

# **SAURASHTRA UNIVERSITY**

## **SYLLABUS OF**

### **Bachelor of Journalism & Mass Communication Programme**

#### **(B.J.M.C.)**

#### **Based on Choice Base Credit System**

#### **In force from June : 2019**

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

A candidate seeking admission to Bachelor of Journalism & Mass Communication (BJMC) Programme Must have passed bachelor's degree Programme of any faculty of this university or equivalent thereto of any other recognized university / institute.

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

The Bachelor of Journalism & Mass Communication (BJMC) Programme is of two semester full- time direct teaching & Practical teaching degree programme and therefore admitted candidate can not join any other Programme of this university or any other university/ institute simultaneously.

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

The minimum attendance required for the admission to the examination for each semester will be 75% of total number of the working days for the relevant semester for direct class room teaching and completion of minimum 75% of total work assigned. Less attendance and less work done will attract relevant rules and regulation of this university.

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

Candidate admitted in the Bachelor of Journalism & Mass Communication (BJMC) 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 time to time.

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

There shall be written examination at the end of each semester. Moreover at the end of the second semester there shall be viva-voice examination after the completion of compulsory attachment usually called as practical journalism or internship. Attachment will commence in such a way that it will be completed before the written examination of second semester. Viva-voice for the attachment will be held as per the university time table.

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

Total Credit for Bachelor of Journalism & Mass Communication (B.J.M.C.) Programme is 57 credit consisting of total 27 credit for first semester and 30 credit for second semester. Those who have passed both the semester of Bachelor of Journalism & Mass Communication (B.J.M.C.) Programme are eligible for admission in Master of Journalism and Mass Communication (M.J.M.C.) Programme.

#### O.B.J.M.C -7

The teacher qualification and workload for the teacher shall be same as it is applicable to the faculty of Arts and as it is fixed by the State Government of Gujarat / UGC / this university from time to time. The courses and credit for it prescribed for the study of Bachelor of Journalism & Mass Communication (B.J.M.C.) Programme shall be the same as mention in R.B.J.M.C. -1 and R.B.J.M.C. -2.

#### O.B.J.M.C -8

Admission to the Bachelor of Journalism & Mass Communication (BJMC) Programme shall be made by Principal of the Concern College / institution by observing reservation policy of Govt. of Gujarat and Saurashtra University. Procedure for the admission will be decided by the Principal of concern affiliated college / institution. Principal of the affiliated college / institution will allot elective courses consisting of either group-A or group-B to the admitted students as per their aptitude.

#### O.B.J.M.C -9

Written examination of 70 marks for each course will be of Two and Half hours duration. Question paper for each course will have five questions with internal options and will carry 14 equal marks.

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

The following are the courses and credits prescribed for the study and examination of semester-1 of Bachelor of Journalism & Mass Communication (BJMC) Programme.

### Semester – I

No.	Course Code	Course Title	C	IM	EM	TM
1	16014101010100	Principles of Journalism (Core)	3	30	70	100
2	1601410101010200	Media Law (Core)	3	30	70	100
3	1601410101010300	Principles of Reporting (Core)	3	30	70	100
4	1601410101010400	Feature Writing (Core)	3	30	70	100
5	1601410101010500	Principles of Editing (Core)	3	30	70	100
6	1601410101010600	Radio Media (Core)	3	30	70	100
		<b>Elective Courses (Group-A)</b>				
7	1601410101010701	Elements of Advertising	3	30	70	100
8	1601410101010801	Elements of Public Relation	3	30	70	100
9	1601410101010901	Elements of Translation	3	30	70	100
		<b>Elective Courses (Group-B)</b>				
7	1601410101010702	History of Press in Gujarat	3	30	70	100
8	1601410101010802	History of Press in Saurashtra	3	30	70	100
9	1601410101010902	Elements of Corporate Communication	3	30	70	100
		<b>Elective Courses (Group-C)</b>				
7	1601410101010703	Elements of Media Communication Skill	3	30	70	100
8	1601410101010803	Elements of Crime Reporting	3	30	70	100
9	1601410101010903	Elements of Social Media	3	30	70	100
		Total	<b>27</b>	<b>270</b>	<b>630</b>	<b>900</b>

#### Abbreviations :

C = Credits

IM = External Marks

TM = Total Marks

CCT = Core Course

SO = Skill Oriented Course

ICT = Interdisciplinary Course

SS = Self Study Course DP = Dissertation / Project Work

ECT = Elective Course

Course No. 1 to 6 are core courses while course No. 7 to 9 are elective courses. Students will have to elect the three courses of group-A or three courses of group – B or three courses of group – C as per their aptitude decided by the principal of the college / institution at the time of seeking the admission in the first semester of Bachelor of Journalism & Mass Communication (BJMC) Programme.

Total 100 marks for each course is divided into two parts. First part of 30 internal marks is based upon seminar, practical, field work, internal test and the journal work assigned to the students for the concern course. For the second part of 70 marks written examination will be conducted.

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

The following are the courses prescribed for the study and examination of semester-2 of Bachelor of Journalism & Mass Communication (BJMC) Programme.

### Semester – II

No.	Course Code	Course Title	C	IM	EM	TM
1	1601410101021000	Principles of Communication (Core)	3	30	70	100
2	1601410101021100	Media Ethics (Core)	3	30	70	100
3	1601410101021200	Reporting (Core)	3	30	70	100
4	1601410101021300	Editorial (Core)	3	30	70	100
5	1601410101021400	News Editing (Core)	3	30	70	100
6	1601410101021500	Television Media (Core)	3	30	70	100
		<b>Elective Courses (Group-A)</b>				
7	1601410201021601	Advertising	3	30	70	100
8	1601410201021701	Applied Public Relation	3	30	70	100
9	1601410201021801	Translation and Language Improvement	3	30	70	100
		<b>Elective Courses (Group-B)</b>				
7	1601410201021602	Study of Various Journals of Gujarat	3	30	70	100
8	1601410201021702	Study of Various Journals of Saurashtra	3	30	70	100
9	1601410201021802	Applied Corporate Communication	3	30	70	100
		<b>Elective Courses (Group-C)</b>				
7	1601410201021603	Media Communication Skill	3	30	70	100
8	1601410201021703	Crime Reporting	3	30	70	100
9	1601410201021803	Social Media	3	30	70	100
10	1601410201021600	Post Attachment (Practical Journalism – Internship) (Core)	3	--	--	100
		Total	<b>30</b>	<b>270</b>	<b>630</b>	<b>1000</b>

#### Abbreviations :

C = Credits

IM = External Marks

TM = Total Marks

CCT = Core Course

SO = Skill Oriented Course

ICT = Interdisciplinary Course

SS = Self Study Course

DP = Dissertation / Project Work

ECT = Elective Course

Course No. 1 to 6 and 10 are core courses while No. 7 to 9 are elective course. Student will have to elect the three course of group-A or three course of group-B or three courses of group – C corresponding to the group selected for the first semester.

