

SAURASHTRA UNIVERSITY

RAJKOT

(ACCREDITED GRADE "A" BY NAAC)



FACULTY OF ARTS

Syllabus for

MASTER OF JOURNALISM & MASS

COMMUNICATION

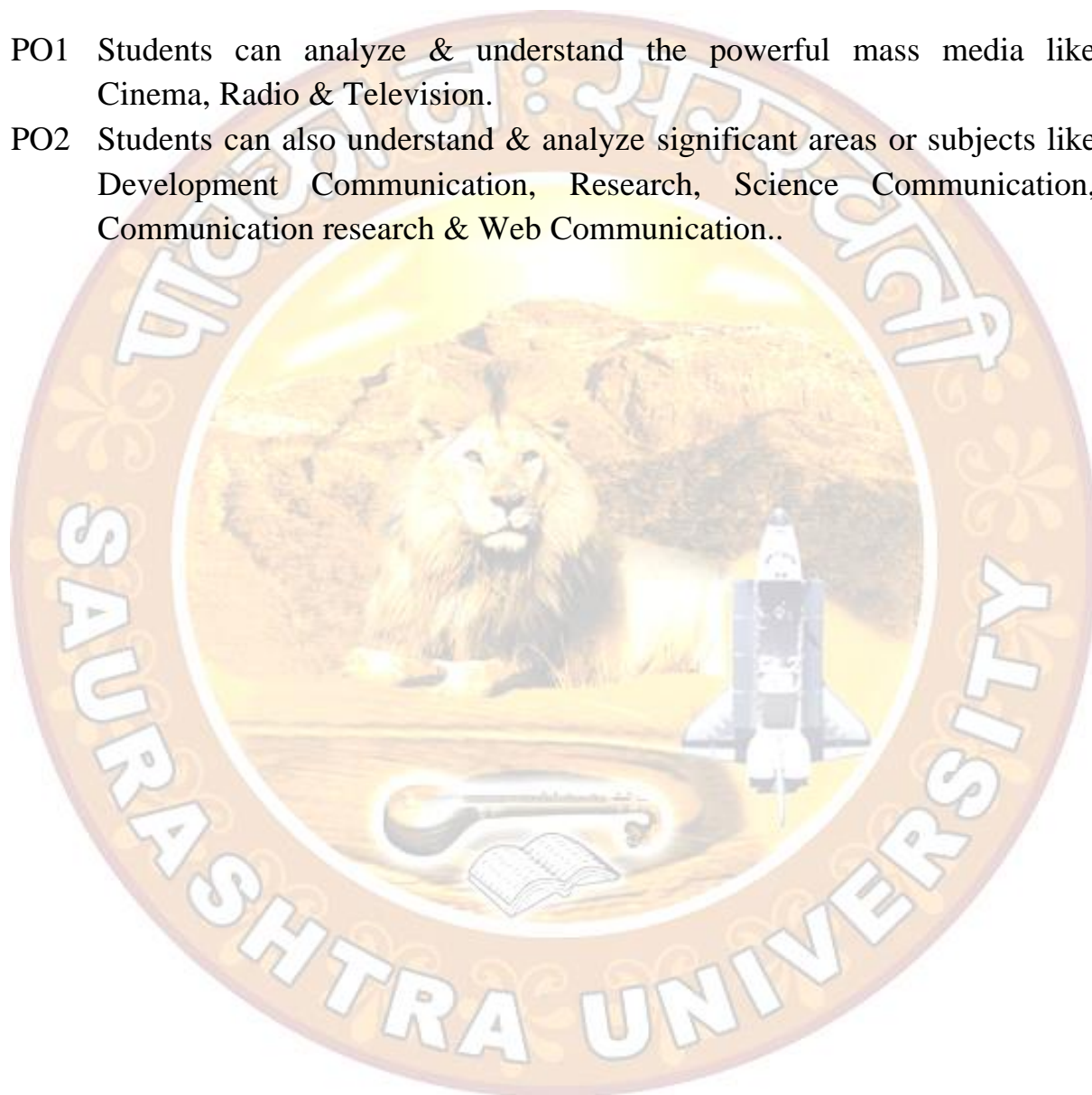
Choice Based Credit System

With Effect From: 2016-17

PROGRAMME OUTCOMES

MJMC 2015-16

- PO1 Students can analyze & understand the powerful mass media like Cinema, Radio & Television.
- PO2 Students can also understand & analyze significant areas or subjects like Development Communication, Research, Science Communication, Communication research & Web Communication..



PROGRAMME SPECIFIC OUTCOMES

MJMC 2015-16

PSO 1 Students can develop the skill of scientific writing.

PSO 2 Students can develop Perspective of intercultural communication.



MJMC 2015-16

COURSE OUTCOMES

SEM-1

COS 1 The students are academically enriched about.

- Concept of research
- Concept of development
- Importance of development communication

COS 2 The students are academically enriched about.

- Concept of Science Communication
- Importance of Science Communication

COS 3 The students are academically enriched about.

- Importance of Print media
- History of Print media

COS 4 The students are academically enriched about.

- Importance of radio
- Importance of television
- Importance of cinema

COS 5 The students are academically enriched about.

- Concept and scope of CT & IT
- Similarities and differences
- Electronic digital exchange

COS 6 The students are academically enriched about.

- Concept of Culture
- Concept of intercultural Communication

COS 7 The students are academically enriched about.

- Importance of Indian history
- Freedom struggle & Print media
- World revolution & beginning of journalism

SEM-2

COS 1 The students are academically enriched about.

- Concept of research
- Concept of development
- Importance of development communication

COS 2 The students are academically enriched about.

- Concept of Science communication
- Importance of Science communication.

COS 3 The students are academically enriched about.

- Importance of Print media
- History of Print media

COS 4 The students are academically enriched about.

- Importance of radio
- Importance of television
- Importance of cinema

COS 5 The students are academically enriched about.

- Concept and scope of CT & IT
- Similarities and differences
- Electronic digital exchange

COS 6 The students are academically enriched about.

- Importance of Regional Cinema
- Various Eras of Hindi Cinema
- Current Scenario of Hindi Cinema

COS 7 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.

Master of Journalism & Mass Communication (M.J.M.C.)

**Ordinances and Regulation (C.B.C.S.)
Effective from June-2016**

O.M.J.M.C.-1

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

A Bachelor of Journalism & Mass Communication (B.J.M.C.) or P. G. Diploma in Mass Communication or equivalent Degree there to any other University/Institute recognized by the U.G.C. with at least 48 % marks. Such candidates are eligible for admission in semester- I of 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 as per O.M.J.M.C.-1 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) Programme 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 require 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

Admission granted by the University/center to any students shall be provisional till the enrolment/registration/enlistment is made by the University & in case of admission is granted on the bases of provisional eligibility certificate the conditions & instruction given by the University should be complied within the time limit fixed by the University or latest by the beginning of next semester otherwise term kept by the such students will be forfeited and no fees on any account will be refunded.

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

All admitting authority (Including the College/ University Department/P.G.Center/Institute or Centralized Admission Committee etc.) will have to strictly observe the provisions of reservation policy of the Govt./U.G.C./Rehabilitation council of India etc. before admission process is under taken the authority will ascertain quota & number of seats available for reserved class candidates and allotted to the eligible candidates. The data based information should also be provided to the University only after conclusion of entire process of admission.

