	S]DFZ5F/ N[;F.
2	;FICtiZ\UL 5+SFIZtJ	VIDTF 9FSMZ
3	U]HZFT ;FICtiGM .ITCF;	CQF"N I+J[NL
4	:J%G NQ8F D]GXL	IJGMN E8
5	DMTL VG[5ZJF/F	IJHIZFH J{n
6	;FICti VG[;DFH	IJn]T HMQFL
7	;FICti VG[I;G[DF	HI J;FJOF

Semester-2

Subject : Journalism

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

**Introduction to Communication
& Mass Communication**

Course(Paper)Unique Code : 1601410105020400

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

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

Paper-1(Core-1)

***Introduction to Communication
& Mass Communication***

Module	Content
Unit-1	What is Communication ? Definitions & Process of Communication, Importance of Communication, Functions of Communication, Types of Communication, Nature of Communication, Elements of Communication, Barriers of Communication, Communication steps, What is Mass Communication ? Mass Media
Unit-2	Models of mass Communication. Laswell, Berlo, Gerbner, Shannon-weaver, Osgood, Westly & Maclean, Defleur, Katz & Lazarsfeld-Wilber Schramm's mass Communication model.
Unit-3	Four Press Theories, The meaning construction function of the Press, cultivation Theory, Agenda setting Theory, The uses and Gratification Theory, Dependency Theory. Adverse Effect of Media, Information rich & Information Poor, Marshall Mecluhan & Media, Mass Communication & Mass Culture
Unit-4	Citizen journalism, Investigative journalism, Literary journalism, Environment journalism, Disaster Management reporting, Lifestyle journalism.

	BOOKS	AUTHOR
1	Principles of Communication	Vijaya Somsundaram
2	Mass Communication	R.K.Chatterge
3	Mass Communication in India	Kalpna Dasgupta
4	Mass Communication	Dipankar Mukharjee
5	Communication Models	Uma Baruda

Subject : Journalism

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

Course(Paper)Unique Code : 1601410105020500

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

1. The students should enrich their knowledge about
 - Concept of editing
 - Concept of newspaper management

Paper-2(Core-2)

Editing & Management

Module	Content
Unit-1	What is Editing- General Principles- Sub Editing- News editor & Subeditor, News Value, Types of News- News Sources
Unit-2	News writing –Styles & Form, Scrutiny of news, synchronization of news, Art of Headlines- (space, size, role, typography), Importance of Heading, Types of Heading- Subheading- Variety of Heading.
Unit-3	Obituary & Death news, Page lay-out, Make-up & Design, Proof-reading, Picture & cartoons, Main news & Fillers, Blue print & Dummy, Printing Technology, News print.
Unit-4	Principles of Media Management and their Significance, Ownership patterns of Indian mass media, Foreign equity in India, Press commissions of India.

	BOOKS	AUTHOR
1	Newspaper organization & Management	Herbert Lee William
2		
3		
4		

Subject : Journalism

**Course(Paper)Name & No. : Paper-3
(Core-3)
Attachment & Practical work**

Course(Paper)Unique Code : 1601410105020600

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

- 1. The students should enrich their knowledge about**
 - Viva or**
 - Practical aspects of Journalism & current affairs**

Paper-3(Core-3)

Attachment & Practical work

Module	Content
Unit-1	Each student will have to undergo this for a period of eight weeks or more in any of the local media. Such as newspaper, magazines, Radio, Television or any other as directed by the department. After going through the period, each student will have to take the written or oral exam.
Unit-2	News writing, Heading & Subheadings, Photo lines & Caption, Articles and other reading materials. Death News & Obituaries
Unit-3	News Editing, Proof reading and Translation. Typography
Unit-4	Layout & Designs of News Papers & Magazines, Interviews & Reporting