Total 100 marks for course No 1 to 9 is divided into two parts. First part of 30 internal marks is based upon seminar, practical, field work, internal test and the journal work assigned to the students for the concern course. For the second part of 70 marks written examination will be conducted.

For the course No 10 i.e. attachment usually called as practical journalism or internship viva-voice of 100 marks will be conducted based on the work done during the attachment. This is Core Course.

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

The direct class room teaching work for each course in both the semester will be of **three periods of 60 minutes each** in a week excluding the work for seminar/ term work / field work / assignment / journal work / news analysis / library work / broadcasting analysis / practical / page lay-out on computer / photography / ad-copy writing practical / news preparation for media etc. for each paper.

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

On completion of study of various courses prescribed for semester-1 students should send their application for admission to semester-1 examination in a prescribed form and pay the fees fixed by the university through their college / institution along with required certificate. Likewise on completion of study of various courses prescribed for semester-2 students should send their application for admission to semester-2 examination in a prescribed form and pay the fees fixed by the university through their college / institution along with required certificate.

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

1. To pass the semester-1 and semester-2 examination of Bachelor of Journalism & Mass Communication (BJMC) Programme candidate should obtain at least 40 % of the maximum marks for each course in written examination as well as from internal marks. In second semester to pass viva-voice examination at least 40% of the maximum marks must be obtain.
2. Grade and Rank and Award and Medal if any, will be awarded to successful candidate on the basis of the aggregate marks obtained by the candidate in both the semester of Bachelor of Journalism & Mass Communication (BJMC) Programme. A degree of Bachelor of Journalism & Mass Communication (BJMC) will be awarded to the students who have passed both the semester.
3. Students who have passed successfully the examination of first semester will be admitted in the second semester of Bachelor of Journalism & Mass Communication (BJMC) Programme. However students failed in first semester of B.J.M.C. Programme will also be admitted in the second semester of the programme but such students will have to pass the examination of the first semester in which they had failed before the announcement of their results of second semester.
4. The student who has failed in any courses of semester-1 may reappear in the semester-1 examination for only those course in which he / she has failed. In this regards relevant rules of the university is also applicable.
5. The student who has failed in any courses of semester-2 may reappear in the semester-2 examination for only those course in which he / she has failed. In this regards relevant rules of the university is also applicable.

The following are detail syllabus for each course of semester-1 and semester-2 of Bachelor of Journalism & Mass Communication (BJMC) Programme :

## **DETAILED SYLLABUS**

### **Semester – 1**

#### **Course -1 Principles of Journalism : (Core)**

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010100	Principles of Journalism	3	30	70	---	2 ½ Hrs.

❖ **Course Objectives :**

- **The Student should enrich their knowledge about**
- **Concept of Journalism**
  - **Principles of Journalism**

❖ **Course Contents :**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Journalism Basic Terms, concepts and definitions</li> <li>➤ Various principles of Journalism</li> <li>➤ Role of Media in social changes</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Effect of Journalism on society</li> <li>➤ Press: mission-profession or industries</li> <li>➤ Contain of news paper</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Contain of supplement</li> <li>➤ Fourth Estate</li> <li>➤ Literature and Journalism</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Specialties and limitation of Journalism</li> <li>➤ Journalist, Media and Government</li> <li>➤ Foreign News paper in India and its hazard</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Career in Journalism &amp; Mass Media</li> <li>➤ Functions of Journalist</li> <li>➤ Responsibilities of Journalist</li> </ul>

❖ **Reference Books :**

- Dr. YASIN DALAL - Patrakaratva Na Sidhdhanto.
- NANUBHAI JOSHI - Patrakaratva Na Sidhdhanto.
- Dr. KUMARPAL DESAI - Sahitya Ane Patrakaratva.
- Dr. AMIT THAKOR – Sahityarangi Patrakaratva.
- CHANDRAKANT SHAH – Apna Vartmanpatro.
- PRABHAKAR PADHYE – Principles of Journalism
- B. N. AHUJA & S.S. CHHABRA – Principles & Techniques of Journalism

## Course -2 Media Law: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010200	Media Law	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Concept of Freedom of Press
- Various Media Law

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Concept of freedom of press               <ul style="list-style-type: none"> <li>➤ Constitutional provision</li> <li>➤ Concept of freedom of press in other country</li> <li>➤ Fundamental right</li> </ul> </li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ History of media law</li> <li>➤ Inevitability and Importance of Media Law</li> <li>➤ Law of defamation</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Copy right Act.</li> <li>➤ Contempt of court Act.</li> <li>➤ Parliamentary privileges</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Official secret act</li> <li>➤ Press and registration of book act.</li> <li>➤ Right to information</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Press Council Act 1978</li> <li>➤ Prasarbharti</li> <li>➤ Indecent Representation of women (Prohibition) Act 1986</li> </ul>

### ❖ Reference Books :

- DURGA DAS BASU – Law of the press.
- Dr. SANJIV BHANAVAT- Press, Kanoon Aur Patrakaratva
- MATIN WALKER – Power of the Press
- D. K. SINGH – The Press law
- GAURANG DAVE – Akhabari Kaydao Ane Acharsanhita
- GANGAPRASAD THAKUR – Bharat me Press Kanoon Aur Patrakaratva

### Course -3 Principles of Reporting: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010300	Principles of Reporting	3	30	70	---	2 ½ Hrs.

#### ❖ **Course Objectives:**

##### ➤ **The Student should enrich their knowledge about**

- **Concept of Reporting**
- **Various News sources**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ What is reporting ?</li><li>➤ Definition of News- reporting</li><li>➤ Importance of reporting</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Elements of good reporting</li><li>➤ Sources of news</li><li>➤ News value</li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Qualities of good reporter</li><li>➤ Duties of good reporter</li><li>➤ Role of reporting in developing country</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ What is leads and It's Importance</li><li>➤ Elements of lead</li><li>➤ Various types of lead</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Photo Journalism</li><li>➤ Science Journalism</li><li>➤ Difference Between Newspaper Reporting and Magazine Reporting</li></ul>

#### ❖ **Reference Books :**

- HIMATBHAI PAREKH – Reporting Na Sidhanto
- Dr. RAMESH GHODASARA – Reporting no Report.
- B.N. AHUJA & S.S. CHHABARA – Reporting For Newspaper Magazine, Radio & T.V.
- JAMES M. NEAL & SUZANNE S. BROWN – News Writing & Reporting.
- Dr. YASIN DALAL – Reporting and Radio Reporting.
- LOUIS L. SNYDER & RICHARD B. MORRIS – A Treasury of Great Reporting.
- RAMESH GAUTAM – Vritta Vivechan.



