

KADI SARVA VISHWAVIDYALAYA

GANDHINAGAR

**Established vide Gujarat State Government Act 21 of 2007 in May 2007
Approved by UGC (Ref.: F. 9-18/2008(cpp-1) March 19, 2009)**



Post Graduate Diploma in Journalism and Mass Communication (Full Time Program)

2020-21

LDRP Campus, Sector-15, Nr. KH-5 Circle,
Gandhinagar – 382015
(Gujarat State, INDIA)

E-mail: info@ksvuniversity.org.in

Website: <http://www.ksvuniversity.org.in/>

Scheme of Credit & Grade System

Sr. No.	Grade	Percentage According to Grade	GradePoints	Qualitative Meaning of Grade
1	A+	90 to 100	10	Outstanding
2	A	80 to 89	9	Excellent
3	A-	70 to 79	8	Very Good
4	B+	60 to 69	7	Good
5	B	50 to 59	6	Average
6	B-	40 to 49	5	Fair
7	F	Less than 40	0	Fail
8	I	Incomplete		

The calls awarded to a student with his/her PGDJMC course is decided by his/her final CPI as per the Following table :

Distinction	CPI not less than 7.50
First Class	CPI less than 7.50, but not less than 6.50
Second Class	CPI less than 6.50, but not less than 5.50
Pass Class	CPI less than 5.50, but not less than 5.00

The final degree would be awarded to the student on the successful completion of both the semesters.

Scheme of the Syllabus/Course structure

KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR								
PGDJMC								
SEMESTER - I								
Sr. No.	Subject Code	Name of Subject	Total Credit	Teaching Scheme (Hrs Per Week)		Examination Scheme		
				Theory	Tutorial	Internal	External	Marks
1	PGDJMC 101	Principles of Journalism	4	3	1	30	70	100
2	PGDJMC 102	Communication	4	3	1	30	70	100
3	PGDJMC 103	Reporting	4	3	1	30	70	100
4	PGDJMC 104	Editing & Current Affairs	4	3	1	30	70	100
5	PGDJMC 105	Writing Skill & Translation	4	3	1	30	70	100
Total			20	15	5	150	350	500
KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR								
PGDJMC								
SEMESTER - II								
Sr. No.	Subject Code	Name of Subject	Total Credit	Teaching Scheme (Hrs Per Week)		Examination Scheme		
				Theory	Tutorial	Internal	External	Marks
1	PGDJMC 201	Media Law & Ethics	4	3	1	30	70	100
2	PGDJMC 202	Television Media	4	3	1	30	70	100
3	PGDJMC 203	Radio	4	3	1	30	70	100
4	PGDJMC 204	Public Relation	4	3	1	30	70	100
5	PGDJMC 205	Field Work Practicum	4	--	--	--	100	100
Total			20	12	4	120	380	500

- This is a One year fulltime program consisting of two semesters.
- The duration of university exam will be three hours per theory paper.
 - The duration of **Tutorial** is one hour contains Assignment writing /Topic based seminars or report making etc.
 - For the subject Field Work Practicum (PGDJMC 205) is based on Training/Internship related to Journalism and Viva-voice of 100 marks will be conducted based on the work done during the training period.

DETAILED SYLLABUS
Semester – 1
Principles of Journalism (PGDJMC 101)

Course Objectives :

The Student should enrich their knowledge about the Concept of Journalism.

Subject Title	Subject Code	Teaching Scheme Hours per Week		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Theory	Tutorial		Internal Assessment	University Exam		
					Marks	Marks		
Principles of Journalism	PGDJMC 101	3	1	60	30	70	100	4

Course Contents :

Unit	Content
Unit-I	<ul style="list-style-type: none"> ❖ Introduction to Journalism ❖ Various Principles of Journalism ❖ Social Responsibility of Journalism
Unit- II	<ul style="list-style-type: none"> ❖ Effect of Journalism on Society ❖ Press: Mission-Profession or Industries ❖ Contain of news paper
Unit- III	<ul style="list-style-type: none"> ❖ Contain of supplement ❖ Fourth Estate ❖ Literature and Journalism
Unit- IV	<ul style="list-style-type: none"> ❖ Specialties and limitation of Journalism ❖ Journalist, Media and Government ❖ Foreign News paper in India and its hazard
Unit- V	<ul style="list-style-type: none"> ❖ Importance of Journalism in Information Era ❖ Functions of Journalist ❖ Responsibilities of Journalist

Reference Books :

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

Semester – 1
Communication (PGDJMC 102)

Course Objectives :

The Student should enrich their knowledge about the Fundamental of Communication - Basic of Mass Communication.

