

**MASTER OF JOURNALISM  
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 (M.J.M.C.) (Effective from June-2019)**

### **O.M.J.M.C.-1**

**A candidate seeking admission to Master of Journalism and Mass Communication(M.J.M.C.) program must have passed:**

**Students with A Bachelor of Journalism & Mass Communication (B.J.M.C.) or P. G. Diploma in Mass Communication or any equivalent P.G. Degree of journalism or Mass Communication of any University/Institute recognized by the U.G.C. with at least 48 % marks are eligible for admission in the Master of Journalism and Mass Communication(M.J.M.C.) programme. Admission will be made on the basis of merit derived by the entrance test cum personal interview.**

### **O.M.J.M.C.-2**

**M.J.M.C. is a Regular Degree programme of one Academic Year duration consisting of two semesters, which will be required to complete within 3 year from the date of his/her first admission in the First Semester.**

### **O.M.J.M.C.-3**

**The Programme is a fulltime direct teaching & practical programme and therefore admitted candidate can not join any other course of study without prior permission of the University.**

### **O.M.J.M.C.-4**

**Medium of instruction & examination shall be English, Hindi or Gujarati as the case may be which will not be changed during the entire Degree Programme.**

### **O.M.J.M.C.-5**

**The Choice Based Credit System(CBCS) Programm of the University is a comprehensive and continuous evaluation programme and minimum attendance as per 0.98 is mandatory for the students. Non-Compliance of these requirements may amount in to rejection of the concerned term(Semester).**

### **O.M.J.M.C.-6**

**The minimum attendance required for the admission to the examination for each semester will be 75% of the total number of the working days for the relevant semester for direct classroom teaching and completion of minimum requirement will attract relevant rules and regulation of this university.**

**O.M.J.M.C.-7**

**The Head of Department/Center shall have to take appropriate measure for Ragging & Gender problems arising in the University Department/Center. In case of occurrence of any such incident the violator shall be dealt with very seriously and appropriate stringent action be taken by the Head of Department/ center may appoint a committee to inquire in to the matter which will also observe the principle of natural justice. The committee will submit its report to the Head of Department/center who will forward the same with his comment there upon to the University Registrar, for taking further necessary action in the matter.**

**O.M.J.M.C.-8**

**If a candidate appearing in the University semester End Examination fails to obtain minimum marks for passing in particular course he/she will be required to reappear in that course without keeping term for the semester. The candidate will have to reappear in the semester end examination by paying fresh examination fee along with an application form. Such a candidate when obtains minimum or more than minimum marks for passing in the course his/her marks of reappearance will be carry forwarded for award of SGPA/CGPA.**

**O.M.J.M.C.-9**

**The students have to participate in an academic tour organized by the department, on their own expenses. This is part of internal assessment.**

**The students have to make a short film or documentary as decided by the department.**

**Wherever any practical work is assigned for a course of study in any subject, the students shall undertake the work and record the same in the journal provided such work will be assessed by the head.**

**O.M.J.M.C.-10**

**Total Credit for Master of Mass Communication(M.J.M.C.) programme is 40 credits for one year programme consisting of total 20 credits for each semester.**

**O.M.J.M.C.-11**

**In the Department of Journalism Number of admission in first semester of Master of Journalism & Mass Communication(M.J.M.C.) programme will be 50 seats(General) and 20 self finance seats.**

## **MIMC 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>1901410102010100</b>	<b>Development Communication &amp; Research-1</b>	<b>4</b>	<b>4</b>
<b>2</b>	<b>1901410102010200</b>	<b>Science Communication-1</b>	<b>4</b>	<b>4</b>
<b>3</b>	<b>1901410102010300</b>	<b>Cinema &amp; Folk Media-1</b>	<b>4</b>	<b>4</b>
<b>4</b>	<b>1901410202010101</b> or <b>1901410202010102</b>	<b>History of Press-1</b> or <b>Current scenario of Indian Journalism</b>	<b>4</b>	<b>4</b>
<b>5</b>	<b>1901410302010101</b> or <b>1901410302010102</b>	<b>Intercultural Communication</b> or <b>Business Communication</b>	<b>4</b>	<b>4</b>
		<b>Total</b>	<b>20</b>	<b>20</b>

