

**P.G. DIPLOMA IN MASS  
COMMUNICATION  
FACULTY OF ARTS**

**ORDINANCES & REGULATIONS  
IN FORCE FROM - JUNE-2015/16**

**SAURASHTRA UNIVERSITY  
RAJKOT- 360005**

## **P.G. DIPLOMA IN MASS COMMUNICATION (IN FORCE FROM JUNE 2015)**

### **O.P.G.D.M.C. 1 :**

A candidate for the examination for the degree of P.G.Diploma in Mass Communication must have.

- (1) Attended the course of study for two academic semesters.
- (2) Passed the examination in all papers and viva prescribed from time to time hold by the University after keeping the required minimum attendance as laid down in that behalf. For deciding class and giving medal and/or prize, average of marks obtained in semester 1 and 2 will be considered.

### **O.P.G.D.M.C. 2 :**

The minimum attendance required for the admission to the examination will be 75 % in each semester of the total number of the working days. When on account of bonafide reason deemed sufficient by the professor in charge/Head of Dept. the total working days of academic year, it shall be competent for the professor in charge/Head of Deptt. to condone the deficiency in attendance.

Provided that the student who is absent on account of illness must produce a medical certificate from recognized medical practitioner within 7 days from rejoining the institution after illness. Such a condonation on ground of illness will be admissible for the certified days of illness but not for a period less than three days at a time.

### **O.P.G.D.M.C. 3 :**

P.G. Diploma in Mass Communication is considered equivalent to BJMC and as a full time course. It cannot be offered along with any other course of study.

**O.P.G.D.M.C. 4 :**

There shall be an examination at the end of each semester.

**O.P.G.D.M.C. 5 :**

A maximum number of 40 regular students will be admitted in first semester and 10 self finance seats are also available.

**O.P.G.D.M.C. 6 :**

Candidate admitted in the P.G. Diploma in Mass Communication 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.

**O.P.G.D.M.C. 7 :**

There shall be written examination at the end of each semester. Moreover, at the end of the second semester there shall be viva-voce 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 and viva-voce will be held in due course of time continuation with semester examination time table.

**O.P.G.D.M.C. 8 :**

Total credit for P.G. Diploma in Mass Communication programme is 40 credits consisting of total 20 credits for each semester.

**O.P.G.D.M.C. 9 :**

The course and credit for it prescribed for the study of P.G. Diploma in Mass Communication programme shall be the same as mention in P.G.D.M.C-1

**O.P.G.D.M.C. 10 :**

Admission to the P.G. Diploma in Mass Communication programme shall be made by observing reservation policy of Govt. of Gujarat and Saurashtra University

**O.P.G.D.M.C. 11 :**

Written examination of 70 marks for each course will be of Two & Half hours duration. Question paper for each course will have five questions. Paper Style is as Follws.

Q.1. Answer any one question (Out of three options)	(14)
Q.2. Answer any two question (Out of four options)	(20)
Q.3. Answer any two question (Out of four options)	(14)
Q.4. Write a Short-note on any two (Out of four options)	(10)
Q.5. Answer in two or three lines (Out of three options)	(12)
Total Marks	----- 70

**O.P.G.D.M.C. 12 :**

Maximum 50 students will be admitted in First semester of P. G. Diploma in Mass Communication programme, out of which 40 students will be admitted on the basis of regular fee structure and remaining 10 will be admitted on the basis of self finance fee structure.

**R. P.G.D.M.C. 1 :**

The following are the subjects prescribed for the study of P.G. Diploma in Mass Communication

Wherever any practical work is assigned for a course of study in any subject, the student shall undertake the work. Which will be assessed by the head.

Internal evaluation will be of 30 marks in all 4 semesters. These marks will be divided in three heads- assignments (10 marks), Seminar (10 marks) and written test (10 marks). These will be compulsory for students in all semesters. Students will have to get minimum 12 marks out of 30 to pass.

## R. P.G.D.M.C. 2 :

The following are the syllabus in the subject of examinations.