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

Where it is specifically provided in the syllabus of the course, that if the concern University Department/Center will arrange educational tour/study tour. It will be compulsion on part of student to join the same and on completion of tour he/she will be require to submit a report to the University Department/Center. Time spent for the purpose will be considered for computation of term keeping requirement. The Department/center may arrange the tour by considering the nature/scope & other provision of the syllabus.

O.M.J.M.C.-12

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.-13

The time duration for the written examination of 70 marks for each theory course will be of 2.15 hours 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	14 marks
	(A) Answer any one (7) (out of two questions)	
	(B) Answer any one (7) (out of two questions)	
Q.5	Answer any two short notes (Each one of 7 marks)	14 marks
	Total	70 marks

O.M.J.M.C.-14

In the Department of Journalism Number of admission in First semester of Master of Mass Communication(M.J.M.C.) programme will be 50 seats(General) and 20 Self finance seats. No. of admission of First Semester of MJMC Programme in centre will be as per the University order.

O.M.J.M.C.-15

The course and credit prescribed for the study of Master of Mass Communication(M.J.M.C.) programme shall be the same as mentioned in R.M.J.M.C.-2 and R.M.J.M.C.-3.

R.M.J.M.C.-1

The examination will comprise of the following special(Core) subject in the Faculty of Arts and students will be required to select one on the basis of his/her special subject at Graduation examination of the following subject namely.

- (1) Gujarati**
- (2) Hindi**
- (3) English**
- (4) Sanskrit**
- (5) History**
- (6) Political Science and Public Administration**
- (7) Sociology**
- (8) Philosophy**
- (9) Psychology**

- (10) Geography**
- (11) Economics**
- (12) Library Science (B.L.& I.Sc./M.L. & I.Sc.)**
- (13) Journalism(B.J.M.C.)**
- (14) Social Work (M.S.W./M.L.W.)**
- (15) Home Science(M.A. Home Science Gen.)**

The following Degree course are within the purview of the Faculty of Arts BMC,MMC, B.J.M.C.,M.J.M.C., B.L.& I.Sc./M.L. & I.Sc., M.S.W./M.L.W., M.A. Home Science Gen. The nature & scope of the course is designed to focus on sole & isolated special aspect of study area of the course. It's ordinance & Regulations, Teaching and Examination schemes are also provided in the respective syllabus. However other relevant Ordinances & Regulations of the Faculty of Arts shall also apply to these courses.

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

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.



M.J.M.C.

SEMESTER-1

No	Course Code	Name of Course	Hours/ week	Credit
1	CJM 1601410102010100	Communication Research & Development Communication -1	4	4
2	CJM 1601410102010200	Science Communication-1	4	4
3	CJM 1601410102010300	Development of Print Media-1	4	4
4	EJM 1601410202010101 OR	Electronic Media-1 OR New Media Technology -1	4	4
5	NJM 1601410302010101 OR	Intercultural Communication OR Indian History & Print Media	4	4
		Total	20	20

SEMESTER-2

No	Course Code	Name of Course	Hours/week	Credits
1	CJM 1601410102020400	Communication Research & Development Communication -2	4	4
2	CJM 1601410102020500	Science Communication-2	4	4
3	CJM 1601410102020600	Development of Print Media-2	4	4
4	EJM 16014102020201 OR	Electronic Media-2 OR New Media Technology -2	4	4
5	NJM 1601410302020201 OR	Cinema OR Dissertation	4	4
		Total	20	20

The internal marks in each paper shall be 30 % of its total marks.

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). Students will have to get minimum 12 marks out of 30 to pass.

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

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

The logo of Saurashtra University is a circular emblem. It features a central image of a lion and a rocket. The text 'Saurashtra University' is written in English around the bottom half of the circle, and 'સાવકા તઃ સરસ્વતી' is written in Gujarati around the top half. The background of the emblem is a warm, golden-yellow color.

SYLLABUS

Semester-1

Subject : Journalism

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

(Core-1)

**Communication Research &
Development**

Communication-1

Course(Paper)Unique Code :

External Exam Time Duration : 2 hours 15 minutes

Name of Program	Semester	Course Group Foundation Or Core Or Elective-1 Or Elective-2	Credit	Internal Marks	External Marks	Practical /Viva Marks	Total Marks

		Or Practical Or Project					
M.J.M.C	Sem-1	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- **Concept of research**
- **Concept of development**
- **Importance of development communication**

Paper-1 (Core-1)

Communication Research & Development Communication-1

Module	Content
Unit-1	What is Research, Types of research – Fundamental or pure research, Applied research, Action research, Steps of Research, Types of Research methods, Hypothesis and sampling. Scientific Research.
Unit-2	What is Development? Types of Development, Process of Development, Indian Society & Development, Five Years Plans of India, Economic, Social & Cultural Development & Their barriers, What is development Communication? Development & Media.
Unit-3	What is Communication Research, Definitions of Communication Research & Nature of Communication Research, Need of Communication Research, and Examples of Communication Research
Unit-4	Folk media for rural development, Information strategies for rural development, Message design in development communication, Satellite television and development in India, Development communication & Radio, Puppetry, Street

	theatre, Folk literature, Folk songs , Folk stories	
	BOOKS	AUTHOR
1	Media Communication and development	Suresh Sharma
2	Rethinking development communication	Neville
3	Research Methods for media and cultural studies	Marie Davies & Nick Mosdell
4	Introduction to Communication Research	John C. Reinarel
5	5+SFZtJ o l;wWF\T VG[VwIIG	OF"P R\N=SF\T DC[TF
6	;\XMWGG L 5wWITVM VG[5 IJIWVM	OF"P CZL N[;F. VG[OF"P S'Q6SF\T N[;F.

Subject : Journalism

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

(Core-2)

Science Communication 1

Course(Paper)Unique Code :