## **MIMC SEM-2**

<b>No</b>	<b>Course Code</b>	<b>Name of Course</b>	<b>Hours/ week</b>	<b>Credits</b>
<b>1</b>	<b>1901410102010400</b>	<b>Development Communication &amp; Research-2</b>	<b>4</b>	<b>4</b>
<b>2</b>	<b>1901410102010500</b>	<b>Science Communication-2</b>	<b>4</b>	<b>4</b>
<b>3</b>	<b>1901410102010600</b>	<b>Cinema &amp; Folk Media-2</b>	<b>4</b>	<b>4</b>
<b>4</b>	<b>1901410202010201</b> or <b>1901410202010202</b>	<b>History of Press-2</b> or <b>Dissertation</b>	<b>4</b>	<b>4</b>
<b>5</b>	<b>1901410302010201</b> or <b>1901410302010202</b>	<b>Electronic Media</b> or <b>Web Journalism</b>	<b>4</b>	<b>4</b>
			<b>20</b>	<b>20</b>

### **R.M.J.M.C.-1**

**The following are the course and credits prescribed for the study and examination of Master of Journalism and Mass Communication (M.J.M.C.) programme.**

### **R.M.J.M.C.-2**

**The following are detailed syllabus for M.J.M.C. programme.**

# SYLLABUS

## MIMC SEM-1

**Subject : Journalism**

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

**(Core-1)**

### **Development Communication & Research**

**Course(Paper)Unique Code : 1901410102010100**

**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>M.J.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 research & development**
  - Importance of development communication**

## **Paper-1(Core-1)**

### **Development Communication & Research-1**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>What is Development? Types of Development, Process of Development, Sustainable development, What is development Communication? Development Communication in India, Barriers of development communication. Development initiatives-state, market and the third force(NGO sector)</b>	
<b>Unit-2</b>	<b>Characteristics of developing society, Gap between development &amp; developing society, The dominant paradigm of development, Media Globalization &amp; Economic Growth, Communication Policy for development.</b>	
<b>Unit-3</b>	<b>Gandhian Model of development, Nehruvian Model of development, Comparison between Gandhian &amp; Nehruvian Models of development, Planned Development.</b>	
<b>Unit-4</b>	<b>What is Research, Types of research, Steps of Research, Types of Research methods.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Development Communication</b>	<b>B.N.Ahuja &amp; S.S.Chhabra</b>
<b>2</b>	<b>Communication for development</b>	<b>Kiran Prasad</b>
<b>3</b>	<b>Understanding development Communication</b>	<b>Uma Joshi</b>
<b>4</b>	<b>Development Communication in India</b>	<b>G.N.S.Raghovan</b>
<b>5</b>	પત્રકારત્વ : સિદ્ધાંત અને અધ્યયન	ડૉ. ચંદ્રકાંત મહેતા
<b>6</b>	સંશોધનની પદ્ધતિઓ અને પ્રવિધિઓ	ડૉ. હરી દેસાઈ અને ડૉ. કૃષ્ણકાંત દેસાઈ
<b>7</b>	શિક્ષણ અને સામાજિક વિજ્ઞાનોમાં સંશોધનનું પદ્ધતિશાસ્ત્ર	ડૉ. ડી.એ. ઉચાટ

**Subject : Journalism**

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

**(Core-2)**

**Science Communication 1**

**Course(Paper)Unique Code : 1901410102010200**

**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>M.J.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 Science Communication**
- **Importance of Science Communication**

**Paper-2(Core-2)**  
**Science Communication-1**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Rise and growth of science communication, Meaning and concept of science communication, Special significance of science communication in backward Pockets like Saurashtra and developing country like India</b>	
<b>Unit-2</b>	<b>Obstacles in making science popular, Role of print and electronic media in Science Communication, Dominance of superstition</b>	
<b>Unit-3</b>	<b>Obstacles in science communication and the solution, Role of language press &amp; national press, Science Reporting, Need of Science correspondents</b>	
<b>Unit-4</b>	<b>Astrology &amp; media, scientific temperament &amp; TV Serials, Columns &amp; articles in Gujarati Press about science communication, Science fiction films, Role of folk media in the spread of scientific temper in rural areas.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	विज्ञान पत्रकारिता के मूल सिद्धांत	डॉ. शिवगोपाल मिश्र
<b>2</b>	विज्ञान प्रचार	डॉ. मनोज पटेरीया
<b>3</b>	हिन्दी विज्ञान पत्रकारिता	डॉ. मनोज पटेरीया