## Course -4 Feature Writing : (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010400	Feature Writing	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives:

#### ➤ The Student should enrich their knowledge about

- Concept of Feature Writing
- Various Type of Features

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ What is feature writing and its Importance in media</li> <li>➤ Women features</li> <li>➤ Business features</li> <li>➤ Writing for target group</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Political feature</li> <li>➤ Agriculture feature</li> <li>➤ Literary feature</li> <li>➤ Humorous writing</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Film and Book review</li> <li>➤ Selection of topic for features</li> <li>➤ Composition of features</li> <li>➤ Various segment of news paper</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Editors – writers relation</li> <li>➤ Syndicate &amp; Freelance – style of writing</li> <li>➤ Principle and method of effective writing</li> <li>➤ Qualities of Feature Writer</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Duties of Feature Writer</li> <li>➤ Style and Language of Features</li> <li>➤ Premnath Chaturvedi's Nine Principles of Effective Writing</li> <li>➤ Pre-preparation for Feature Writing</li> </ul>

### ❖ Reference Books :

- Dr. VIJAY KULSHRESHTHA – Feature Lekhan.
- Dr. YASIN DALAL – Lekh Lakhvani Kala.
- A CLAY SCHOENFELD & KAREN S. DIEGMUELER – Effective Feature Writing.
- GUJARAT GRANTH NIRAMAN BOARD – Lekhan Margdarshan.
- GUJARAT GRANTH NIRMAN BOARD - Katar Lekhan No Kasab.
- DR. RAMESHCHANDRA TRIPATHI – Media Lekhan.
- DR. SANJIV BHANAVAT – Samachar Avam Feature Lekhan.
- DANIEL R. WILLIAMSON – Feature Writing for Newspapers.
- OM GUPTA – Basic Aspects of Media Writing.

## Course -5 Principles of Editing: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010500	Principles of Editing	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives:

#### ➤ The Student should enrich their knowledge about

- Concept of Editing
- Principles of Editing

Unit	Content
Unit-I	<ul style="list-style-type: none"> <li>➤ What is Editing?</li> <li>➤ General Principles of Editing</li> <li>➤ Office organization</li> </ul>
Unit- II	<ul style="list-style-type: none"> <li>➤ Qualification and duties of Sub-editors and News Editor</li> <li>➤ Qualification and duties of Editor</li> <li>➤ Editing of different types of materials to be printed</li> </ul>
Unit- III	<ul style="list-style-type: none"> <li>➤ Synchronization of Terminology for the composition</li> <li>➤ Editing of various segments of newspaper</li> <li>➤ Dead line and accommodation of late news</li> </ul>
Unit- IV	<ul style="list-style-type: none"> <li>➤ Dummy copy</li> <li>➤ Qualification and duties of managers</li> <li>➤ Editor- Manager relationship</li> </ul>
Unit- V	<ul style="list-style-type: none"> <li>➤ News Agencies of India</li> <li>➤ Editors Role in Newspaper</li> <li>➤ Editing and Management Policy</li> </ul>

### ❖ Reference Books :

- HIMATBHAI PAREKH – Vrutsampadan.
- FLOYED K. BASKETTE – The Art Of Editing
- BROOKS BRAIN – News Reporting & Editing
- GEORGE BASTIN – Editing The Day's News.
- RANCHHODLAL LILADHAR VAYDA – Vrutant Niyojan
- RATILAL NAYAK – Pruf Vachan
- WESTLEY – News Editing.
- P.P. SINGH – News Reporting and Editing.
- V.J.TRIVEDI – Akhbari Udyog
- DR. VIJAY KULSHRESHTH – Mudran, Madhyam Aur Sampadan
- N. C. PANTH – Patrakarita Avam Sampadan Kala

## Course -6 Radio Media : (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Core	1601410101010600	Radio Media	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Concept of Radio Media
- Various Type of Radio Programmes

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Origin and growth of Radio</li><li>➤ Characteristic of radio</li><li>➤ Broadcasting in India and advent of AIR</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Social context of radio</li><li>➤ Language of radio</li><li>➤ Script writing for radio in reference to news and information</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Qualities and duties of radio announcer</li><li>➤ Radio feature and Radio play</li><li>➤ Radio interview</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Radio talk</li><li>➤ Programme for special listeners</li><li>➤ F.M. franchise and Radio jockey</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Radio News and Newspaper News : Similarity and Difference</li><li>➤ AIR Organizational Setup</li><li>➤ Radio as a media of communication</li></ul>

### Reference Books :

- JOHAN BITTNER – Broadcasting
- Dr. YASIN DALAL – Reporting and Radio Reporting
- MEHRA MASANI – Prasaran Ane Samaj
- P.P.SHINGH – Broadcast Journalism
- DR. SANJIV BHANAVAT – Electronic Media
- P. P. SHINGH – Broadcast Journalism

## Course -7 Elements of Advertising : (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010701	Elements of Advertising	3	30	70	---	2 ½ Hrs.

### ❖ **Course Objectives:**

#### ➤ **The Student should enrich their knowledge about**

- **Concept of Advertising**
- **Various Types of Advertising**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ What is an Advertising ?</li><li>➤ Advantages and disadvantages of an advertisement</li><li>➤ Brief history of advertising in India</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Media selection for advertising</li><li>➤ Current scenario of media in reference to advertising</li><li>➤ Research and Advertisement</li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Social and Psychological effects of advertisement</li><li>➤ Advertisement and Society</li><li>➤ Formation and Function of advertising agencies</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ Recognition of advertising agencies</li><li>➤ Advertising - a developing business</li><li>➤ Problem of translation in advertisement</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Obscenity in advertising</li><li>➤ Women - Children and advertisements</li><li>➤ Advertising : Law and Code of Conduct</li></ul>

### **Reference Books :**

- Dr. YASIN DALA – Jansampark Ane Jaherkhabar.
- B.N.AHUJA & S.S.CHHABRA – Advertising.
- SANJAY KAPTAN & AKHILESH ACHARYA – Advertisement in Print Media.
- MAHENDRA MOHAN – Advertising Management.
- DR. PREMCHAND PATANJALI – Adhunik Vigyapan
- DR. NISHANTSINH – Jansampark Aur Vigyapan
- CHUNAWALA SHETHIYA – Advertising Principles and Practice
- U. C. PATNAYAK – Effectiveness of Advertising

## Course -8 Elements of Public Relation: (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010801	Elements of Public Relation	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Concept of Public Relation
- Qualities of Public Relation Officer

