



Saurashtra University

(Accredited Grade "A" by NAAC)

SYLLABUS

OF

Bachelor of Journalism &

Mass Communication Programme

(B.J.M.C.)

Based on Choice Base Credit System

In force from

June : 2016

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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	1601410101010100	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
		Elective Courses (Group-A)				
7	1601410201010701	Elements of Advertising	3	30	70	100
8	1601410201010801	Elements of Public Relation	3	30	70	100
9	1601410201010901	Elements of Translation	3	30	70	100
		Elective Courses (Group-B)				
7	1601410201010702	History of Press in Gujarat	3	30	70	100
8	1601410201010802	History of Press in Saurashtra	3	30	70	100
9	1601410201010902	Elements of Corporate Communication	3	30	70	100
		Total	27	270	630	900

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 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.

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
		Elective Courses (Group-A)				
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
		Elective Courses (Group-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
10	1601410601021900	Post Attachment (Practical Journalism – Internship) (Core)	3	--	--	100
		Total	30	270	630	1000

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 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
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 :**

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

❖ 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
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 :**

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

❖ 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"> ➤ 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"> ➤ Dummy copy ➤ Qualification and duties of managers ➤ Editor- Manager relationship
Unit- V	<ul style="list-style-type: none"> ➤ News Agencies of India ➤ Editors Role in Newspaper ➤ Editing and Management Policy

❖ 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">➤ 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 :

- 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	1601410201010701	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
Unit-I	<ul style="list-style-type: none">➤ What is an Advertising ?➤ Advantages and disadvantages of an advertisement➤ Brief history of advertising in India
Unit- II	<ul style="list-style-type: none">➤ Media selection for advertising➤ Current scenario of media in reference to advertising➤ Research and Advertisement
Unit- III	<ul style="list-style-type: none">➤ Social and Psychological effects of advertisement➤ Advertisement and Society➤ Formation and Function of advertising agencies
Unit- IV	<ul style="list-style-type: none">➤ Recognition of advertising agencies➤ Advertising - a developing business➤ Problem of translation in advertisement
Unit- V	<ul style="list-style-type: none">➤ Obscenity in advertising➤ Women - Children and advertisements➤ Advertising : Law and Code of Conduct

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	1601410201010801	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"> ➤ What is Public Relation? ➤ Various 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 :

- 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	1601410201010901	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"> ➤ What is Translation? ➤ History of Translation ➤ Rules of Translation
Unit- II	<ul style="list-style-type: none"> ➤ Importance of Translation ➤ Process of good Translation ➤ Qualities of a good Translator
Unit- III	<ul style="list-style-type: none"> ➤ Translation as an expansion of idea ➤ Translation and journalism ➤ Various types of Translation
Unit- IV	<ul style="list-style-type: none"> ➤ Translation from English to Gujarati
Unit- V	<ul style="list-style-type: none"> ➤ Translation from Gujarati to English

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	1601410201010702	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"> ➤ Initial stage of Gujarati Press ➤ Invention of Types ➤ Invention of Gujarati type and its expansion
Unit- II	<ul style="list-style-type: none"> ➤ 'Madehnajar' of Mumbai Samachar ➤ General History of Mumbai Samachar ➤ Mumbai Chabuk – A Review
Unit- III	<ul style="list-style-type: none"> ➤ A study of Jam-E-Jamshed ➤ Analytical study of Vartman and Samsheer Bahadur ➤ Contribution of Rast Goftar
Unit- IV	<ul style="list-style-type: none"> ➤ Maharaja Liable Case ➤ Satyaprakash – A Review ➤ Swatantrata – Overall study
Unit- V	<ul style="list-style-type: none"> ➤ History of 'Gujarati' ➤ Social Reforms and Initial Gujarati Newspapers ➤ Gujarati Language and Initial Gujarati Newspapers

Reference Books :