External Exam Time Duration : 2 hours 15 minutes

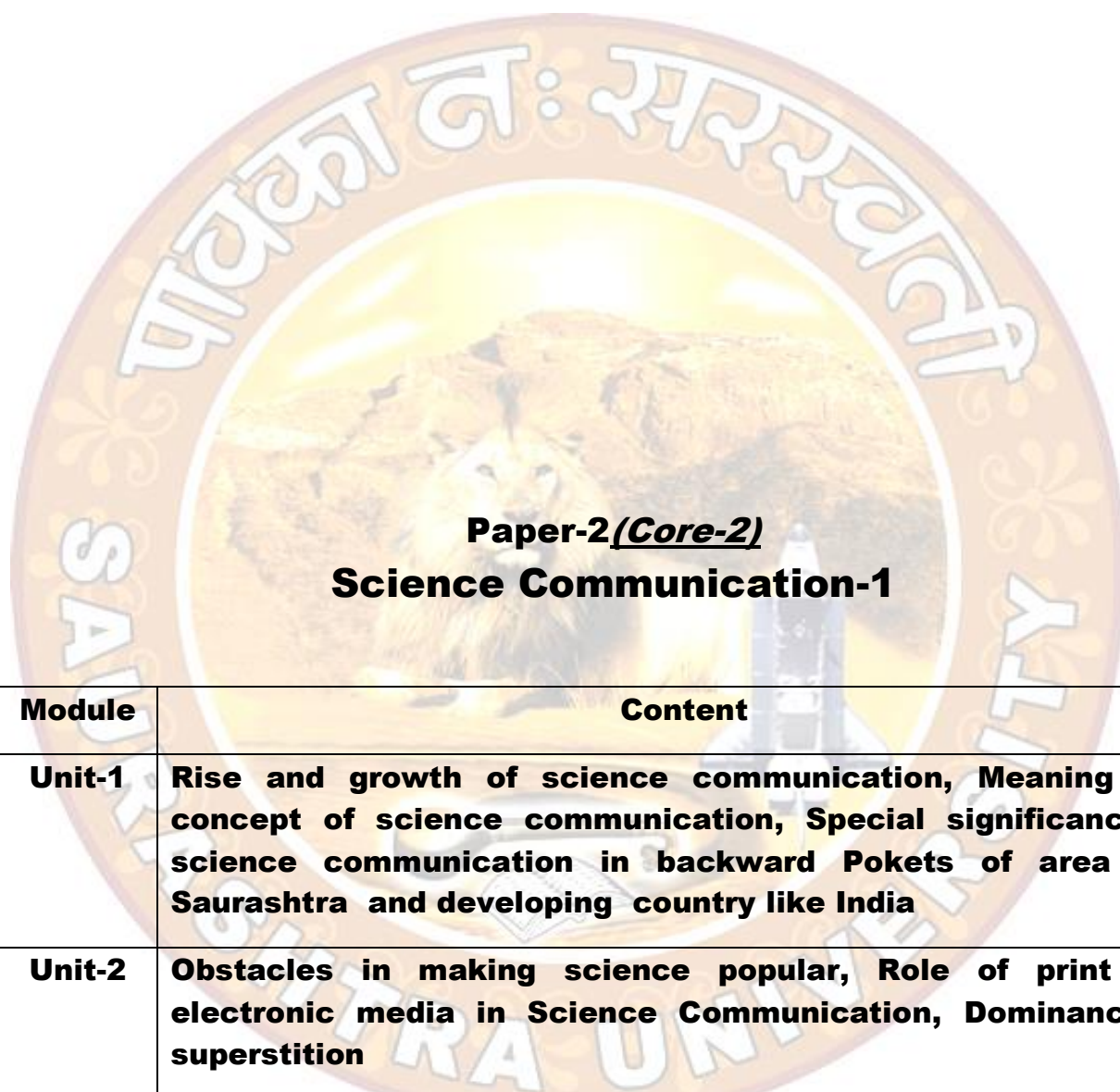
Name of Program	Semester	Course Group Foundation Or Core Or Elective-1 Or Elective-2 Or Practical Or Project	Credit	Internal Marks	External Marks	Practical /Viva Marks	Total Marks
M.J.M.C	Sem-1	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- **Concept of Science Communication**

- **Importance of Science Communication**



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

Module	Content
Unit-1	Rise and growth of science communication, Meaning and concept of science communication, Special significance of science communication in backward Pokets of area like Saurashtra and developing country like India
Unit-2	Obstacles in making science popular, Role of print and electronic media in Science Communication, Dominance of superstition
Unit-3	Obstacles in science communication and the solution, Role of language press & national press, Need of Science correspondents
Unit-4	Astrology & media, scientific temperament & TV Serials, Columns & articles in Gujrati Press about science communication, Science fiction films, Role of folk media in the spread of scientific temper in rural areas.

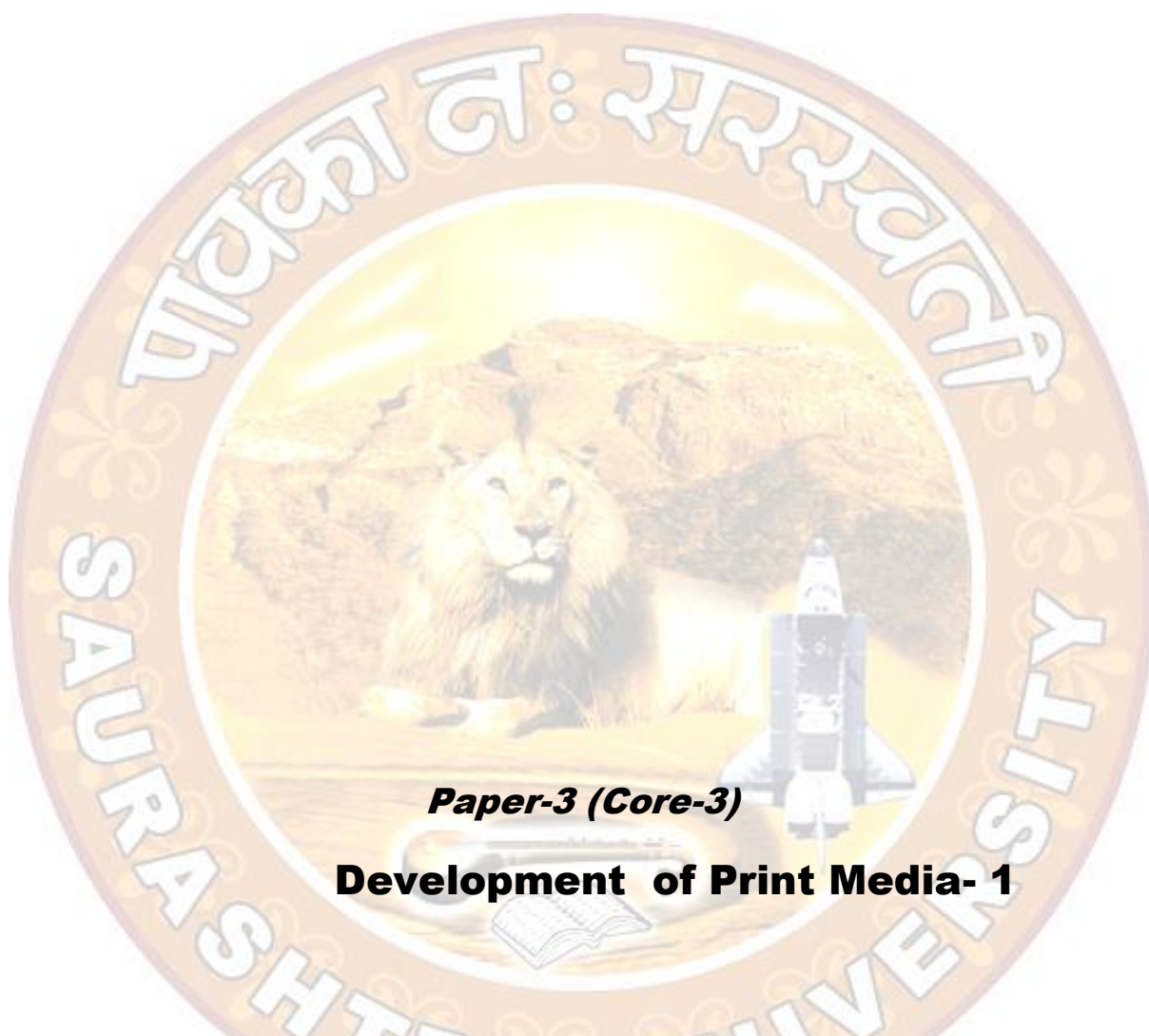
BOOKS		AUTHOR
1	IJ7FG 5+SFIZTF S[D}, l;wWF\T	OF"P IXJUM5F, IDz
2	IJ7FG 5 RFZ	OF"P DGMH 58[ZLIF



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
M.J.M.C	Sem-1	Core	4	30	70	-	100

Objectives

- 1. The students should enrich their knowledge about**
 - **Importance of Print media**
 - **History of Print media**



Module	Content
Unit-1	Rise of Gujrati Press, Mumbai Samachar, Mumbai Chabuk, Jame Jamshed, Satya Prakash, Journalism and social Reforms, Maharaj liable case, Janmbhoomi.
Unit-2	Rise of Gujrati Press in Gujrat. Vartman patar, Gujrati, Gujrat Mitra, Dandio, Sandesh, Gujrat Samachar, Jansatta, Phulchhab, Jaihind.
Unit-3	Rise of Press in Saurashtra, Saurashtra Darpan, Kathiawad Times, Vigya n Vilas, Gujrat Shalapatra, Priyamvada, Khedut, Sharda- Kaumudi.