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ What is Public Relation?</li><li>➤ Various Definition of Public Relation</li><li>➤ Origin of Public Relation</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Growth of Public Relation</li><li>➤ Internal Public Relation</li><li>➤ External Public Relation</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Importance of Public Relation</li><li>➤ Public Relation, Advertisement, Publicity and Propaganda</li><li>➤ Social responsibility of Public Relation</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Concept of public relation in India</li><li>➤ International concept of Public Relation</li><li>➤ Qualification of a good Public relation officer</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Public Relation and Communication Skill</li><li>➤ Public Relation for Special Group</li><li>➤ Public Relation Organizational Setup in Corporate Sector</li></ul>

### Reference Books :

- CUTLIP – CENTER --- Effective Public Relation.
- Dr. MANOHAR PRABHAKAR & -- Prabhavi Jnasampark.
- B.N.AHUJA & S.S.CHHABRA – Public Relation.
- Dr. YASIN DALA L – Asarkarak Jansampark.
- Dr. RAMNIK BHATTI – Jansampark Ek Parichay.
- MOOR AND LALUPA – Public Relation.
- LALCHAND – Jansampark Prashasan

## Course -9 Elements of Translation: (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010901	Elements of Translation	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Concept and History of Translation
- Translation and journalism

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ What is Translation?</li><li>➤ History of Translation</li><li>➤ Rules of Translation</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Importance of Translation</li><li>➤ Process of good Translation</li><li>➤ Qualities of a good Translator</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Translation as an expansion of idea</li><li>➤ Translation and journalism</li><li>➤ Various types of Translation</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Translation from English to Gujarati</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Translation from Gujarati to English</li></ul>

### Reference Books :

- MOHANBHAI PATEL – Anuwad Ni Kala.
- Dr. KISHORILAL VYAS – Anuwad Ke Vividh Ayam.

## Course -7 History of Press in Gujarat: (Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010702	History of Press in Gujarat	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Gujarati Press
- Study of few Gujarati Journals

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Initial stage of Gujarati Press</li><li>➤ Invention of Types</li><li>➤ Invention of Gujarati type and its expansion</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ 'Madehnajar' of Mumbai Samachar</li><li>➤ General History of Mumbai Samachar</li><li>➤ Mumbai Chabuk – A Review</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ A study of Jam-E-Jamshed</li><li>➤ Analytical study of Vartman and Samsheer Bahadur</li><li>➤ Contribution of Rast Goftar</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Maharaja Liable Case</li><li>➤ Satyaprakash – A Review</li><li>➤ Swatantrata – Overall study</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ History of 'Gujarati'</li><li>➤ Social Reforms and Initial Gujarati Newspapers</li><li>➤ Gujarati Language and Initial Gujarati Newspapers</li></ul>

### Reference Books :

- NEETABEN PARIKH – Bhartiya Patrakaratva No Prarambhik Itihas
- Dr. RATAN MARSHAL – Gujarati Patrakartva No Itihaas.
- VISHNU PANDYA – Patrakartva Na Pravaho.
- DR. PREMCHAND PATANJALI – Media Ke Pachas Varsh

## Course -8 History of Press in Saurashtra : (Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010802	History of Press in Saurashtra	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Press in Saurashtra
- Study of various journals in Saurashtra

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Background of Saurashtra in reference to Publication of journal</li><li>➤ Initial stage of Journalism in Saurashtra</li><li>➤ Saurashtra Darpan – A study</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Study of History of Manoranjak Ratnamal</li><li>➤ Analytical Study of Vigyan Vilas</li><li>➤ Overall Study of Gujarat Shalapatra</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Gyandipak – A Review</li><li>➤ Study of Priyamvada</li><li>➤ Contribution of Manishankar Kikani</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Mirza Muradali and his Contribution</li><li>➤ Initial Newspapers and Hargovind Kantawala</li><li>➤ Devotional Role of Navalram Pandya in Journalism</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Rushankar Oza and Initial Newspapers</li><li>➤ Manilal Nabhubhai and his role in Journalism of Saurashtra</li><li>➤ The impact of Initial Newspaper of Saurashtra on Society</li></ul>

### Reference Books :

- Dr. YASIN DALAL – Akhbar Nu Avalokan.
- YASHVANT HIRANI – Phulchhab Gatha.
- Dr. YASIN DALAL – Mahan Patrakaro



## Course -9 Elements of Corporate Communication:(Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010902	Elements of Corporate Communication	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Basic of Corporate Communication
- Corporate Communication strategy

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ What is Corporate Communication?</li> <li>➤ Elaboration of concept of Corporate Communication</li> <li>➤ Concept of Corporate Communication in India</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Development of Corporate Communication</li> <li>➤ Importance of Communication Skill in Corporate Communication</li> <li>➤ Corporate Communication among employee</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ External Corporate Communication</li> <li>➤ Importance of Corporate Communication</li> <li>➤ Corporate Communication, Corporate Advertisement, Corporate Publicity and Corporate Propaganda</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Corporate Communication and Society</li> <li>➤ International concept of Corporate Communication</li> <li>➤ Characteristic of a good Corporate Communicator</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Corporate Communication for Target Group</li> <li>➤ Corporate Communication Setup in Companies</li> <li>➤ Characteristics of Effective Corporate Communication</li> </ul>

### Reference Books :

- P. K. ARYA – Corporate Communication in India
- Y. K. D'Souza - Corporate Communication – A new Tool
- KRUSHNABIHARI MISHRA - Corporate Communication and Development

## Course -7 Elements of Media Communication Skill : (Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010703	Elements of Media Communication Skill	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Media Communication Skill
- Enrich Communication Skill

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ What is Communication Skill ?</li> <li>➤ Necessity of Communication Skills in media.</li> <li>➤ Necessary aspects for development of Communication Skill</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Hurdles for Communication Skill</li> <li>➤ Benefit of Communication Skill</li> <li>➤ Essential qualities for excellent speaker</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Group Discussion, Elocution, Anchor, News Reader and Communication Skill</li> <li>➤ Necessity to be a good listeners</li> <li>➤ Types of listening</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Classroom Lecture, Public Meeting, Group Discussion, Lectures</li> <li>➤ Mass Media and Communication Skill</li> <li>➤ Excellent Reader, Excellent Speaker</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Reading for entertainment and academic reading</li> <li>➤ Reading and Understanding</li> <li>➤ Newspaper Reading</li> </ul>

### Reference Books :

- J. K. SMITH – Communication Skills
- HARVARD BUSINESS REVIEW AND JAMES EDWARD THOMAS – Presentations
- LEEN D'HAENENS AND MICHAEL OPGENHAFFEN - Cross-continental Views on Journalistic Skills
- GAIL SEDORKIN – Interviewing: A Guide for Journalists and Writers