### SEMESTER-1

No.	Course Code	Name of Course	Hours/week	Credits
1	CDMC 1001	Introduction to Journalism & New Media	4	4
2	CDMC 1002	Reporting	4	4
3	CDMC 1003	Editorial & Features	4	4
4	EDMC 1004	Advertising <b>OR</b> International Communication	4	4
5	NDMC 1005	Media law & Ethics <b>OR</b> Gujarati Literature & Mass Communication	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

### SEMESTER-2

No.	Course Code	Name of Course	Hours/week	Credits
1	CDMC 2001	Introduction to Mass Communication & Research	4	4
2	CDMC 2002	Editing & Management	4	4
3	CDMC 2003	Attachment & Practical work	4	4
4	EDMC 2004	Corporate Communication <b>OR</b> Language & Translation	4	4
5	NDMC 2005	Development of Mass Media <b>OR</b> English Literature & Mass Communication	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

# DETAILED SYLLABUS

## SEMESTER-1

### Paper-1 Introduction to Journalism & New Media (CDMC -1001)

#### Objectives

1. The students should enrich their knowledge about
  - Concept of journalism
  - Concept of communication

Module	Content
Unit-1	What is Journalism ? Journalism is art or science ? Journalism is the forth Estate, Principles of Journalism. Areas of Journalism, Short History of Indian journalism. Principles of Journalism, Tabloid Journalism, Magazine Journalism, Geners of Magazine.
Unit-2	Journalism as a career, How to be a good journalist ? Professional & Ethical standard. Importance of training in journalism. Journalism and education, Journalism and literature.ABC & RNI, State Information Department.
Unit-3	Introduction of Mass Media, Evolution & Growth of New Madia(Internate) Social Media, Mobile Mediam, Web Journalism as a carear, Web magazine Bolg Indian veb Search Engine
Unit-4	News Agencies/Global News Agencies, UNI, PTI, Hindi news services, ;DFRFZ EFZTL4 ICgN]:TFG ;DFRFZ4 ZM.8Z4 Associated Press of America Agency France Press, Asian News Feature syndicates, Importance of news agencies, problems of news agene, Functions & Specialties of news Agencies. – Foreign news agencies.

BOOKS		AUTHOR
1	Working Journalist	S.N. Baga
2	;DFRFZ V[JD HG;\RFZ	UMIJ\N 5];FN
3	Written Communication	Piyush Bhattnager
4	;\RFZ DFwID ;\XMWG	0F"P R\N=SF\T DC[TF

### Paper-2 Reporting (CDMC -1002)

#### Objectives

1. The students should enrich their knowledge about
  - Concept of reporting
  - Types of reporting

Module	Content
Unit-1	What is news, Sources of news, What is reporting, The role of a reporter. Profile of a reporter.

Unit-2	What is lead. (lead writing, types of lead) what is an interview- 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 dont's in interviews, Establishing report.
Unit-3	Review & Criticism- Book review, film review, Radio & Tv Program review, Play (drama) review, Art review (Painting, music sculpture, Ballet), How does an outsider become reviewer, Guiding readers.
Unit-4	Types of Reporting- Political, Crime, Agriculture, Economic, Sports, Film & TV, Science Development- Interpretative Reporting, scoop, Reporting for magazines, Difference between News paper reporting & Magazine reporting .

BOOKS		AUTHOR
1	What is News	William A Gomson
2	Samvad aur Samvaddata	Rajendra
3	Reporting and Radio Reporting	Dr. Yasin Dalal
4	Print Media Lekhan	Prof. Ramesh Jain
5	Crime Reporting & the Journalism	Dr.Ranish

### **Paper-3 Editorial & Features (CDMC -1003)**

#### **Objectives**

- The students should enrich their knowledge about
  - Concept of editorial
  - Concept of features

Module	Content
Unit-1	Definition, structure, style, range & main components of editorial, How to write an editorial (Rules), Writing for the editorial page, Who write editorial ? Letters to the editor, Columns, Articles, Features, middles.
Unit-2	Types of Editorials (Political, Economic, Social, Current issue), Objectives & functions of an Editorial, Editorial & Articles, How to be a good editor ? Duties & qualifications of an editor.
Unit-3	What is feature, How to write features, How to sell articles, Articles for dailies, Various types of features, Freelance writing- Writing style, Editor writer relationship, Freelance writing.
Unit-4	Practical training for writing Editorials and Features.
BOOKS	
1	,[B ,BJFGL S/F
2	;FICTlZ\UL 5+SFIZtJ
AUTHOR	
	OF"P IF;LG N,F,
	VIDTF NJ[