Unit-4	Narmad, Fardoonji Marzban, Karsandas Mulji, Manishankar Kikani, Shamaldas Gandhi, Amrutlal Sheth.	
	BOOKS	AUTHOR
1	History of Indian Press Journalism in India	B.N. Ahuja
2	EFZTLI 5+SFZtJGM .ITCF;	OF"P GLTFA[G pNF6L
3	U]HZFTL 5+SFZtJGM .ITCF;	OF"P ZTG DFX",
4	O},KFA UFYF	OF"P IXJ\T ICZF6L
5	5+SFZtJGL IJSF;Z[BF	zL IJQ6] 5\OIF

Subject : Journalism

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

Course(Paper)Unique Code :

External Exam Time Duration : 2 hours 15 minutes

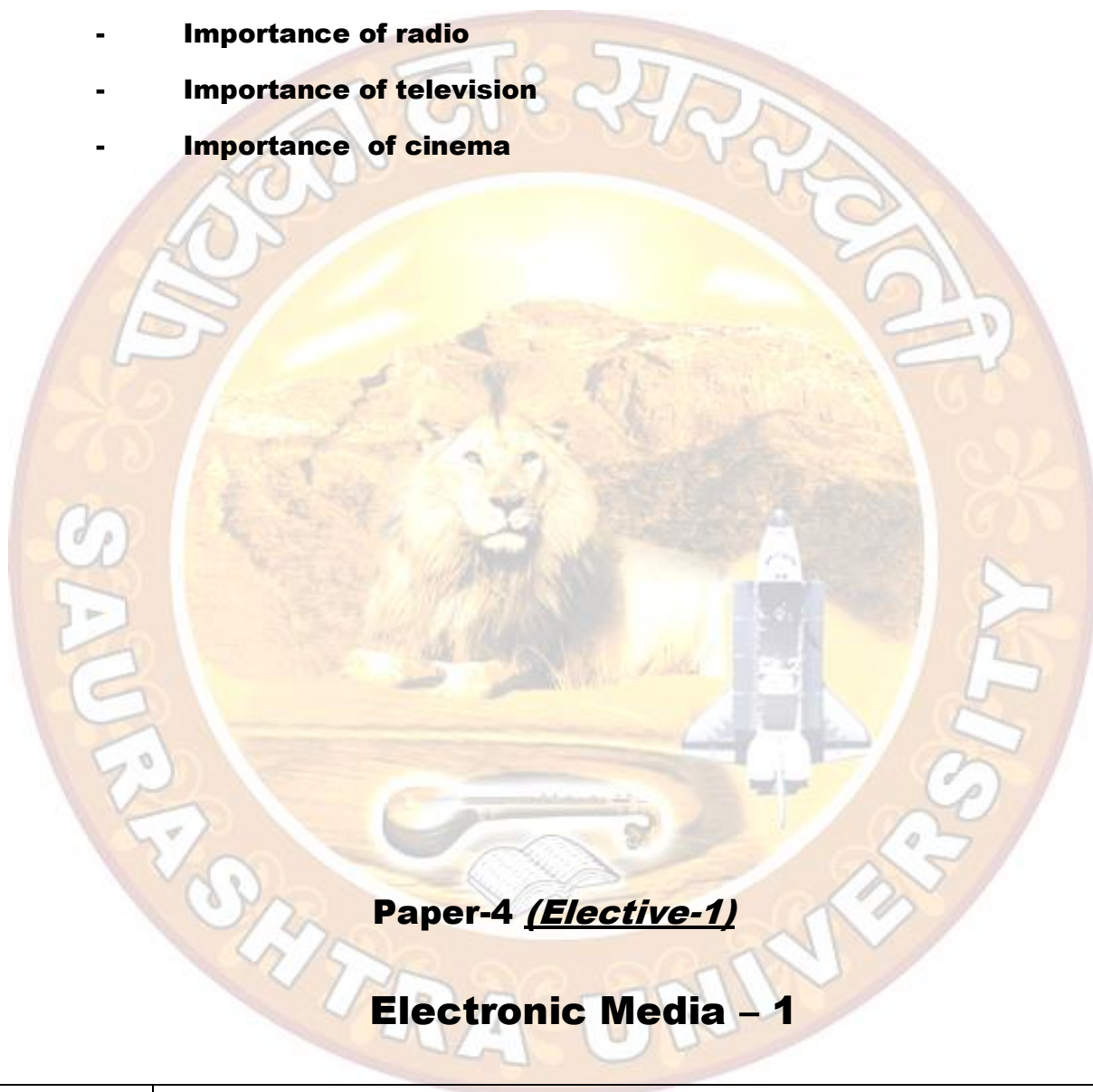
Name of Program	Semester	Course Group Foundation Or Core Or Elective-1 Or	Credit	Internal Marks	External Marks	Practical /Viva Marks	Total Marks

		Elective-2 Or Practical Or Project					
M.J.M.C	Sem-1	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- **Importance of radio**
- **Importance of television**
- **Importance of cinema**



Paper-4 (Elective-1)

Electronic Media – 1

Module	Content
Unit-1	Development of radio, Broadcasting in India, Advent of AIR, All India Radio Services, Radio as a mass medium, Its social context. Hem Radio. FM Broadcasting, FM Channels of Rajkot.
Unit-2	Development of Television in India, Educational Television, Satellite Instructional Television Experiments (SITE), Cable Television/Satellite Television, Soap Opera, Current Scenario

	of Television in India, Influence of Cinema on TV, News Channels.
Unit-3	Film as a contemporary Art form, Origin of Cinema, Silent films & Talkie. Brief History of World cinema, Brief History of Hindi Cinema.
Unit-4	What is internet ? E-journalism, Growth of E-journalism, News Papers Websites, Web-edition, News Portals, Google & Yahoo, Social Media.