## Course -8 Elements of Crime Reporting : (Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010803	Elements of Crime Reporting	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Crime Reporting
- Language of Crime Reporting

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ What is Crime Reporting?</li><li>➤ Origin and Growth of Crime Reporting</li><li>➤ Main source of News for Crime Reporting - Police</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Necessary qualities for Crime Reporting</li><li>➤ Relation between Crime Reporter and Police</li><li>➤ Other News sources for Crime Reporting</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Crime Reporting and Judiciary</li><li>➤ Various phase of Crime Reporting</li><li>➤ Forensic Science and Crime Reporting</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Sensitive incidents and Crime Reporting</li><li>➤ Various laws pertaining to Crime Reporting</li><li>➤ Various Types of Crime and its Reporting</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Guideline for Crime Reporting</li><li>➤ Care to be taken for Crime Reporting</li></ul>

### Reference Books :

- BHARAT LAKHATRAIYA – Crime Reporting
- BIPINCHANDRA SHUKLA – Kayda No Khyal
- LISA BETH PULITZER – Crime on Deadline
- KUMAR BHAWESH CHANDRA – Reporting Se Anchoring Tak

## Course -9 Elements of Social Media :(Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	01	Elective	1601410101010903	Elements of Social Media	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Introduction of Social Media
- Use of Social Media

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ What is Internet ?</li><li>➤ What is Social Media ?</li><li>➤ Various types of Social Media</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Origin and Growth of Social Media</li><li>➤ Benefits of Social Media</li><li>➤ Short information for known site of Social Media</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Social effects of Social Media</li><li>➤ Political effects of Social Media</li><li>➤ Religious effects of Social Media</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Use of Social Media for Education</li><li>➤ Use of Social Media for propaganda and publicity</li><li>➤ Social Media and Young Generation</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Creditability of Social Media</li><li>➤ Crime and Social Media</li><li>➤ Provisions for Cyber Crime</li></ul>

### Reference Books :

- SWARNA SUMAN – Social Media (Hindi)
- YOGESH PATEL – Social Media (Hindi)
- GUY KAWASAKI – Art of Social Media: Power Tips
- GRANT KENNEDY – Social Media: Master Social Media Marketing
- TEJAS PATHI – New web technology and the internet communication
- SWATI CHAUHAN – Handbook of Online Journalism
- DR. VIKRAM SUMAN – Web Patrakarita

# **DETAILED SYLLABUS**

## **Semester – 2**

### **Course -1 Principles of Communication: (Core)**

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021000	Principles of Communication	3	30	70	---	2 ½ Hrs.

#### ❖ **Course Objectives :**

#### ➤ **The Student should enrich their knowledge about**

- **Fundamental of Communication**
- **Basic of Mass Communication**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ What is Communication ?</li><li>➤ What is Mass Communication ?</li><li>➤ Characteristics of Mass Communication.</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Origin and Growth of Communication</li><li>➤ Importance and Necessity of Communication</li><li>➤ Types of Communication<ul style="list-style-type: none"><li>◆ Intra personnel Communication</li><li>◆ Inter personnel communication</li><li>◆ Group Communication</li><li>◆ Mass Communication</li></ul></li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Mass Communication and Mass Media</li><li>➤ Role of Media in Society</li><li>➤ Mass Communication and Culture</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ Various hurdles of Communication</li><li>➤ Hurdles of Communication according to Leapman</li><li>➤ Principles of Seven "C"</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Influence of Technology on Communication</li><li>➤ Various Models of Communication<ul style="list-style-type: none"><li>◆ Lesswell Model    ◆ Model T    ◆ SMCR Model</li><li>◆ Shenon and Viver Model</li><li>◆ Two steps flow of communication</li><li>◆ Garbner's Communication Model</li></ul></li><li>➤ Role of Communication in national development</li></ul>

#### **Reference Books :**

- UMA JOSHI - Text Book of Mass Communication & Media.
- S. GANESH - Studies of Modern Mass Media & Communication.
- AGEE - Introduction To Mass Communication.
- Dr. KEVAL J. KUMAR - Mass Communication In INDIA.
- Dr. YASIN DALAL - Madhyam Mimansa.

## Course -2 Media Ethics: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021100	Media Ethics	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Necessity of Media Ethics
- Code of Conduct for Journalism

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Press and the State</li> <li>➤ Code of conduct for journalism</li> <li>➤ Principle of Ethics of Premchand Goswami</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Ten Commandments of Journalism</li> <li>➤ What is Yellow Journalism? It's Origin</li> <li>➤ Yellow Journalism and Current Era of Journalism</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Monopoly of News papers</li> <li>➤ Competition in Media industries and problem of ethics</li> <li>➤ Press Council of India                             <ul style="list-style-type: none"> <li>◆ Formation ◆ Objectives ◆ Function</li> </ul> </li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Guidelines for ethics - Election, special incident, Ramjanmabhoomi dispute, pre and post election survey</li> <li>➤ Investigative Journalism and Ethics</li> <li>➤ Code of Conduct for Media Persons</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Press Communication</li> <li>➤ Duties of Media</li> <li>➤ Mac Bride Commission - Recommendation</li> </ul>

### Reference Books :

- GAURANG DAVE – Akhabari Kaydao Ane Acharsanhita
- GANGAPRASAD THAKUR – Bharat me Press Kannon Aur Patrakaratva
- RAMESH JAIN – Vyavsayik Patrakarita
- R.K. RAVINDRAN – Press Law and Ethics
- ROBER SCHMUHL – Responsibilities of Journalism.
- Y. K. D'SOUZA - Freedom of Press, Constitution and Media Responsibility

### Course -3 Reporting: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021200	Reporting	3	30	70	---	2 ½ Hrs.

#### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- **Effective Reporting**
- **Study of various Types of Reporting**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Various types of reporting and its necessity</li> <li>➤ Economic Reporting</li> <li>➤ Agricultural reporting</li> <li>➤ Sports reporting</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Film T.V and Radio reporting</li> <li>➤ Crime reporting</li> <li>➤ Court reporting</li> <li>➤ Investigative reporting</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Political reporting</li> <li>➤ Cultural reporting</li> <li>➤ Reporting for magazine</li> <li>➤ Reporting for special occasion</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ What is interview</li> <li>➤ Various type of interview</li> <li>➤ Deference between News Paper and Magazine reporting</li> <li>➤ Religious Reporting</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Parliamentary Reporting</li> <li>➤ Rural Reporting</li> <li>➤ Environmental Reporting</li> <li>➤ War Reporting</li> </ul>

#### Reference Books :

- HIMATBHAI PAREKH – Reporting Na Sidhanto
- Dr. RAMESH GHODASARA – Reporting No Report.
- B.N. AHUJA & S.S. CHHABARA – Reporting For Newspaper Magazine, Radio & T.V.
- JAMES M. NEAL & SUZANNE S. BROWN – News Writing & Reporting.
- Dr. YASIN DALAL – Peporting and Radio Reporting.
- LOUIS L. SNYDER & RICHARD B. MORRIS – A Treasury of Great Reporting.
- RAMESH GAUTAM – Vritta Vivechan.