BOOKS		AUTHOR
1	Into the New room	Leonard Ray Ted
2	Editing	B.N. Ahuja
3	,[B ,BJFGL S/F	OF"P IF;LG N,F,
4	VBAFZL ,[BG	OF"P S]DFZ5F/ N[;F.
5	; \5FNGS,F	OF"P I]P;L I]%TF

Subject : Journalism

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

Course(Paper)Unique Code : 1601410205020201

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

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

Paper-4(Elective-1)

Corporate Communication

Module	Content	
Unit-1	Definition, rise & growth of P.R., Publicity & Propaganda P.R. as a bridge between people & organization, P.R.'s importance in modern age.	
Unit-2	P.R. campaign, P.R. as image- builder, Government P.R. Research, Planning, execution & evaluation. Need to build up, enhance & sustain image.	
Unit-3	Media of P.R. qualities & duties of P.R.O. Factors affecting selection of media, Versatility required in P.R.O.	
Unit-4	Areas of P.R. Tools of P.R., P.R. and economic development Health, Education, Agriculture, Finance, Industries need P.R. Suggestion Box, Open house, House journal's usefulness, Need to inform people about development schemes.	
BOOKS		AUTHOR
1	Handbook of Public relation	Prof. Stephenson
2	Public Relations	Herbert Lloyd
3	Effective Public Relations	Cultip & Center
4	HG;\5S"o 5 RFZ V[JD IJ7F5G	OF"P IJHI S],z[Q9
5	V;ZSFZS HG;\5S"	OF"P IF;LG N,F,

Subject : Journalism

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

Course(Paper)Unique Code : 1601410205020202

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

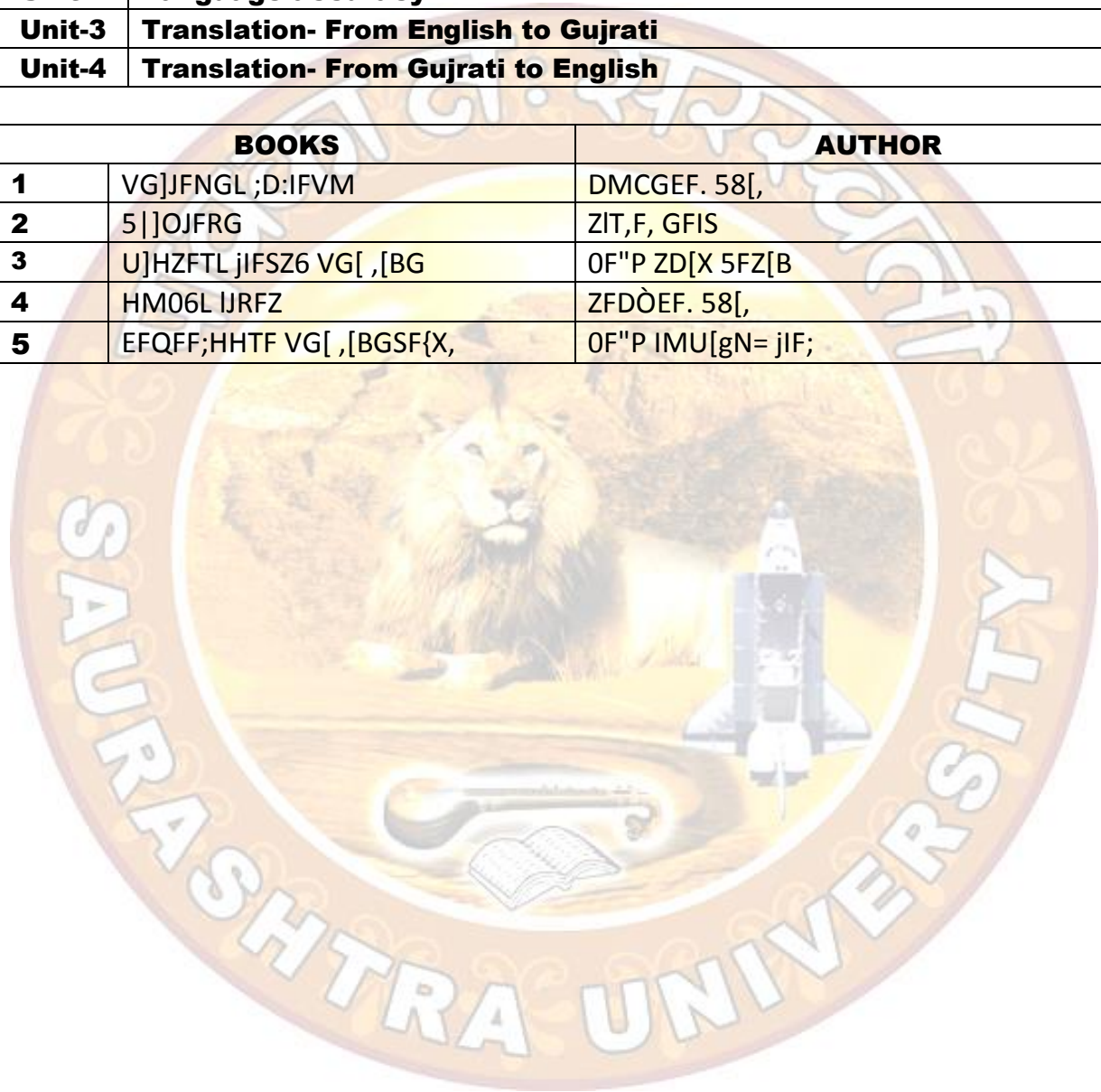
1. The students should enrich their knowledge about
 - Concept of Language
 - Concept of Translation