BOOKS		AUTHOR
1	Film television & radio Production	Angela Wadia
2	Z[IOIM 5 ;FZ6	OF"P SF{X, XDF"
3	8[l,IhG	zL C;D]B AZFOL
4	l;G[:'IQ8	OF"P GLTF pNF6L
5	IO<D S,F IJRFZ	OF"P VIEIHT jIF;

Subject : Journalism

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

Course(Paper)Unique Code :

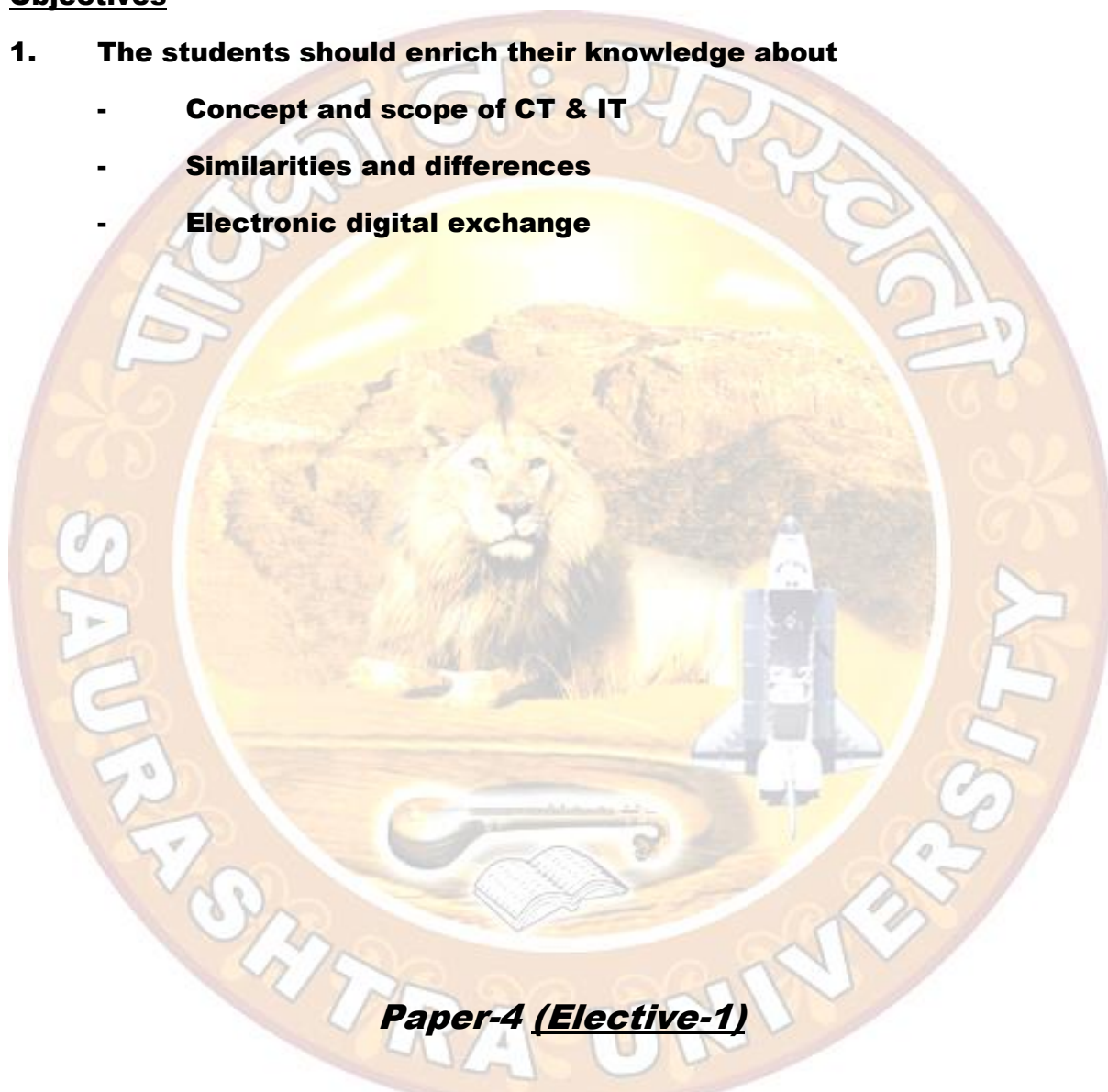
External Exam Time Duration : 2 hours 15 minutes

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
M.J.M.C	Sem-1	Elective-1	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- Concept and scope of CT & IT
- Similarities and differences
- Electronic digital exchange



Paper-4 (Elective-1)

New Media Technology - 1

Module	Content
Unit-1	Communication Technology(CT) Concept & Scope- CT and IT
Unit-2	Similarities and differences-telephony Electronic digital exchange

Unit-3	C-Dot pagers, Cellular Telephone-internet Lan-Man-Wan-Email-web	
Unit-4	Ownership and administration of internet. ISPS WAP, type of internet connections 0dial-up, ISDN, lease- line.	
BOOKS		AUTHOR
1	Cyber Media Journalism-Emerging Technology	Jagdish Chkravathy
2	New Techonology & Communication	B.K.Chaturvedi
3	New Web Techonology & the Internet Communication	Tejas Pathi
4	Handbook of online Jounalism	Swati Chauhan, N.C.Pant
5	J[A 5+SFIZTF	C\;ZFH ;)DG4 OF"P IJS D4

Subject : Journalism

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

Course(Paper)Unique Code :

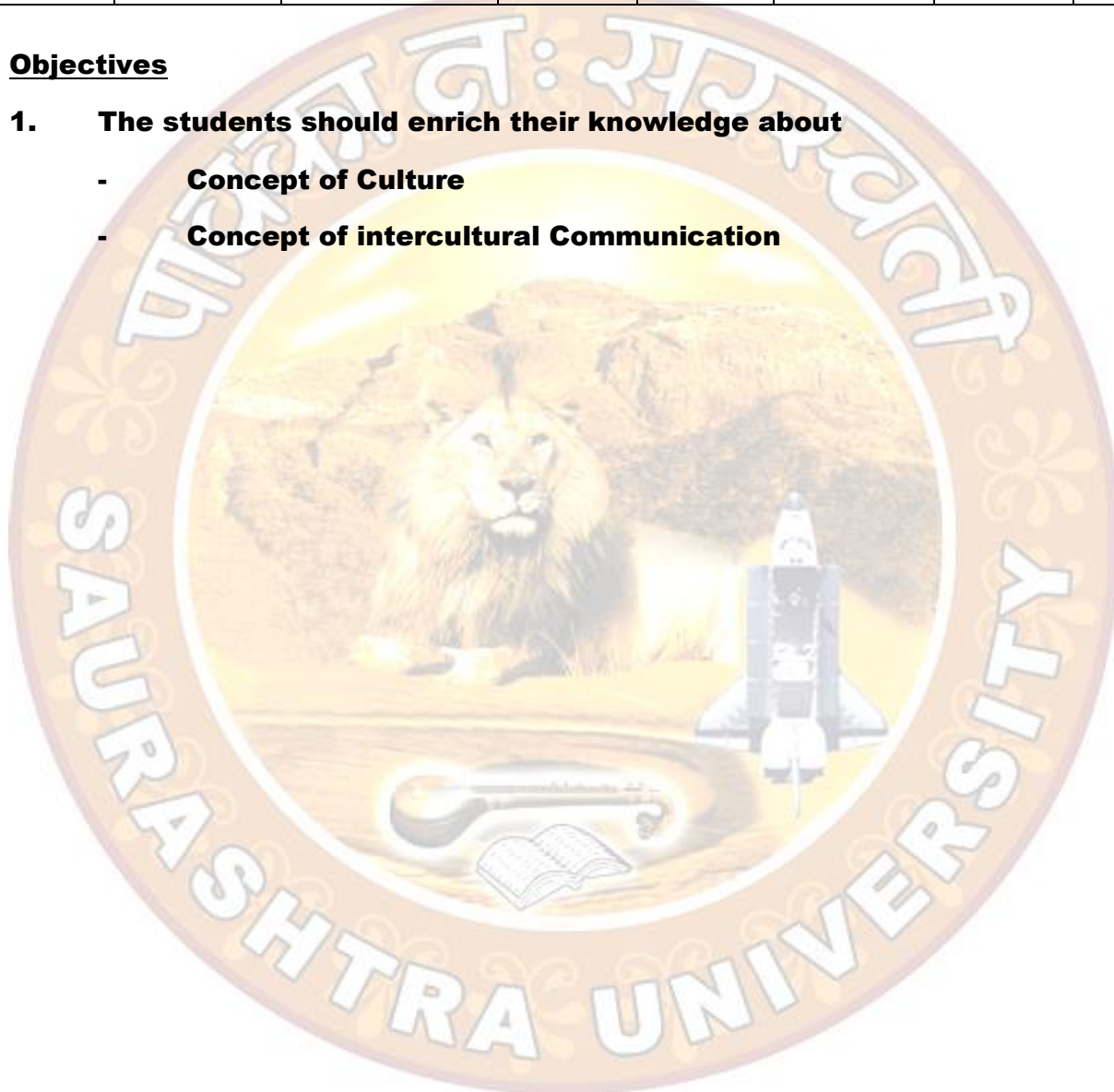
External Exam Time Duration : 2 hours 15 minutes