3	Handbook of editing & Production	Dr. P.Kachroo
4	The making of an Editor	Rahul Mudgal
5	Handbook of Modern Newspaper editing & production	P.K.Chandra

**Paper-4 Advertising (EDMC -1004)**

**Objectives**

- The students should enrich their knowledge about
  - Concept of advertising
  - Importance of advertising

<b>Module</b>	<b>Content</b>
Unit-1	Definition, Rise & Growth of Advertisement, History of Indian Advertising, Modern Advertising, Principles of Advertising, Industrial Revolution & Advertising, Print Advertising, TV Advertising, Radio Advertising, Copy writing for Advertisement.
Unit-2	Nature & Importance of Advertising. Types of Advertisement, Factors affecting the media selection for Advertisement. The business of Advertising, Some case studies.
Unit-3	Ethics of Advertising, Contribution to economic prosperity, Socio-economic effects of Advertising, Vulgarly in Advertisement, Behavioural dynamics & response, Brand Image, Brand endorsement, Brand Ambassador & sales promotion
Unit-4	Advertising Agencies, Importance of Ad agencies, Functions of an Ad agency, Agency-Industry relationship Main Ad-agencies of India.

<b>BOOKS</b>		<b>AUTHOR</b>
1	Advertising	B.N.Ahja & S.S.Chhbra
2	Public Relations	Herbert Lloyd
3	Jan Sampark:Prachar aavam Vigyapan	Dr. Vijay kul Shrestha
4	Advertising management	David Aaker, Rajiv Batra & John Myers
5	Jansampark ane Jaherkhabar	Dr. Yasin Dalal

**Paper-4 (optional) International Communication**

**Objectives**

- The students should enrich their knowledge about
  - Concept of Communication
  - Concept of Culture

<b>Module</b>	<b>Content</b>
Unit-1	Political, Economic & Cultural dimensions of international



	Communication, International news communication and information as a tool of Equality & exploitation, Imbalance in media and international Growth.
Unit-2	Regional & internal disparities. Communication as a human right, UNO's universal declaration of human rights and communication, International news agencies and syndicates, their organizational structure & functions, A critique of western news values.
Unit-3	Impact of new communication technology on news flow, Satellite communication, its historical background, status, progress, effects, and information Super highways, International telecommunication and regulatory organizations, UNESCO's effort in removal of imbalance in news flow
Unit-4	New international information and economic order, McBride commission's report- Non aligned new agencies. New pool-its working, success & failure issues in International communication.

BOOKS		AUTHOR
1	Mass Communication	Dipankar Mukherji
2	Patrakarita ka Siddhant	Rameshchandra Tripathi
3	Essentials of Mass Communication	Arthur Asa Berger
4	Communication Today	Manohar Prabhakar
5	Patrakarita ka mul Siddhanat	Navinchandra Pant
6	Impact of Mass Media	Ray Hiebert & Carol Reuss
7	Journalism in India	K.C.Sharma
8	Battle for Freedom of Press in India	K.S.Pandhy

### **PAPER-5 Media Law & ethics (NDMC -1001)**

#### **Objectives**

1. The students should enrich their knowledge about
  - Concept of media ethics
  - Introduction and Importance of media laws

Module	Content
Unit-1	History of Media Laws in India, Copy right Act, Fundamental Rights, Contempt of Court, Right to know, Prasarbharti, Indian Constitution & Press
Unit-2	The Press & Registration of Books Act, 1867, Cable Television Act, Cinematography Act, Censorship Act,

Unit-3	Parliamentary Privileges, Role of press & Media council, Press council of India & its guidelines, Official Secret Act, The working journalists and other Newspaper, Employees Act -1955.
Unit-4	Communal Writing and Yellow journalism, media's ethical problem including privacy, Accountability and independence of media, The journalists creed.