- 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 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	1601410201010802	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"> ➤ Background of Saurashtra in reference to Publication of journal ➤ Initial stage of Journalism in Saurashtra ➤ Saurashtra Darpan – A study
Unit- II	<ul style="list-style-type: none"> ➤ Study of History of Manoranjak Ratnamal ➤ Analytical Study of Vigyan Vilas ➤ Overall Study of Gujarat Shalapatra
Unit- III	<ul style="list-style-type: none"> ➤ Gyandipak – A Review ➤ Study of Priyamvada ➤ Contribution of Manishankar Kikani
Unit- IV	<ul style="list-style-type: none"> ➤ Mirza Muradali and his Contribution ➤ Initial Newspapers and Hargovind Kantawala ➤ Devotional Role of Navalram Pandya in Journalism
Unit- V	<ul style="list-style-type: none"> ➤ Rushankar Oza and Initial Newspapers ➤ Manilal Nabhubhai and his role in Journalism of Saurashtra ➤ The impact of Initial Newspaper of Saurashtra on Society

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	1601410201010902	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
Unit-I	<ul style="list-style-type: none"> ➤ What is Corporate Communication? ➤ Elaboration of concept of Corporate Communication ➤ Concept of Corporate Communication in India
Unit- II	<ul style="list-style-type: none"> ➤ Development of Corporate Communication ➤ Importance of Communication Skill in Corporate Communication ➤ Corporate Communication among employee
Unit- III	<ul style="list-style-type: none"> ➤ External Corporate Communication ➤ Importance of Corporate Communication ➤ Corporate Communication, Corporate Advertisement, Corporate Publicity and Corporate Propaganda
Unit- IV	<ul style="list-style-type: none"> ➤ Corporate Communication and Society ➤ International concept of Corporate Communication ➤ Characteristic of a good Corporate Communicator
Unit- V	<ul style="list-style-type: none"> ➤ Corporate Communication for Target Group ➤ Corporate Communication Setup in Companies ➤ Characteristics of Effective Corporate Communication

Reference Books :

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

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
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 <ul style="list-style-type: none"> ◆ 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 <ul style="list-style-type: none"> ◆ 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 :

- 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
Unit-I	<ul style="list-style-type: none"> ➤ Press and the State ➤ Code of conduct for journalism ➤ Principle of Ethics of Premchand Goswami
Unit- II	<ul style="list-style-type: none"> ➤ Ten Commandments of Journalism ➤ What is Yellow Journalism? It's Origin ➤ Yellow Journalism and Current Era of Journalism
Unit- III	<ul style="list-style-type: none"> ➤ Monopoly of News papers ➤ Competition in Media industries and problem of ethics ➤ Press Council of India <ul style="list-style-type: none"> ◆ Formation ◆ Objectives ◆ Function
Unit- IV	<ul style="list-style-type: none"> ➤ Guidelines for ethics - Election, special incident, Ramjanmabhoomi dispute, pre and post election survey ➤ Investigative Journalism and Ethics ➤ Code of Conduct for Media Persons
Unit- V	<ul style="list-style-type: none"> ➤ Ombudsman ➤ Duties of Media ➤ Code of Ethics for the Press Adopted by AINEC - 68

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

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

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**

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

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
Unit-I	<ul style="list-style-type: none">➤ Origin, Growth and Characteristics of Television➤ Initial stage of Television in India and advent of Doordarshan➤ 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
Unit- III	<ul style="list-style-type: none">➤ Doordarshan News➤ Educational Television➤ Experiment of SITE
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 :

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

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

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

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

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

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

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- 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	1601410601021900	Post Attachment (Practical Journalism – Internship)	3	---	---	100	---

❖ **Course Objectives :**

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

<i>Unit</i>	<i>Content</i>
Unit-I	<p>Imparting education in the field of journalism & mass – communication is much more difficult due to its fast changing & continuous growing & developing characteristic. Due to these characteristic not only correlation between theories & 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 & mass communication. This is the pioneering factor to build up more valuable, more ethical & more responsive media in the developing society like INDIA.</p> <p>Considering this & 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>