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
M.J.M.C	Sem-1	Elective-1	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

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



Paper-5(Elective-2)

Intercultural Communication

Module	Content
--------	---------

Unit-1	What is culture? Definitions & process of culture, external influence on perception, culture as a social institution Communication as an element of culture.
Unit-2	Definition of intercultural communication, Process, Dimensions, communication as a concept in eastern & western cultures,
Unit-3	Language as a medium of cultural communication Linguistic aspects of inter-cultural communication , Modern mass media as vehicles of inter-cultural communication, Religious, Political & Economic pressure,
Unit-4	Barriers to cultural communication, Stereotypes and prejudices as barriers, Knowing culture through Non-verbal Messages, Misinterpretation as a barrier, Language as a barrier.

BOOKS		AUTHOR
1	Media Culture and Communication	J.K.Singh
2	Communication & Culture	M.R.Dua, T. Mamonmani
3	EFZTLI ;\:S'ITGM IJ`J;\RFZ	OF"P XZN C[AF/SZ
4	EFZTGM ;F\:S'ITS .ITCF;	OF"P 5 IJ6R\N= 5ZLB
5	,MS;\:S'ITG]\ AL,L5+	ZFH], NJ[

Subject : Journalism

**Course(Paper)Name & No. : Paper-5
(Elective-2)
Indian History & Print Media**

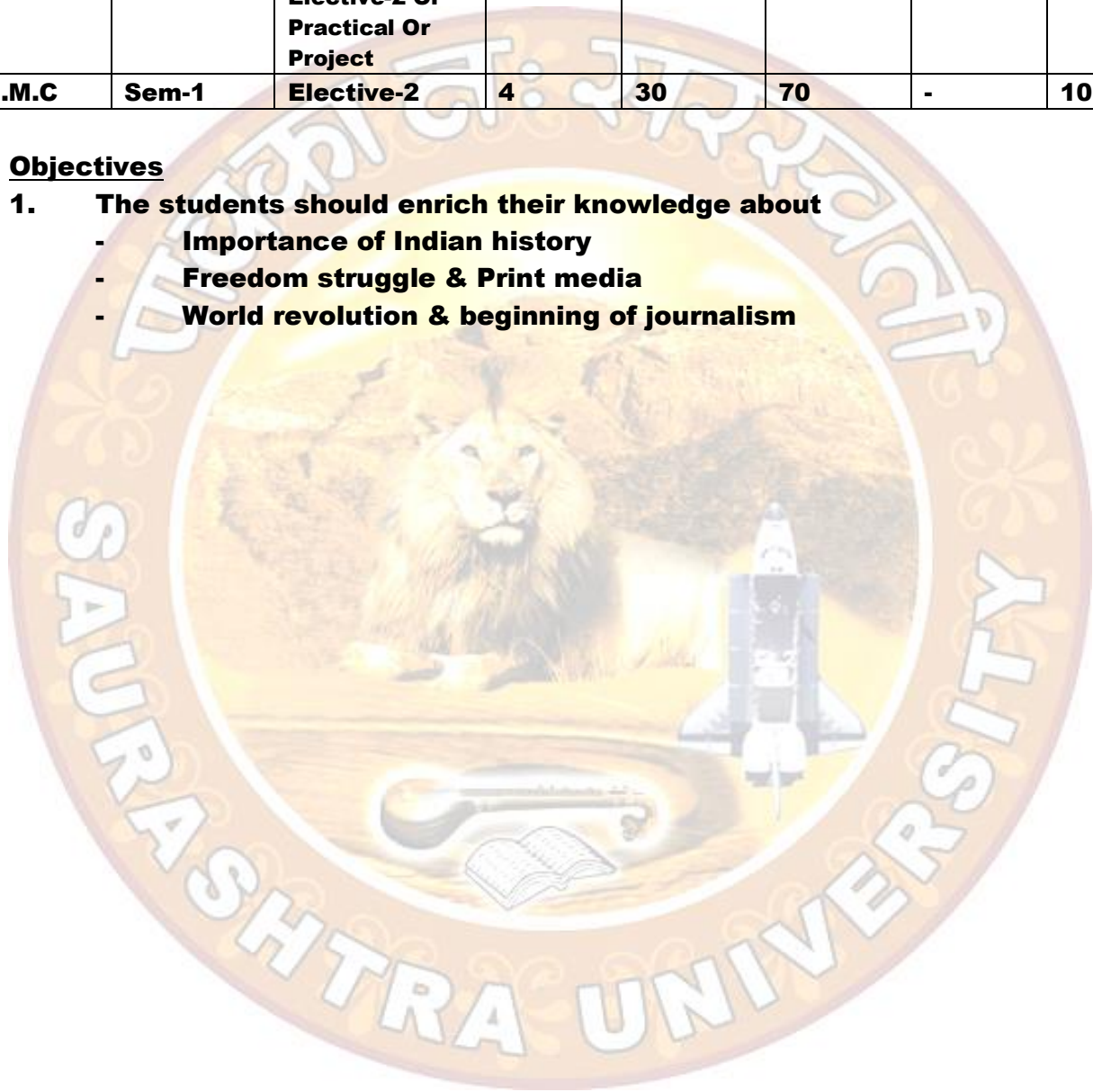
Course(Paper)Unique Code :

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
M.J.M.C	Sem-1	Elective-2	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about
 - Importance of Indian history
 - Freedom struggle & Print media
 - World revolution & beginning of journalism



Paper-5 (Elective-2)

Indian History & Print Media

Module	Content
Unit-1	World revolution & beginning of journalism- America, India, Britain
Unit-2	Ancient India & communication methods, Mughal Era & handwritten letters. Arrival of Britishers & Anglo Indian Press.
Unit-3	Freedom struggle & journalism of leaders : contribution of journalism in the struggle.
Unit-4	Pre- independence & post- independence journalism, Journalism during Nehru Era and Emergency Era.