**Subject : Journalism**

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

**Cinema and Folk media-1**

**Course(Paper)Unique Code : 1901410102010300**

**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>M.J.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**

- **Importance of Cinema as a medium**
- **Various Folk media**

**Paper-3 (Coer-3)**  
**Cinema and Folk media-1**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Origin of Cinema, Silent films &amp; Talkie, Brief history of world cinema, Brief history of Hindi Cinema, Dadasaheb phalke, Dhiren Ganguly, R.G.Torne, Franz Austin, Indulal Yagnik, Vijay Bhatt and other pioneers.</b>	
<b>Unit-2</b>	<b>Importance of Cinema as a mass media. How to appreciate a film, Making of a film, Feature film, Short films, documentaries, Animation. Jenres of film.</b>	
<b>Unit-3</b>	<b>The films division-film censorship, The central Board of film certification, National films division corporation film &amp; techniquial Institute of India, film archives of India, Classic Movies-Mother India, Pyasa, Do bigha Zamin, Do ankhe Barah Hath, Guide, Devdas, Awaara.</b>	
<b>Unit-4</b>	<b>Folk media: Character, content &amp; Functions, Folkdance, Folksongs, Folk music, Folk stories, Street theatre, Puppetry.</b>	
<b>Books</b>		<b>Author</b>
<b>1</b>	फिल्म निर्देशन	कुलदिप शर्मा
<b>2</b>	बिभलरोयनुं माध्यम/कौशल्य	डॉ. नीता उदाणी
<b>3</b>	सिनेसृष्टि	डॉ. नीता उदाणी
<b>4</b>	फ़िल्म कला विचार	अभिजित व्यास
<b>5</b>	फ़िल्म दर्शन	डॉ. यासीन दलाल

**Subject : Journalism**

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

**Course(Paper)Unique Code : 1901410102010101**

**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>M.J.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**
  - Origin & growth of Gujrati Press**
  - Various Gujrati journals of Saurashtra & Gujrat**

## Paper-4 (Elective-1)

### History of Press-1

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Rise of Gujrati Press, Mumbai Samachar, Mumbai Chabuk, Jame Jamshed, Satya Prakash, Journalism and social Reforms, Maharaj liable case, Janmbhoomi.</b>	
<b>Unit-2</b>	<b>Rise of Gujrati Press, Vartman patar, Gujrati, Gujrat Mitra, Dandio, Sandesh, Gujrat Samachar, Jansatta, Phulchhab, Jaihind.</b>	
<b>Unit-3</b>	<b>Rise of Press in Saurashtra, Saurashtra Darpan, Kathiawad Times, Vigyan Vilas, Gujrat Shalapatra, Priyamvada, Khedut, Sharda- Kaumudi.</b>	
<b>Unit-4</b>	<b>Narmad, Fardoonji Marzban, Karsandas Mulji, Manishankar Kikani, Shamaldas Gandhi, Amrutlal Sheth.</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>ભારતીય પત્રકારત્વનો ઇતિહાસ</b>	<b>ડૉ. નીતાબેન ઉદાણી</b>
<b>3</b>	<b>ગુજરાતી પત્રકારત્વનો ઇતિહાસ</b>	<b>ડૉ. રતન માર્શલ</b>
<b>4</b>	<b>ફૂલછાબ ગાથા</b>	<b>ડૉ. ચશવંત હિરાણી</b>
<b>5</b>	<b>પત્રકારત્વની વિકાસરેખા</b>	<b>શ્રી વિષ્ણુ પંડ્યા</b>

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-1)  
**Current Scenario of Indian  
Journalism****