#### Course -4 Editorial: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021300	Editorial	3	30	70	---	2 ½ Hrs.

#### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Objectives of Editorial
- Study of various Types of Editorial

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ What is an editorial</li><li>➤ Importance of an editorial</li><li>➤ Various definition of an editorial</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Objective and function of an editorial</li><li>➤ Elements of a good editorial</li><li>➤ Language of an editorial</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Composition of an editorial</li><li>➤ Style of writing of an editorial</li><li>➤ Various types of editorials</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Pre planning for editorial writing</li><li>➤ Editorial in leading Gujarati News papers</li><li>➤ Editorial writing on current events</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Editorial Code of Ethics</li><li>➤ Review of Editorials of Gujarati Daily</li><li>➤ Writing of an Editorial</li></ul>

#### Reference Books :

- Dr. I. R. DAVE – Tantri Lekh.
- WALDROP A. GAYLE – Editor & Editorial Writer.
- HARSHUKHBHAI SANGHANI NA TANTRI LEKH NO SANGRAH SAMPADAK – RAJENDRA DAVE. – Saurashtra Par Ek Najar.
- GHANSHYAM PANKAJ – Agralekh
- BALVANT JANI – Gujarat Samachar Na Chuntela Tantrilekh



## Course -5 News Editing: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021400	News Editing	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Elements of News Editing
- Techniques of Editing of various News

Unit	Content
Unit-I	<ul style="list-style-type: none"> <li>➤ What is News Editing ?</li> <li>➤ Importance of News Editing</li> <li>➤ Editing of main news and fillers</li> </ul>
Unit- II	<ul style="list-style-type: none"> <li>➤ Scrutinizes of Various types of news</li> <li>➤ Determining the space and size of news</li> <li>➤ Legal Provisions and News Editing</li> </ul>
Unit- III	<ul style="list-style-type: none"> <li>➤ Heading and sub-heading of News</li> <li>➤ Page layout and different types of page design</li> <li>➤ Importance of Pictures and Cartoons in Newspaper</li> </ul>
Unit- IV	<ul style="list-style-type: none"> <li>➤ Importance of Graphics and Caption in Newspaper</li> <li>➤ Printing technology &amp; production method</li> <li>➤ Typography</li> </ul>
Unit- V	<ul style="list-style-type: none"> <li>➤ Editing of News page and Magazine page</li> <li>➤ Difference between News page and Magazine page Editing</li> <li>➤ News sources</li> </ul>

### Reference Books :

- DR. JAN R. HAKEMULDER - News Reporting & Editing
- HIMATBHAI PAREKH – Vrutsampadan.
- FLOYED K. BASKETTE – The Art Of Editing
- BROOKS BRAIN – News Reporting & Editing
- GEORGE BASTIN – Editing The Day’s News.
- RANCHHODLAL LILADHAR VAYDA – Vrutant Niyojan
- RATILAL NAYAK – Pruf Vachan
- BRUCE H. WESTLEY – News Editing.
- P.P. SINGH – News Reporting and Editing.
- V.J.TRIVEDI – Akhbari Udyog
- DR. VIJAY KULSHRESHTH – Mudran, Madhyam Aur Sampadan
- N. C. PANTH – Patrakarita Avam Sampadan Kala

## Course -6 Television Media: (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410101021500	Television Media	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Study of Television Media
- Use of Television as Mass Media

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ Origin, Growth and Characteristics of Television</li><li>➤ Initial stage of Television in India and advent of Doordarshan</li><li>➤ Social context of Television and Film</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Impact of Television</li><li>➤ Language of Television</li><li>➤ Script writing for T.V. news – Writing for T.V.</li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Doordarshan News</li><li>➤ Educational Television</li><li>➤ Experiment of SITE</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ Cable and Satellite Television</li><li>➤ Current scenario of television and T.V. News Channel in India</li><li>➤ Commercial T.V.</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Qualities and Duties of an anchor</li><li>➤ Special viewers Programme and TRP</li><li>➤ T.V. Interview</li></ul>

### Reference Books :

- DR. SANJIV BHANAVAT – Electronic Media
- AMIT DESAI – Journalism & Mass Communication
- P. P. SINGH – Broadcast Journalism
- JOHAN BITTNER - Broadcasting
- HASMUKH BARADI - Television

## Course -7 Advertising : (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021601	Advertising	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Role of Advertising in Media
- Study and Preparation of Various Advertisement

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Importance and Various Types of pictures in Advertisements</li><li>➤ Advertisements layout and Various Types of layout</li><li>➤ What is Copy Writing ? and Various Types of Copy Writing</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ The advertising Campaign</li><li>➤ Television Advertising</li><li>➤ Radio Advertising</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Media Consumption System</li><li>➤ Rate of recall in Advertising</li><li>➤ Spot Advertising and Multiple Advertising</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Ogilvy's criteria for effective Advertising</li><li>➤ Transmigration model of an advertisement</li><li>➤ Four principles of Syman for Advertising</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Creation of an Advertisement</li><li>➤ Various Types of Advertisements</li><li>➤ Advertisement as Tool of Marketing</li></ul>

### Reference Books :

- Dr. YASIN DALA – Jansampark Ane Jaherkhabar.
- B.N.AHUJA & S.S.CHHABRA – Advertising.
- SANJAY KAPTAN & AKHILESH ACHARYA – Advertisement in Print Media.
- MAHENDRA MOHAN – Advertising Management.
- DR. PREMCHAND PATANJALI – Adhunik Vigyapan
- DR. NISHANTSINH – Jansampark Aur Vigyapan
- CHUNAWALA SHETHIYA – Adverting Principles and Practice
- U. C. PATNAYAK – Effectiveness of Adverting

## Course -8 Applied Public Relation: (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021701	Applied Public Relation	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Public Relation Tools and Campaign
- Public Relation In Various Sectors