BOOKS		AUTHOR
1	History of Indian Press	B.N.Anuja
2	Indian in World Politics	B.N.Khanna
3	History of Press in India	Natrajan
4	J{\`JS 5+SFZtJGM 5 FZ\E VG[ZFHSLI 5'Q9E}ID	OF"P GLTFA[G pNF6L
5	U]HZFTL 5+SFZtJGM .ITCF;	OF"P ZTG DFX",



Semester-2

Subject : Journalism

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

(Core-1)

**Communication Research &
Development Communication-2**

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about
 - Concept of research
 - Concept of development
 - Importance of development communication

Paper-1 (Core-1)

**Communication Research &
Development Communication-2**

Module	Content	
Unit-1	Areas of communication research : Communicator/Source analysis, Message analysis, channel analysis, Audience analysis. Process & effects of research, Approaches to communication research: Historical Method, experimental Method, Survey research, Content analysis, Case studies. Readership and audience surveys, Preparation of research reports, Project reports. Dissertation and thesis-Methods of communication research.	
Unit-2	Nature of Mass Communication, Advantages of Mass Communication, Disadvantages of Mass Communication. Traditional Communication. Mass media: Print, Radio, Television, Cinema, Multimedia, computer, Internet, Satellite Communication.	
Unit-3	Approaches to development, Characteristics of developing societies, Gap between developed and developing societies, Population and family welfare-health-education and society, Woman & Development, Environment and development, Agricultural Communication and rural development.	
Unit-4	Folk Media: character, content & functions, Nautanki, Yakshgan, Tamasha, Bhavai , Jatra, Dashavtar, Ramlila & etc.	
BOOKS		AUTHOR
1	Research & report writing	P. Sarvanavel
2	Research Methods for media and cultural studies	Marie Davies & Nick Mosdell
3	Introduction to Communication Research	John C. Reinarel
4	5+SFZtj o l;wWF\T VG[VwllG	OF"P R\N=SF\T DC[TF
5	;XMWG 5wWITVM VG[5 JIWVM	OF"P CZL N[;F. VG[OF"P S Q6SF\T N[;F.

Subject : Journalism

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

(Core-2)

Science Communication 2

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- **Concept of Science communication**
- **Importance of Science communication.**

Paper-2(Core-2)

Science Communication 2

Module	Content	
Unit-1	Role of Science literacy in economic & social development, How science literacy can be helpful in comprehensive development, What government & media can do, Need to increase literacy.	
Unit-2	Role of science communication in agriculture & rural development, infrastructural development. India is still agri-oriented country, Modern farming needs spread, Low productivity, lack of infrastructure, Major components.	
Unit-3	Role of Science communication in infrastructural development. Economic infrastructure, social infra structure, major components, infrastructure's tremendous contribution.	
Unit-4	Role of science communication in reaching out to rural people, scientific awareness about eclipse, health & astronomy. Need to disseminate information, make the people aware, radio's tremendous contribution.	
	BOOKS	AUTHOR
1	IJ7FG 5+SFIZTF S[D}, I;wWF\T	0F"P IXJUM5F, IDz
2	IJ7FG 5 RFZ	0F"P DGMH 58[ZLIF

Subject

: Journalism

**Course(Paper)Name & No. : Paper-3
(Core-3)
Development of Print Media- 2**

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- Importance of Print media

- History of Print media

Paper-3 (Core-3)

Development of Print Media- 2

Module	Content	
Unit-1	Rise of American Journalism, Rise of European Journalism, John Zinger, Benjamin Frenklin, Benjamin Harris, John Campbell, Jams Frenklin. History of British Journalism	
Unit-2	Newspapers and magazines of India in the 19th century, Birth of Indian Language Press, Birth of Indian news agencies, Press and social reforms, Contribution of Raja Rammohan Roy.	
Unit-3	1857 and Press Freedom movement, Journalism by Gandhiji, Newspapers of Gandhiji, Issues of Freedom, Journalism by Freedom Fighters, Nehru, Lal, Bal & Pal, Surendranath Banerji. Amrit Bazar Patrika, Times of India , Indian Express, The Hindu, Inadu.	
Unit-4	Post Independent Press, Important personalities of Indian journalism.	
BOOKS		AUTHOR
1	Bhartiya Patrakarita Kal, Aaj Aur Kal	Suresh Gautam
2	Journalism in India	K.C. Sharma
3	EFZTLI 5+SFZtJGM .ITCF;	0F"P GLTFA[G pNF6L
4	DCFG 5+SFZM	0F"P IF;LG N,F,
5	5+SFZtJGF 5 JFCM	zL IJQ6] 5\0IF

Subject : Journalism

**Course(Paper)Name & No. : Paper-4
(Elective-1)
Electronic Media - 2**

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Core	4	30	70	-	100

Objectives

1. The students should enrich their knowledge about

- Importance of radio
- Importance of television
- Importance of cinema

Paper-4 (Elective-1)

Electronic Media - 2

Module	Content
Unit-1	Radio-features- Play news & Interview. Script writing, Talk, Running Commentary, Special listeners, Programmes, Broadcasting Policy & Autonomy of radio. Audience studies, ownership & control of AIR. FM Broadcasting, All India Radio Services, National, Regional, Local, Vividhbarati and external, Hem Radio.
Unit-2	Television Production, The screen language visual & audio speeches, script writing, Special Audience programmes, Program production. The current scenario of satellite TV in India, Themes & Subjects of Various TV channels, News channels in Hindi & English. Content & creditability of various TV Programmes.
Unit-3	The films division- Film censorship, The central Board of film certification. National films division corporation. Documentary & Short Films, Current scenario of Hindi Cinema
Unit-4	Limitations of E-journalism & Current Scenario, Reporting & Editing for Web Portal- E-journalism & Law.
BOOKS	
1	Electronic Media
2	Film making
3	The ways of film studies
4	Film television & radio Production
5	Z[IOIM 5];FZ6
AUTHOR	
	Rashmi Sharma
	Joan Harvath
	Gaston Roberge
	Angela Wadia
	OF"P SF{X, XDF"

Subject : Journalism

**Course(Paper)Name & No. : Paper-4
(Elective-1)
New Media Technology - 2**

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Elective-1	4	30	70	-	100

Objectives

- 1. The students should enrich their knowledge about**
 - **Concept and scope of CT & IT**
 - **Similarities and differences**
 - **Electronic digital exchange**

Paper-4 (Elective-1)

New Media Technology - 2

Module	Content	
Unit-1	Optical fiber: structure, advantage and application, protocols of internet SLIP-CSLIP, TCP/IP ppp	
Unit-2	Web page, websites-Homepages. Introduction to HTTP, HTMC ELP,DNS,JAVA, Browsing and browsers, Search engine- search resources	
Unit-3	E-commerce : m- commerce buying, Advertising and Internet., Inserting, promoting and maintaining a website, Management and economic, Cyber newspapers-creation feed, e-publishing.	
Unit-4	Bookmarks, searching through directory, Video conferencing and telephony, Selling- banking webpage development, linking- editing localing, Cyber journalism: Online editions of newspaper, Marketing-online Editing.	
BOOKS		AUTHOR
1	Cyber Media Journalism-Emerging Technology	Jagdish Chkravathy
2	New Techonology & Communication	B.K.Chaturvedi
3	New Web Techonology & the Internet Communication	Tejas Pathi
4	Handbook of online Journalism	Swati Chauhan, N.C.Pant
5	J[A 5+SFIZTF	C\;ZFH ;]DG4 0F"P IJS D4 zL G8ZFH 5 SFXG

Subject : Journalism

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

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Elective-1	4	30	70	-	100

Objectives

- 1. The students should enrich their knowledge about**
 - **Importance of Regional Cinema**
 - **Various Eras of Hindi Cinema**
 - **Current Scenario of Hindi Cinema**