Subject Title	Subject Code	Teaching Scheme Hours per Week		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Theory	Tutorial		Internal Assessment	University Exam		
					Marks	Marks		
Communication	PGDJMC 102	3	1	60	30	70	100	4

Course Contents :

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

Reference Books :

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

Semester – 1
Reporting (PGDJMC 103)

Course Objectives:

The Student should enrich their knowledge about Concept of Reporting, Various News sources
Unit Content.

Subject Title	Subject Code	Teaching Scheme		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Hours per Week			Internal Assessment	University Exam		
		Theory	Tutorial		Marks	Marks		
Reporting	PGDJMC 103	3	1	60	30	70	100	4

Course Contents :

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

Reference Books :

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

Semester – 1
Editing & Current Affairs (PGDJMC 104)

Course Objectives:

The Student should enrich their knowledge about the Concept of Editing, Principles of Editing.

Subject Title	Subject Code	Teaching Scheme		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Hours per Week			Internal Assessment	University Exam		
		Theory	Tutorial		Marks	Marks		
Editing & Current Affairs	PGDJMC 104	3	1	60	30	70	100	4

Course Contents :

Unit	Content
Unit-I	<ul style="list-style-type: none"> ❖ What is Editing? ❖ General Principles of Editing ❖ Office organization
Unit- II	<ul style="list-style-type: none"> ❖ Qualification and duties of Sub-editors and News Editor ❖ Qualification and duties of Editor ❖ Editing of different types of materials to be printed
Unit- III	<ul style="list-style-type: none"> ❖ Synchronization of Terminology for the composition ❖ Editing of various segments of newspaper ❖ Dead line and accommodation of late news
Unit- IV	<ul style="list-style-type: none"> ❖ What is current affairs ❖ Current events, issues and trends at the local, regional, national and international level in the field of politics, economy, education, agriculture, arts, science, sports and culture.
Unit- V	<ul style="list-style-type: none"> ❖ News Agencies of India ❖ Editors Role in Newspaper ❖ Editing and Management Policy

Reference Books :

1. HIMATBHAI PAREKH – Vrutsampadan.
2. FLOYED K. BASKETTE – The Art Of Editing
3. GEORGE BASTIN – Editing The Day’s News.
4. RANCHHODLAL LILADHAR VAYDA – Vrutant Niyojan
5. RATILAL NAYAK – Pruf Vachan
6. P.P. SINGH – News Reporting and Editing.
7. V.J.TRIVEDI – Akhbari Udyog
8. DR. VIJAY KULSHRESHTH – Mudran, Madhyam Aur Sampadan
9. N. C. PANTH – Patrakarita Avam Sampadan Kala

Semester – 1
Writing Skill & Translation (PGDJMC 105)

Course Objectives:

The Student should enrich their knowledge about - Concept of Writing, Various Types of Writing

Subject Title	Subject Code	Teaching Scheme Hours per Week		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Theory	Tutorial		Internal Assessment	University Exam		
					Marks	Marks		
Writing Skill & Translation	PGDJMC 105	3	1	60	30	70	100	4

Course Contents :