**Course(Paper)Unique Code : 1901410102010102**

**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>M.J.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**

- **Various media of India**
- **Indian journalism**

## Paper-4 (Elective-1)

### Current Scenario of Indian Journalism

Module	Content	
Unit-1	<b>Indian National News Papers, English Press &amp; Regional Press. The times of India, Indian Express, The Hindu Business Journalism, Influence of Politics Society on Indian Press.</b>	
Unit-2	<b>Current TV Scenario of India, Various TV Channels, New Channels of TV, Business Channels, Regional TV in India, Educational Channels of TV, News readers &amp; Anchors on Indian TV.</b>	
Unit-3	<b>Current Scenario of Radio in India, FM Broadcasting, All India Radio &amp; Vividh Bharti, Various Radio Stations of India, Satellite radio.</b>	
Unit-4	<b>Important Personalities of Indian Journalism, Arun Shourie, Arnab Goswami, Rajdeep Surdesai, Shekhar Supta, Vredibility of Indian media, Rajat Sharma, Vinod Pua.</b>	
BOOKS		AUTHOR
1	<b>History of Indian Press Journalism in India</b>	<b>B.N. Ahuja</b>
2	ભારતીય પત્રકારત્વનો ઇતિહાસ	ડૉ. નીતાબેન ઉદાણી
3	ગુજરાતી પત્રકારત્વનો ઇતિહાસ	ડૉ. રતન માર્શલ
4	ફૂલછાબ ગાથા	ડૉ. ચશવંત હિરાણી
5	પત્રકારત્વની વિકાસરેખા	શ્રી વિષ્ણુ પંડ્યા

**Subject : Journalism**

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

**Course(Paper)Unique Code : 1901410103010101**

**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>M.J.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 of Culture**
  - Concept of intercultural Communication**

## Paper-5 (Elective-2)

### Intercultural Communication

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>What is culture ? Definitions and Process of Culture, Culture and Communication, culture as a social Institution, Language as a Medium of Cultural Communication, Culture Language and Non verbal Communication, Knowing culture through Non verbal Communication.</b>	
<b>Unit-2</b>	<b>Definitions of Intercultural Communication Process, Dimensions, Communication as a Concept of eastern and Western culture State Media and National culture.</b>	
<b>Unit-3</b>	<b>The challenges of Intercultural Communication, Prejudice of Intercultural Communication, Modern Plan Media as vehicles &amp; Intercultural Communication, Religion And cultures development.</b>	
<b>Unit-4</b>	<b>Barriers of cultural Communication, Stereotypes and Prejudices as barriers misinterpretation as a barrier, Language as a barrier.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Communication and culture New Parspective and application</b>	<b>T.Manonmani- M.R.Dua.</b>
<b>2</b>	<b>Media culture and Communication</b>	<b>J.K.Shingh</b>
<b>3</b>	<b>Communication &amp; Culture</b>	<b>M.R.Dua, T. Manonmani</b>
<b>4</b>	<b>ભારતીય સંસ્કૃતિનો વિશ્વસંચાર</b>	<b>ડૉ. શરદ હેબાળકર</b>
<b>5</b>	<b>ભારતનો સાંસ્કૃતિ ઇતિહાસ</b>	<b>ડૉ. પ્રવિણચંદ્ર પરીખ</b>
<b>6</b>	<b>લોકસંસ્કૃતિનું બીલીપત્ર</b>	<b>રાજુલ દવે</b>



**Subject : Journalism**

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

**Course(Paper)Unique Code : 1901410103010102**

**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>M.J.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**
  - Introduction & Importance of Business Communication**
  - Current Scenario of Business Communication**

## Paper-5 (Elective-2)

### Business Communication

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Introduction of Business Communication, Objectives of Business Communication. Business Journalism in India-before independence &amp; after independence.</b>	
<b>Unit-2</b>	<b>Current scenario of business communication in india, business journalism in Print Media-news &amp; views, Supplimentories, Journalism as a business, special Reports, Business journalists.</b>	
<b>Unit-3</b>	<b>Business Journalism in TV., Business T.V. channels, Special TV Programmes on business. Business Communication by Radio, Government policies &amp; Business Communication.</b>	
<b>Unit-4</b>	<b>Business newspaper &amp; Magazines-Business standard, Economic Times, Financial Express, Mint, Vyapar, Commdity world, Advertisement &amp; Business Communication.</b>	
<b>BOOKS</b>		
		<b>AUTHOR</b>
<b>1</b>	आर्थिक पत्रकारिता दशा और दिशा	प्रो. मधुसुदन त्रिपाठी
<b>2</b>	आर्थिक पत्रकारिता	आलोक पुराणिक
<b>3</b>	<b>Business Journalism</b>	<b>Sanjeev Soori</b>
<b>4</b>	आर्थिक पत्रकारिता	हिमांशु शेखर
<b>5</b>	अपभ्रारी उद्योग	रणछोडलाल वायडा

# MIMC SEM-2

**Subject : Journalism**

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

## **Development Communication & Research-2**

**Course(Paper)Unique Code : 1901410102020400**

**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>M.J.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 Media & development**
  - Importance of Media research**