Paper-4(Elective-1)

Language & Translation

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

	BOOKS	AUTHOR
1	VG]JFNGL ;D:IFVM	DMCGEF. 58[,
2	5]OJFRG	ZIT,F, GFIS
3	U]HZFTL jIFSZ6 VG[,[BG	OF"P ZD[X 5FZ[B
4	HM06L IJRFZ	ZFD0EF. 58[,
5	EFQFF;HHTF VG[,[BGSF{X,	OF"P IMU[gN= jIF;



Subject : Journalism

**Course(Paper)Name & No. : Paper-5
(Elective-2)
Development of Mass Media**

Course(Paper)Unique Code : 1601410305020201

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

- 1. The students should enrich their knowledge about**
 - Concept of Mass media development.**
 - Importance & effects of Mass Media development**

Paper-5(Elective-2)

Development of Mass Media

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

	BOOKS	AUTHOR
1	History of Indian Press Journalism in India	B.N. Ahuja
2	Journalism in India	K.C. Sharma
3	EFZTLI 5+SFZtJGM .ITCF;	OF"P GLTFA[G pNF6L
4	U]HZFTL 5+SFZtJGM .ITCF;	OF"P ZTG DFX",
5	5+SFZtJGL IJSF;Z[BF	zL IJQ6] 5\OIF

Subject : Journalism

**Course(Paper)Name & No. : Paper-5
(Elective-2)
English Literature & Mass
Communication**

Course(Paper)Unique Code : 1601410305020202

External Exam Time Duration : 2 hours 15 minutes

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

Objectives

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

Paper-5(Elective-2)

English Literature & Mass Communication

Module	Content
Unit-1	What is literature ? Concept and forms of literature.
Unit-2	Famous English writers, poets, columnists and journalists.
Unit-3	Novels, Stories & short stories written for newspaper and Magazines, Articles and regular columns, radio programmes based on literature, Films based on novels.
Unit-4	Literary magazines

	BOOKS	AUTHOR
1	Eighteenth Centuries English Literature	Clifford J.L.(ed) London OUP1967
2	The English Novel	Allen Walter Hamond Sworth, Middsesex, Panguin Books, 1958
3	A History of English Drama	Nicoll, 3 Volums, CUP, 1946
4	Mass Communication	R.K.Chatterji
5	Principles of Communication	Vijay Somsundaram

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 that 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 that 60 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the second class.**