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Various tools of Public Relation</li> <li>➤ Public Relation Campaign                             <ul style="list-style-type: none"> <li>◆ Research</li> <li>◆ Planning</li> <li>◆ Implementation</li> <li>◆ Evaluation</li> </ul> </li> <li>➤ Methods of Evaluation of Public Relation Campaign</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Public Relation in government sector</li> <li>➤ Public Relation in public sector</li> <li>➤ Public Relation in co-operative sector</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Code of conduct for Public relation</li> <li>➤ Future of Public Relation</li> <li>➤ Function of PR Agencies</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ PR and Marketing</li> <li>➤ Professionalism and PR</li> <li>➤ Public Relation and special events</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Public Relation and crisis management</li> <li>➤ Public Relation and Socio Economic changes in Developing Country</li> <li>➤ Public Relation and Community Welfare</li> </ul>

### Reference Books :

- CUTLIP – CENTER --- Effective Public Relation.
- Dr. MANOHAR PRABHAKAR & -- Prabhavi Jnasampark.
- B.N.AHUJA & S.S.CHHABRA – Public Relation.
- Dr. YASIN DALA L – Asarkarak Jansampark.
- Dr. RAMNIK BHATTI – Jansampark Ek Parichay.
- MOOR AND LALUPA – Public Relation.
- LALCHAND – Jansampark Prashasan

## Course -9 Translation & Language Improvement: (Elective Group A)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021801	Translation and Language Improvement	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

- The Student should enrich their knowledge about
  - Various Types of Translation
  - Study of Language Science and its Role in Language Improvement

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Translation of poem and its difficulties</li><li>➤ Translation of drama and its problem</li><li>➤ Translation of Idioms and Phrase</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Translation of an advertisement and its importance</li><li>➤ Language and Translation</li><li>➤ Translation of Technical Terminology</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Language Science and Sentence formation</li><li>➤ Role of Translation in National Development</li><li>➤ Language and Speech – Pronunciation and Writing</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Translation from English to Gujarati</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Translation from Gujarati to English</li></ul>

### Reference Books :

- MOHANBHAI PATEL – Anuwad Ni Kala.
- Dr. KISHORILAL VYAS – Anuead Ke Vividh Ayam.

## Course -7 Study of various Journals of Gujarat: (Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021602	Study of Various Journals of Gujarat	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

- The Student should enrich their knowledge about  
- Study of various journals in Gujarati

Unit	Content
Unit-I	<ul style="list-style-type: none"> <li>➤ Study of Gujarat Mitra and Gujarat Darpan</li> <li>➤ Review of Deshi Mitra</li> <li>➤ Surat Riot Case</li> </ul>
Unit- II	<ul style="list-style-type: none"> <li>➤ History of Kheda Vartman</li> <li>➤ Study of Sayaji Vijay</li> <li>➤ Journals of Hindustan Group</li> </ul>
Unit- III	<ul style="list-style-type: none"> <li>➤ Study of Dandio</li> <li>➤ Journalism of Narmad and its Impact</li> <li>➤ Review of Prajabandhu</li> </ul>
Unit- IV	<ul style="list-style-type: none"> <li>➤ Gujarati Panch – Overall Review</li> <li>➤ Sanj Vartman – A Study</li> <li>➤ Saty Mitra – Study of its History</li> </ul>
Unit- V	<ul style="list-style-type: none"> <li>➤ Review of Kyasare Hind</li> <li>➤ Analytical study if Gandhiji's Journalism</li> <li>➤ Review of Navjivan</li> </ul>

### Reference Books :

- Dr. YASIN DALAL – Mahan Patrakaro
- VISHNU PANDYA – Patrakaratva Ni Vikas Rekha
- BHAGVATIKUMAR SHARMA – Chhella Pachchis Varsh Nu Gujarati Patrakaratva
- NEETABEN PARIKH – Bhartiya Patrakaratva No Prarambhik Itihas
- Dr. RATAN MARSHAI – Gujarati Patrakartva No Itihaas.
- VISHNU PANDYA – Patrakartva Na Pravaho.
- DR. PREMCHAND PATANJALI – Media Ke Pachas Varsh

## Course -8 Study of various Journals of Saurashtra:(Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021702	Study of Various Journals of Saurashtra	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Study of various journals of Saurashtra
- Contribution of few stalwarts of journalism of Saurashtra

Unit	Content
Unit-I	<ul style="list-style-type: none"> <li>➤ Study of various journals of Saurashtra                             <ul style="list-style-type: none"> <li>◆ Arya Sahodar</li> <li>◆ Khedoot</li> <li>◆ Kathiawar Times</li> </ul> </li> </ul>
Unit- II	<ul style="list-style-type: none"> <li>➤ Study of various journals of Saurashtra                             <ul style="list-style-type: none"> <li>◆ Saurashtra</li> <li>◆ Sharada</li> <li>◆ Kaumudi</li> </ul> </li> </ul>
Unit- III	<ul style="list-style-type: none"> <li>➤ Study of various journals of Saurashtra                             <ul style="list-style-type: none"> <li>◆ Jaihind</li> <li>◆ Shree Nootan Saurashtra</li> </ul> </li> <li>➤ Study of contribution of Shamaldas Gandhi</li> </ul>
Unit- IV	<ul style="list-style-type: none"> <li>➤ Review of Contribution of Bhavanidas Vajirani</li> <li>➤ Amrutlal Sheth and Journalism of Saurashtra</li> <li>➤ Study of contribution of Zaverchand Meghani</li> </ul>
Unit- V	<ul style="list-style-type: none"> <li>➤ Study of Contribution of                             <ul style="list-style-type: none"> <li>◆ Gokuldas Raichura</li> <li>◆ Vijayrai Vaidya</li> <li>◆ Jugatrambhai Raval</li> </ul> </li> </ul>

### Reference Books :

- Dr. YASIN DALAL – Akhbar Nu Avalokan.
- Dr. YASIN DALAL – Mahan Patrakaro
- YASHVANT HIRANI – Phulchhab Gatha.
- Dr. YASIN DALAL – Mahan Patrakaro
- VISHNU PANDYA – Patrakaratva Ni Vikas Rekha
- BHAGVATIKUMAR SHARMA – Chhella Pachchis Varsh Nu Gujarati Patrakaratva
- VISHNU PANDYA – Patrakartva Na Pravaho.
- DR. PREMCHAND PATANJALI – Media Ke Pachas Varsh

## Course -9 Applied Corporate Communications: (Elective Group B)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021802	Applied Corporate Communication	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

- The Student should enrich their knowledge about
  - Instruments for Corporate Communication
  - Future of Corporate Communication

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"> <li>➤ Usefulness of various instruments for Corporate Communication</li> <li>➤ Research, Planning and Implementation in Corporate Communication</li> <li>➤ Evaluation for Corporate Communication Campaign</li> </ul>
<b>Unit- II</b>	<ul style="list-style-type: none"> <li>➤ Corporate Communication and Government sector</li> <li>➤ Corporate Communication and public sector</li> <li>➤ Corporate Communication and co-operative sector</li> </ul>
<b>Unit- III</b>	<ul style="list-style-type: none"> <li>➤ Commandments for Corporate Communication</li> <li>➤ Future of Corporate Communication</li> <li>➤ Corporate Communication and Marketing</li> </ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"> <li>➤ Corporate Communication for special corporate events</li> <li>➤ Corporate Communication and crisis management</li> <li>➤ Role of Corporate Communication Organizations</li> </ul>
<b>Unit- V</b>	<ul style="list-style-type: none"> <li>➤ Professional Aptitude in Corporate Communication</li> <li>➤ Corporate Communication Awareness</li> <li>➤ Corporate Communication and Language Problem</li> </ul>

### Reference Books :

- P. K. ARYA – Corporate Communication in India
- Y. K. D'Souza - Corporate Communication – A new Tool
- KRUSHNABIHARI MISHRA - Corporate Communication and Development



## Course -7 Media Communication Skill : (Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021603	Media Communication Skill	3	30	70	---	2 ½ Hrs.