BOOKS		AUTHOR
1	Patrakarita ka Siddhant	Rameshchandra Tripathi
2	Patrakarita ka mul Siddhanat	Navinchandra Pant
3	Battle for Freedom of Press in India	K.S.Pandhy
4	Media Ane Aacharsanhita	Dr. Chandrakant Mehta
5	Manav Aadhikaro	Dr. Divesh Raythatha

### Paper-5 (optional) Gujrati Literature & Mass Communication

Module	Content
Unit-1	What is literature ? Concept and forms of literature.
Unit-2	Famous Gujrati writers, poets columnists and journalists Gunvantrai Aachhary, Kanaiyalal munshi, Chandrakant Baxi, Kanti Bhatt, Nagindas Sanghavi.
Unit-3	Novels, Stories & short stories written for newspaper and Magazines, Articles and regular columns, radio programmes based on literature, Films based on novels.
Unit-4	Literary magazines- Udesh, parab, Kavita etc.

BOOKS		AUTHOR
1	;FICtl VG[ 5+SFZtJ	S]DFZ5F/ N[;F.
2	;FICtlZ\UL 5+SFIZtJ	VIDTF 9FSMZ
3	U]HZFT ;FICtlGM .ITCF;	CQF"N I+J[NL
4	:J%G NQ8F D]GXL	IJGMN E8
5	DMTL VG[ 5ZJF/F	IJHIZFH J{n
6	;FICtl VG[ ;DFH	IJn]T HMQFL
7	;FICtl VG[ I;G[DF	HI J;FJ0F

## SEMESTER-2

### **Paper-1 Introduction to Mass Communication & Research** (CDMC -2001)

#### Objectives

1. The students should enrich their knowledge about

Module	Content
Unit-1	What is Communication, Definition, Importance of Communication, Types of Communication, Aims of Communication, Need of Communication. Significance of Communication, Limitations of Communication, Functions of Communication, What is Mass Communication, Elements & Characteristics of Mass Communication
Unit-2	Models of mass Communication-Laswell, Berlo, Gerbner, Shannon-weaver, Osgood- Westly & Maclean -Defleur, Katz & Lazarsfeld-Wilber Schramm's mass Communication model, Rogers & Shoemaker.
Unit-3	Theories of mass media. Information Society, Adverse Effect of Media, Information rich & Information Poor, Illusory world of Media. Marshall Mecluhan & Media, Mass Communication & Mass Culture
Unit-4	What is Research ? Definition, Steps of Research, Types of Research.

BOOKS		AUTHOR
1	Principles of Communication	Vijaya Somsundaram
2	Mass Communication	R.K.Chatterge
3	Mass Communication in India	Kalpna Dasgupta
4	Mass Communication	Dipankar Mukharjee
5	Communication Models	Uma Baruda

### **Paper-2 Editing & Management** (CDMC -2002)

#### Objectives

1. The students should enrich their knowledge about
  - Concept of editing
  - Concept of newspaper management

Module	Content
Unit-1	What is Editing- General Principles- Sub Editing- News editor & Subeditor, News Value, Types of News- News Sources
Unit-2	News writing –Styles & Form, Scrutiny of news, synchronization of news, Art of Headlines- (space, size, role, typography), Importance of Heading, Types of Heading- Subheading- Variety of Heading.

Unit-3	Obituary & Death news, Page lay-out, Make-up & Design, Proof-reading, Picture & cartoons, Main news & Fillers, Blue print & Dummy, Printing Technology, News print.
Unit-4	Principles of Media Management and their Significance, Ownership patterns of Indian mass media, Foreign equity in India, Press commissions of India.

BOOKS		AUTHOR
1	Samachar Lekhan aavam Sampadan	Navinchandra Pant
2	Aakhabari Udhyog	V.J.Trivedi & Ranchhodlal Vaidya
3	Akhabar nu Sampadan	Vishnu Pandya
4	Newspaper organization & Management	Herbert Lee William

### **PAPER-3 Attachment & Practical Work (CDMC -2003)**

#### **Objectives**

- The students should enrich their knowledge about
  - Viva as well as
  - written exam consisting of practical aspects

Module	Content
Unit-1	Each student will have to undergo this for a period of ten weeks or more in any of the local media. Such as newspaper, magazines, Radio, Television or any other as directed by the department. After going through the period, each student will have to take the written and oral exam.
Unit-2	News writing, Heading & Subheadings, Photo lines & Coption, Articles and other reading materials. Death News & Dbitarvies
Unit-3	News Editing, Proofreading and Translation. Typography
Unit-4	Layout & Designes of News Papers & Magazines. Interviews & Reporting

### **Paper-4 Corporate Communication (EDMC -2004)**

#### **Objectives**

- The students should enrich their knowledge about
  - Concept of corporate communication
  - Importance of corporate communication

Module	Content
Unit-1	Definition, rise & growth of P.R., Publicity & Propaganda P.R. as a bridge between people & organization, P.R.'s importance in modern age.
Unit-2	P.R. campaign, P.R. as image- builder, Government P.R.