Unit	Content
Unit-I Writing News, Caption, Cartoon & Advertising	<ul style="list-style-type: none"> ❖ Principles of News Writing ❖ Meaning, Definition and Concept of News ❖ Sources of News gathering, News Value and elements of news ❖ Types of News – Hard and Soft News ❖ Different types of Sources ❖ Structure of News: Five Ws and One H. ❖ Selection of Information, Writing Intro/Lead, Body ❖ Different types of Intro/Lead ❖ What is Copy Writing ? and Various Types of Copy Writing
Unit- II Feature Writing	<ul style="list-style-type: none"> ❖ Importance of Feature Writing in media ❖ Types of Features ❖ Film and Book review ❖ Selection of topic for features ❖ Freelance writer and style of writing ❖ Principle and method of effective writing ❖ Qualities of Feature Writer
Unit- III Editorial Writing	<ul style="list-style-type: none"> ❖ What is an editorial ❖ Objective and function of an editorial ❖ Elements of a good editorial ❖ Language of an editorial ❖ Various types of editorials ❖ Editorial in leading Gujarati News papers
Unit- IV Writing for Newspaper & Magazine	<ul style="list-style-type: none"> ❖ What is news ❖ Sources of news ❖ What is reporting, The role of a reporter, Profile of a reporter ❖ What is lead (lead writing, types of lead) what is an interview- T ❖ Types of interview, (planned interview, unplanned interview, telephonic interview, etc), Pausing to questions, Rules for question answer methods, Open ended question, Close ended question, Do's and don'ts in interviews, Establishing report.

Unit- V Tranlation	<ul style="list-style-type: none"> ❖ Meaning of Translation ❖ Various theories of translation ❖ Importance of Translation ❖ Translation of News ❖ Practical work of Translation and adaptation from English, Gujarati and Hindi ❖ Proof reading, Meaning, symbols, purposes
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Reference Books :

1. Dr. I. R. DAVE – Tantri Lekh.
2. WALDROP A. GAYLE – Editor & Editorial Writer.
3. HARSHUKHBHAI SANGHANI NA TANTRI LEKH NO SANGRAH SAMPADAK – RAJENDRA DAVE.
4. Reporting and Radio Reporting Dr. Yasin Dalal
5. Crime Reporting & the Journalism Dr.Ranish 4
6. P.P. SINGH – News Reporting and Editing.
7. V.J.TRIVEDI – Akhbari Udyog
8. DR. VIJAY KULSHRESHTH – Mudran, Madhyam Aur Sampadan
9. N. C. PANTH – Patrakarita Avam Sampadan Kala
10. તંત્રીલેખોની ભાષા: એક અધ્યયન – પરીક્ષિત જોશી

Semester – II
Media Law & Ethics (PGDJMC 201)

Course Objectives :

- Concept of Freedom of Press- Various Media Law

Subject Title	Subject Code	Teaching Scheme		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Hours per Week			Internal Assessment	University Exam		
		Theory	Tutorial		Marks	Marks		
Media Law & Ethics	PGDJMC 201	3	1	60	30	70	100	4

Course Contents :

Unit	Content
Unit-I	<ul style="list-style-type: none"> ❖ Freedom of Press ❖ Constitutional Provisions ❖ Press and the State ❖ Code of Conduct for Journalism
Unit- II	<ul style="list-style-type: none"> ❖ History of Media law ❖ Inevitability and Importance of Media Law ❖ Copy right Act ❖ Contempt of court Act
Unit- III	<ul style="list-style-type: none"> ❖ Ten Commandments of Journalism ❖ What is Yellow Journalism? It's Origin ❖ Yellow Journalism and Current Era of Journalism ❖ Competition in Media industries and problem of ethics ❖ Press Council of India
Unit- IV	<ul style="list-style-type: none"> ❖ Official secret act ❖ Press and registration of book act ❖ Right to information ❖ Investigative Journalism and Ethics
Unit- V	<ul style="list-style-type: none"> ❖ Code of Conduct for Media Persons ❖ Press Council Act 1978 ❖ Prasarbharti ❖ Indecent Representation of women (Prohibition) Act 1986

Reference Books :

1. DURGA DAS BASU – Law of the press.
2. Dr. SANJIV BHANAVAT- Press, Kanoon Aur Patrakaratva
3. MATIN WALKER – Power of the Press
4. D. K. SINGH – The Press law
5. GAURANG DAVE – Akhabari Kaydao Ane Acharsanhita
6. GANGAPRASAD THAKUR – Bharat me Press Kannon Aur Patrakaratva
7. RAMESH JAIN – Vyavsayik Patrakarita
8. R.K. RAVINDRAN – Press Law and Ethics