### ❖ **Course Objectives :**

#### ➤ **The Student should enrich their knowledge about**

- **Effective Communication**
- **Benefit of Communication Skill**

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ Writing and Media Communication Skill</li><li>➤ Process for Media Writing</li><li>➤ Script Writer</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Book Review</li><li>➤ Film Review</li><li>➤ Short Story Writing</li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Informal and Formal Essay Writing</li><li>➤ Science Reporting</li><li>➤ Biography Writing</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ Personal and Company Letter</li><li>➤ Necessity of writing skill for expression of new thoughts</li><li>➤ Investigative Reporting</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Necessary qualities to be a best writer</li><li>➤ Writing for special events</li></ul>

### **Reference Books :**

- J. K. SMITH – Communication Skills
- HARVARD BUSINESS REVIEW AND JAMES EDWARD THOMAS – Presentations
- LEEN D'HAENENS AND MICHAEL OPGENHAFFEN - Cross-continental Views on Journalistic Skills
- GAIL SEDORKIN – Interviewing: A Guide for Journalists and Writers

## Course -8 Crime Reporting : (Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021703	Crime Reporting	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Care for Crime Reporting
- Style of Crime Reporting

Unit	Content
<b>Unit-I</b>	<ul style="list-style-type: none"><li>➤ Police Organization</li><li>➤ Function of Fire Brigade, Hospital, Police Station</li></ul>
<b>Unit- II</b>	<ul style="list-style-type: none"><li>➤ Function of various sections of Police Organization C.I.D., I.B., C.B.I., Dog Squad, D.C.B., Crime Branch, A.C.B.</li><li>➤ Other Organization related to Police Department – Customs, Income Tax, Enforcement</li></ul>
<b>Unit- III</b>	<ul style="list-style-type: none"><li>➤ Introduction of Regional Judiciary</li><li>➤ Media Trial and Crime Reporting</li></ul>
<b>Unit- IV</b>	<ul style="list-style-type: none"><li>➤ Expectation of Society from Crime Reporter</li><li>➤ Specialty for writing a Crime Reports</li></ul>
<b>Unit- V</b>	<ul style="list-style-type: none"><li>➤ Norco Test, Lie Detector, Forensic Medicine, Function of Forensic Laboratory</li><li>➤ Care to be taken while reporting for Incidence of Terrorist Attack, Communal Riots</li></ul>

### Reference Books :

- BHARAT LAKHATRAIYA – Crime Reporting
- BIPINCHANDRA SHUKLA – Kayda No Khyal
- LISA BETH PULITZER – Crime on Deadline
- KUMAR BHAWESH CHANDRA – Reporting Se Anchoring Tak

## Course -9 Social Media :(Elective Group C)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Elective	1601410201021803	Social Media	3	30	70	---	2 ½ Hrs.

### ❖ Course Objectives :

#### ➤ The Student should enrich their knowledge about

- Other Media and Social Media
- Hazards of Social Media

Unit	Content
Unit-I	<ul style="list-style-type: none"><li>➤ Effects of Social Media on Mass Media</li><li>➤ Social Media and Marketing</li><li>➤ Social Media and Celebrity</li></ul>
Unit- II	<ul style="list-style-type: none"><li>➤ Important Incidents of Gujarat – India and Social Media</li><li>➤ Social media and incidents of world</li><li>➤ Contribution of Social Media in Advertisement</li></ul>
Unit- III	<ul style="list-style-type: none"><li>➤ Care to be taken in utilizing Social Media</li><li>➤ Effect of Social Media on Children</li><li>➤ Social Media and Culture</li></ul>
Unit- IV	<ul style="list-style-type: none"><li>➤ Social Media and Concept of Global Village</li><li>➤ Social Networking</li><li>➤ Social Media and Breaking News</li></ul>
Unit- V	<ul style="list-style-type: none"><li>➤ Future of other media due to Social Media</li><li>➤ e-commerce Market</li></ul>

### Reference Books :

- SWARNA SUMAN – Social Media (Hindi)
- YOGESH PATEL – Social Media (Hindi)
- GUY KAWASAKI – Art of Social Media: Power Tips
- GRANT KENNEDY – Social Media: Master Social Media Marketing
- TEJAS PATHI – New web technology and the internet communication
- SWATI CHAUHAN – Handbook of Online Journalism
- DR. VIKRAM SUMAN – Web Patrakarita

## Course- 10 Attachment (Practical Journalism) (Core)

Name of Course	Semester	Core / Elective/ Allied/ Practical / Project	Course / Paper Code	Course / Paper Title	Credit	Internal Marks	External Marks	Practical / Viva Exam Marks	External Exam Time Duration
BJMC	02	Core	1601410201021600	Post Attachment (Practical Journalism – Internship)	3	---	---	100	---

❖ **Course Objectives :**

- **The Student should enrich their knowledge about**  
**- Various Practical aspects of various Mass Media**

Unit	Content
Unit-I	<p>Imparting education in the field of journalism &amp; mass – communication is much more difficult due to its fast changing &amp; continuous growing &amp; developing characteristic. Due to these characteristic not only correlation between theories &amp; practical are much more needed but also the confusion, if any arises in the mind of students during the attachment i.e. practical Journalism should be corrected in direct teaching before they actually start their carrier in the field of journalism &amp; mass communication. This is the pioneering factor to build up more valuable, more ethical &amp; more responsive media in the developing society like INDIA.</p> <p>Considering this &amp; as per UGC guideline each student will have to undergo an attachment i.e. practical Journalism, usually called as internship for 10 weeks any time during the second semester, in any of the media such as newspaper, magazines, radio, television, agencies of advertising, PR Agencies etc. as decided by the principal of the concern college/institution. On completion of the attachment each student will have to appear for viva-voice examination.</p>