**Paper-1(Core-1)**  
**Development Communication & Research**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Communication strategies for rural development, Print media in rural development, Radio in rural development, community radio, Agricultural communication &amp; development. Characteristics of Indian Society-Demographic and Sociological impact of media in general.</b>	
<b>Unit-2</b>	<b>Satellite television and development in India, Doordarshan &amp; development, Cinema &amp; development, New Media &amp; development, Designing message for development communication, Participatory approach in development communication. Role of N.G.O.S in development communication.</b>	
<b>Unit-3</b>	<b>Role of media in women &amp; Child development, role of media in social development, role of media in cultural development, role of media in education development, Role of media in Health &amp; family welfare, Role of media in Environment protection. Role of folk media in development. Mass campaigns for specific issues-social concerns, environment, human right and gender equality. Role of media in social change, Dominant paradigms, critique of the Dominant Paradigm and alternative conception.</b>	
<b>Unit-4</b>	<b>Selection of research problem, Hypothesis and sampling for research, research Proposal. Dissertation &amp; Ph.D.thesis.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	<b>Communication &amp; Social development</b>	<b>P.C.Joshi</b>
<b>2</b>	<b>New Media &amp; Pathways to Social Change</b>	<b>Kiran Prasad</b>
<b>3</b>	<b>Development Communication Morphosis</b>	<b>Guarav Sharma</b>
<b>4</b>	<b>Media Communication development</b>	<b>Suresh Sharma</b>
<b>5</b>	<b>Rethinking Development Communication</b>	<b>Naville</b>
<b>6</b>	સંશોધનની પદ્ધતિઓ અને પ્રવિધિઓ	ડૉ. હરી દેસાઈ અને ડૉ. કૃષ્ણકાંત દેસાઈ
<b>7</b>	શિક્ષણ અને સામાજિક વિજ્ઞાનોમાં સંશોધનનું પદ્ધતિશાસ્ત્ર	ડૉ. ડી.એ. ઉચાટ

**Subject : Journalism**

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

**(Core-2)**

**Science Communication 2**

**Course(Paper)Unique Code : 1901410102020500**

**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>M.J.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 Science communication**
- Importance of Science communication.**

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

**Science Communication 2**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Role of Science literacy in economic &amp; social development, How science literacy can be helpful in comprehensive development, What government &amp; media can do, Need to increase literacy.</b>	
<b>Unit-2</b>	<b>Role of science communication in agriculture &amp; rural development. India is an agri-oriented country, Modern farming needs spread, Low productivity, lack of infrastructure, Major components.</b>	
<b>Unit-3</b>	<b>Role of Science communication in infrastructural development. Economic infrastructure, social infrastructure, major components, infrastructure's tremendous contribution.</b>	
<b>Unit-4</b>	<b>Role of science communication in reaching out to rural people, scientific awareness about eclipse, health &amp; astronomy. Need to disseminate information, make the people aware, radio's tremendous contribution.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
<b>1</b>	विज्ञान पत्रकारिता के मूल सिद्धांत	डॉ. शिवगोपाल मिश्र
<b>2</b>	विज्ञान प्रचार	डॉ. मनोज पटेरीया
<b>3</b>	हिन्दी विज्ञान पत्रकारिता	डॉ. मनोज पटेरीया

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-3  
(Core-3)  
**Cinema and Folk Media-2****

**Course(Paper)Unique Code : 1901410102020600**

**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>M.J.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**
  - Importance of Cinema as a medium**
  - Various Folk media**

**Paper-3 (Core-3)**  
**Cinema and Folk Media-2**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Regional Cinema, Rise &amp; Growth of Gujrati Cinema, Current Sceenario of Gujrati Cinema, Contribution of Upendra Trivedi, in Gujrati Cinema.</b>	
<b>Unit-2</b>	<b>Cinema- Historical overview and contemporary analysis- Commercial, Parallel and documentary genres-Problems and Prospect of the film industry. New wave &amp; Middle Cinema in India. Satyjit Ray, Shyam Benegal, Ritwik Ghatak, Mrinal Sen, Rishikesh Mukharji, Gulzar, Basu Bhattachary, Basu Chatarji &amp; their Films.</b>	
<b>Unit-3</b>	<b>Great Directors and their films, Ardeshar Irani, Chandulal Shah, V. Shantaram, Mahboob, Dev Anand, Bimal Roy, Guru Dutt, Raj Kapoor Current Scenario of Hindi Cinema, Some Classic Films- Mera Nam Joker, Bandini, Sujata, Pather Panchali, Bhuvan Shome, Saheb Bibi Aur Gulam, Manthan, Jane Bhi Do Yaro, Sholey.</b>	
<b>Unit-4</b>	<b>Indian Folk theatre: Bhavai, Tamasha, Jatra, Dashavtar, Ramlila, Nautanki, Raslila.</b>	
<b>Books</b>		<b>Author</b>
<b>1</b>	फिल्म निर्देशन	कुलदिप शर्मा
<b>2</b>	बिभलरोयनुं माध्यम/कौशल्य	डॉ. नीता उदाशी
<b>3</b>	सिनेसृष्टि	डॉ. नीता उदाशी
<b>4</b>	फिल्म कला विचार	अभिजित व्यास
<b>5</b>	फिल्म दर्शन	डॉ. यासीन दलाल