Paper-5 (Elective-2)

Cinema

Module	Content	
Unit-1	Regional Cinema, Rise & Growth of Gujrati Cinema, Current Sceenario of Gujrati Cinema, Contribution of Upendra Trivedi, in Gujrati Cinema.	
Unit-2	New wave & Middle Cinema in India. Satyjit Ray, Shyam Benegal, Ritwik Ghatak, Mrinal Sen, Rishikesh Mukharji, Gulzar, Basu Bhattachary, Basu Chatarji & their Films	
Unit-3	Classic Movies & Great Directors & Actors, Ardeshar Irani, Chandulal Shah, V. Shantaram, Mahboob, Dev Anand, Bimal Roy, Guru Dutt, Raj Kapoor and Their Films, Ashok Kumar, Dilipkumar, Minakumari, Madhubala & Nutan.	
Unit-4	Current Scenario of Hindi Cinema, Amitabh Bachan, Rajesh Khanna, Kamal Hasan, Yash Chopra, Subhas Ghai, Maniratnam, Hemamalini, Rekha, Smita Patil, shabana Azami.	
Books		Author
1	IO<D IGN["XG	S],IN5 XDF"
2	IAD,ZMIG]\ DFwIDqSF{X<I	OF"P GLTF pNF6L
3	I;G[:'IQ8	OF"P GLTF pNF6L
4	IO<D S,F IJRFZ	VIEIHT jIF;
5	IO<D NX"G	OF"P IF;LG N,F,

Subject : Journalism

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

Course(Paper)Unique Code :

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
M.J.M.C	Sem-2	Elective-2	4	-	-	-	100

Objectives:

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

**Paper -5 (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.

R.M.J.M.C.-3

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 and there will be 70 maximum marks each course for semester End Examination. Student require to obtain at least 28 marks to pass the course. The examination duration for each course having 70 marks shall be 2 & half hours.

R.M.J.M.C.-4

Candidates must forward their applications for admission to University examination to the registrar on or before the prescribed date with a certificate of attendance duly signed by the Head of the Department/Center along with the examination fees fixed by the University.

R.M.J.M.C.-5

Thirty percent internal evaluation shall be within the exclusive purview of the concerned Head of the Department/Center which requires purity, transparency and accuracy in the evaluation & assessment of students. The benefits of reassessment scheme will not be made available to the students in this regards.

R.M.J.M.C.-6

There will be Semester Examination at the end of semester which will be conducted by the University.

R.M.J.M.C.-7

Faculty of Arts offers the following programme in post-Graduate Course.

Sr. No.	P.G.Department/Center	Programme

1	Department of Gujarati	M.A. Gujarati
2	Department of Hindi	M.A. Hindi
3	Department of English	M.A. English
4	Department of Sanskrit	M.A. Sanskrit
5	Department of History	M.A. History
6	Department of Political Science and Public Administration	M.A. Political Science and Public Administration
7	Department of Sociology	M.A. Sociology
8	Department of Philosophy	M.A. Philosophy
9	Department of Psychology	M.A. Psychology
10	Department of Economics	M.A. Economics
11	Department of Library Science	B.L.& I.Sc./M.L. & Sc.
12	Department/ Center of Journalism	M.J.M.C./M.J.M.C.
13	Department of Social Work	M.S.W./ M.L.W.
14	P.G. Center of Geography	M.A. Geography
15	P.G.Center of M.A. Home Science	M.A. Home Science(Gen)

R.M.J.M.C.-8

In addition to the above Ordinances and Regulations, the provisions made in the detailed syllabus of the concerned post Graduate Degree programme mentioned in the above statement is also part of the above Ordinances and Regulations and therefore, such provisions as the admission requirement, teaching & examination schemes etc. are also required to be implemented by all concerned so far there is no inconsistency with the above referred Ordinances and Regulations.

R.M.J.M.C.-9

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.) programme. A Degree of Master of Journalism and Mass Communication(M.J.M.C.) will be

awarded to the candidate who have passed both the semesters in the below mention manner.

PROCEDURE FOR AWARDING THE GRADES

9.1 The computation for the semester Grade point Average(SGPA) and cumulative grade point average(CGPA) shall be as follows:

The raw marks scored by the student(CCA+SEE) shall be indicated as M.

The 'Grade Point' and the grade letter that shall be awarded to the student on the bases of the range in which M is found is given in the following Table:

Different Weightage Scales:

(For awarding grades to Combined, Internal and Semester End Exam Scores)

Different Scales			Grade	Grade Point
Combined	Internal	Semester End Exam		
$90 < X \leq 100$	$27 < x \leq 30$	$63 < x \leq 70$	O	10
$80 < X \leq 90$	$24 < x \leq 27$	$56 < x \leq 63$	A	9
$70 < X \leq 80$	$21 < x \leq 24$	$49 < x \leq 56$	B	8
$60 < X \leq 70$	$18 < x \leq 21$	$42 < x \leq 49$	C	7
$50 < X \leq 60$	$15 < x \leq 18$	$35 < x \leq 42$	D	6
$40 < X \leq 50$	$12 < x \leq 15$	$28 < x \leq 35$	E	5
less than 40	less than 12	less than 28	F	4

Scale for Awarding Grades based on SGPA & CGPA:

	Semester End SGPA	Programme End CGPA	Grade	Description
1	$9.0 < SGPA \leq 10$	$9.0 < CGPA \leq 10$	O	Outstanding
2	$8.0 < SGPA \leq 10$	$8.0 < CGPA \leq 9.0$	A	Upper Distinction
3	$7.0 < SGPA \leq 10$	$7.0 < CGPA \leq 8.0$	B	Distinction
4	$6.0 < SGPA \leq 10$	$6.0 < CGPA \leq 7.0$	C	First Class
5	$5.0 < SGPA \leq 10$	$5.0 < CGPA \leq 6.0$	D	Second Class
6	$4.0 < SGPA \leq 10$	$4.0 < CGPA \leq 5.0$	E	Passed

7	SGPA Less than 4.0	CGPA Less than 4.0	F	Failed
----------	---------------------------	---------------------------	----------	---------------

The Candidate who fails to obtain less than 40 % raw marks in any individual paper/course shall have to clear the same in ensuing attempt and the marks of his/her previous attempt in which he/she has obtained more than 40 % of marks will be carry forwarded for calculating his/her CGPA/SGPA & class.

9.2 The Semester Grade point Average(SGPA) shall be based on aggregate marks of CCA and SEE.

If G is the grade point awarded to the candidate as described in the above table in a particular course and if Cr is the Credit value for the course (for instance Cr= 4) then the grade credit point (Gr Cr Pt) in that paper is given by

Grade Credit Points (Gr Cr Pt) Credit of the course(Cr)x Grade secured in that course (G)

Sum of all Grade Credit Points secured in each course of the relevant semester by the student

SGPA **Sum of credits assigned to all courses in this semester**

CGPA **Sum of all Grade Credit Points of the entire programme**

Sum of all Credit all semesters of the programme

The CGPA shall be expressed to an accuracy of the decimal digits.

The percentage equivalence shall be obtained by multiplying CGPA with 10.

R.M.J.M.C.-10

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

10.1 Rules of promotion shall be as under:

10.1.1 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.

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

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

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

10.2.3 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.

10.2.4 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.

10.2.5 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.