Semester – II

Television Media (PGDJMC 202)

Course Objectives :

To enable the learners to Explore Television as Mass Media

Subject Title	Subject Code	Teaching Scheme		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Hours per Week			Internal Assessment	University Exam		
		Theory	Tutorial		Marks	Marks		
Television Media	PGDJMC 202	3	1	60	30	70	100	4

Course Contents :

Unit	Content
Unit-I	<ul style="list-style-type: none"> ❖ Origin, Growth and Characteristics of Television ❖ Television in India ❖ Social context of Television and Film
Unit- II	<ul style="list-style-type: none"> ❖ Impact of Television ❖ Language of Television ❖ Script writing for T.V. in Reference to news and Information ❖ Film & T.V. ❖ Film Reporting
Unit- III	<ul style="list-style-type: none"> ❖ Doordarshan News ❖ Educational Television ❖ Experiment of SITE ❖ Various types of reporting
Unit- IV	<ul style="list-style-type: none"> ❖ Cable and Satellite Television ❖ Current scenario of television and T.V. News Channel in India ❖ Commercial T.V.
Unit- V	<ul style="list-style-type: none"> ❖ Qualities and Duties of an anchor ❖ Special viewers Programme and TRP ❖ T.V. Interview

Reference Books :

1. DR. SANJIV BHANAVAT – Electronic Media
2. AMIT DESAI – Journalism & Mass Communication
3. JOHAN BITTNER – Broadcasting
4. HASMUKH BARADI – Television
5. Dr. RAMESH GHODASARA – Reporting No Report.
6. B.N. AHUJA & S.S. CHHABARA – Reporting For Newspaper Magazine, Radio & T.V.
7. JAMES M. NEAL & SUZANNE S. BROWN – News Writing & Reporting.

Semester – II
Radio (PGDJMC 203)

Course Objectives :

Concept of Radio Media Type of Radio Programs.

Subject Title	Subject Code	Teaching Scheme		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Hours per Week			Internal Assessment	University Exam		
		Theory	Tutorial		Marks	Marks		
Radio	PGDJMC 203	3	1	60	30	70	100	4

Course Contents :

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

Reference Books :

1. JOHAN BITTNER – Broadcasting
2. Dr. YASIN DALAL – Reporting and Radio Reporting
3. MEHRA MASANI – Prasaran Ane Samaj
4. P.P.SHINGH – Broadcast Journalism
5. DR. SANJIV BHANAVAT – Electronic Media
6. P. P. SHINGH – Broadcast Journalism

Semester – II
Public Relation (PGDJMC 204)

Course Objectives :

-To understand the Concept of Public Relation

Subject Title	Subject Code	Teaching Scheme Hours per Week		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Theory	Tutorial		Internal Assessment	University Exam		
					Marks	Marks		
Public Relation	PGDJMC 204	3	1	60	30	70	100	4

Course Contents :

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

Reference Books :

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

Semester – II
Field Work Practicum (PGDJMC 205)

Course Objectives :

The Student should enrich their knowledge about various aspects of Journalism & Mass Media.

Subject Title	Subject Code	Teaching Scheme Hours per Week		Total Teaching Hours per semester	Examination Scheme		Total Marks	Credit
		Theory	Tutorial		Internal Assessment	University Exam		
					Marks	Marks		
Field Work Practicum	PGDJMC 205	--	--	--	--	100	100	4

- ❖ Each student will have to undergo an training/internship of 10 weeks during the second semester, in any of the media such like newspaper, magazines, radio, television, agencies of advertising, PR Agencies etc. under the guidance of the Principal/Head of the concerned college/institution.
- ❖ After completion of training/internship of 10 weeks, each student needs to submit detailed report and presentation regarding his/her work during the training/internship.
- ❖ Viva-voice of 100 marks (evaluation of Reporting 70 Marks & Viva 30 Marks) will be conducted at end of the semester by examiners based on the work done during the training period.