**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-1)  
**History of Press-2****

**Course(Paper)Unique Code : 19014102020201**

**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>M.J.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**
  - Origin & growth of American & British Press.**
  - Rise & growth of Press in India**

**Paper-4 (Elective-1)**  
**History of Press-2**

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>World revolution &amp; beginning of journalism- America, India, Britain</b>	
<b>Unit-2</b>	<b>Ancient India &amp; communication methods, Mughal Era &amp; handwritten letters. Arrival of Britishers &amp; Anglo Indian Press.</b>	
<b>Unit-3</b>	<b>Freedom struggle &amp; journalism of leaders : contribution of journalism in the struggle.</b>	
<b>Unit-4</b>	<b>Pre- independence &amp; post- independence journalism, Journalism during Nehru Era and Emergency Era.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
1	<b>History of Indian Press</b>	<b>B.N.Anuja</b>
2	<b>India in World Politics</b>	<b>B.N.Khanna</b>
3	<b>History of Press in India</b>	<b>Natrajan</b>
4	વૈશ્વિક પત્રકારત્વનો પ્રારંભ અને રાજકીય પૃષ્ઠભૂમિ	ડૉ. નીતાબેન ઉદાણી
5	ગુજરાતી પત્રકારત્વનો ઇતિહાસ	ડૉ. રતન માર્શલ

**Subject : Journalism**

**Course(Paper)Name & No. : Paper-4  
(Elective-2)  
**Dissertation****

**Course(Paper)Unique Code : 1901410202020202**

<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>M.J.M.C</b>	<b>Sem-2</b>	<b>Elective-2</b>	<b>4</b>			<b>-</b>	<b>100</b>

**Objectives:**

- 1. The students should enrich their knowledge about research**
- 2. Master essay on a particular subject based on research.**

**Paper -4 (Elective-2)**  
**Dissertation**

***The Students should, enrich their knowledge about a particular subject or area and write a master essay on it. The essay should be based on research and of approximately 100 pages. This (dissertation) is supposed to be submitted by the end of academic year.***

**Subject : Journalism**

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

**Course(Paper)Unique Code : 1901410302020201**

**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>M.J.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**
  - Importance of Radio and Television as a medium**
  - Importance of E-journalism**

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

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Development of Radio, Broadcasting in India, Advent of AIR, All India Radio Services, Radio as a mass medium and It's Social context, Hem Radio, FM Broadcasting, Radio Features, Radio News, Running commentary, Ownership &amp; Control of AIR.</b>	
<b>Unit-2</b>	<b>Development of Television in India, Educational TV in India, Satellite Interational Television Experiments (SITE) and experimental approach and evaluation Satellite, Expansion of TV-Post asiad phase, issues concerns and debates over a period of time. TV-Cable &amp; DTH system, Soap Opera, Television News Channel, TV Production, Script Writing for TV, The screen Language.</b>	
<b>Unit-3</b>	<b>Special listeners Programme of Radio, Special viewers Programme of TV, Broadcasting Policy &amp; Autonomy of Radio, Current scenario of radio &amp; TV in India, Influence of Cinema on TV. committees in broadcasting- background, recommendations and implementation.</b>	
<b>Unit-4</b>	<b>What is Internet ? E-Journalism, News paper, Websites, Web-edition, News Portals, Social Media, Web-Portals. Mobile journalism.</b>	
<b>BOOKS</b>		<b>AUTHOR</b>
1	<b>Film television &amp; radio Production</b>	<b>Angela wadia</b>
2	रेडियो प्रसारण	डॉ. कौशल शर्मा
3	टेलिविजन	श्री हसमुज्ज बराडी
4	सिनेसृष्टि	डॉ. नीता उदाणी
5	फ़िल्म कला विचार	डॉ. अभिजित व्यास