	Research, Planning, execution & evaluation. Need to build up, enhance & sustain image.
Unit-3	Media of P.R. qualities & duties of P.R.O. Factors affecting selection of media, Versatility required in P.R.O.
Unit-4	Areas of P.R. Tools of P.R., P.R. and economic development Health, Education, Agriculture, Finance, Industries need P.R. Suggestion Box, Open house, house journal's usefulness, Need to inform people about development schemes.

BOOKS		AUTHOR
1	Advertising	B.N.Ahja & S.S.Chhbra
2	Public Relations	Herbert Lloyd
3	Jan Sampark:Prachar aavam Vigyapan	Dr. Vijay kul Shrestha
4	Advertising :Competition and Consumer behavior	Christina Fulop
5	Advertising management	David Aaker, Rajiv Batra & John Myers

**Paper-4 (optional) Language & Translation (EDMC -2004)**

**Objectives**

- The students should enrich their knowledge about
  - Concept of Language
  - Concept of Translation

Module	Content
Unit-1	Importance of Language
Unit-2	Language accuracy
Unit-3	Translation- From English to Gujrati
Unit-4	Translation- From Gujrati to English

**Paper-5 Development of Mass Media (NDMC -2005)**

**Objectives**

- The students should enrich their knowledge about
  - Concept of Mass media development.
  - Importance & effects of Mass Media development

Module	Content
Unit-1	Invention of Types and paper, Printing Technology, Brief History of

	Gujrati Press , Growth of Indian Journalism
Unit-2	Invention of Radio, development of Radio, Broadcasting in India, All India Radio, Radio as a mass medium and its social context.
Unit-3	Invention of Television, Growth of Television in India, Doordarshan, Cable Television. Satellite Television.
Unit-4	Invention of Cinema, Rise & Growth of Cinema in India, Film as a contemporary art form

BOOKS		AUTHOR
1	History of Indian Press Journalism in India	B.N. Ahuja
2	Journalism in India	K.C. Sharma
3	EFZTLI 5+SFZtJGM .ITCF;	0F"P GLTFA[G pNF6L
4	U]HZFTL 5+SFZtJGM .ITCF;	0F"P ZTG DFX",
5	5+SFZtJGL IJSF;Z[BF	zL IJQ6] 5\0IF

**Paper-5 (OPTIONAL) English Literature & Mass Communication**  
(NDM C -2005)

**Objectives**

- The students should enrich their knowledge about
  - Concept of Literature

Module	Content
Unit-1	What is literature ? Concept and forms of literature.
Unit-2	Famous English writers, poets, columnists and journalists.
Unit-3	Novels, Stories & short stories written for newspaper and Magazines, Articles and regular columns, radio programmes based on literature, Films based on novels.
Unit-4	Literary magazines

BOOKS		AUTHOR
1	Eighteenth Centuries English Literature	Clifford J.L.(ed) London OUP1967
2	The English Novel	Allen Walter Hamond Sworth, Middsesex, Panguin Books, 1958
3	A History of English Drama	Nicoll, 3 Volumes, CUP, 1946
4	Mass Communication	R.K.Chatterji
5	Principles of Communication	Vijay Somsundaram

### **R.P.G.D.M.C.-3**

- (1) To pass the examination for the P. G. Diploma in Mass Communication the candidate must obtain at least 40 % of the total marks separately in written and practical.
- (2) Class shall be determined of the basis of the marks obtained by the candidates in all the papers and the practical.
  - (a) A successful candidate who obtains not less than 70 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the first class with distinction.
  - (b) A successful candidate who obtains not less than 60 % marks but less than 70 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the first class.
  - (c) A successful candidate who obtains not less than 48 % marks but less than 60 % of the total marks (obtainable in the aggregate of the examination) shall be placed in the second class.