**Subject : Journalism**

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

**Web Journalism**

**Course(Paper)Unique Code : 1901410302020202**

**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>M.J.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**
  - Importance of web journalism**
  - Current scenario of Web-journalism**

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

<b>Module</b>	<b>Content</b>	
<b>Unit-1</b>	<b>Internet Journalism Arrives, What is Web Journalism, History of web Journalism, Web writing, advantages of web reporting. editorial style.</b>	
<b>Unit-2</b>	<b>Challenges of New Media, Web Newspaper, Report a News story online, web design layout, online advertising, Email marketing.</b>	
<b>Unit-3</b>	<b>Information superhighway, web search engine, source of online news, globalization of journalism, online web editing.</b>	
<b>Unit-4</b>	<b>E-Government, web smart journalists, web media, Future &amp; web, Web world, Abbreviations.</b>	
<b>BOOKS</b>		
<b>1</b>	वेब पत्रकारिता नया मीडिया नये रुझान	शालिनी जोशी, शिवप्रसाद जोशी
<b>2</b>	<b>Online journalism ethics</b>	<b>cecilia Fired &amp; jane B. Singer</b>
<b>3</b>	वेब पत्रकारिता	हंसराज सुमन, असेस विक्रम
<b>4</b>	<b>Role of digital Media Weblog in journalism</b>	<b>S.Jayanti</b>
<b>5</b>	<b>Internet Journalism in media</b>	<b>Om gupta, Ajay S. Jasra</b>
<b>6</b>	<b>e-Journalism</b>	<b>Sanjay gaur</b>
<b>7</b>	<b>Digital Media</b>	<b>Pradip Thomas</b>

**R.M.J.M.C.-2**

**Wherever any practical work is assigned for a course of study in any subject, the students shall undertake the work and record the same in the journal provided such work will be assessed by the head.**



### **R.M.J.M.C.-3**

**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.**

**The Internal evaluation(CCA) will be of maximum 30 marks in all semester. These marks will be divided in three heads assignment(10 marks), seminar(10 marks) and written test(10 marks). students will have to obtain 12 marks out of 30 to pass the course.**

### **R.M.J.M.C.-4**

**Thirty percent internal evaluation shall be within the exclusive purview of the concerned Head of the Department/Centre which requires purity, transparency and accuracy in the evaluation & assessment of students.**

### **R.M.J.M.C.-5**

**Grade/Class will be awarded to the successful candidate on the bases of aggregate marks obtained by the candidate in both the semester of Master of Journalism and Mass Communication(M.J.M.C.) programm.**

### **R.M.J.M.C.-6**

**PROMOTION, RE-ADMISSION RULES & MAXIMUM TIME FOR COMPLETION OF COURSE**

**6.1 Rules of promotion shall be as under:**

**6.1.1 From semester I to semester II, if a student goes a regular course of study of the semester I and fulfills the required criterion of attendance and secures minimum 12 (out of 30) marks in the internal assessment component & appears for semester end examination for semester-1.**

**The result of the semester two will not be declared if there is backlog of semester one on account of theory, practical, examination etc.**

**6.2 Rules and the procedure for granting Re-admission to the students shall be as under, (only following student shall be eligible for readmission)**

**6.2.1 Who had not put in the required attendance in a course in the concerned programme of a semester and thus detained, or**

**6.2.2 Who had not cleared the required number of courses and thus detained; or**

**6.2.3 A student who had put in not less than 75 % of attendance in a semester and not registered for the examination shall be considered for the re-admission in the same semester.**

**6.2.4 The student, who after completing the first semester of the programme, if opts out of the programme, then he or she shall be eligible to rejoin the programme, subject to the time period elapsed has not exceeded two years.**

**6.2.5 Such readmissions shall be granted by the Head of the concerned Department/Center directly, subject to the fulfillment of the following conditions:**

- a) The concerned teachers have granted the attendance of the Courses in each semester.**
- b) The student shall complete the programme in 1 year from the year of the original admission.**
- c) No readmission shall be granted after the first four weeks of the semester in which he/she is seeking admission.**

**Note: The provisional grade card will be issued at the end of every semester indicating the course completed successfully. Upon successful completion of Master Degree program a final grade card, which shall consist of grades of all courses will be issued by the controller of Examinations of the University.**