

A Model for M.J.M.C. Programme
SEMESTER-1

No.	Course Code	Name of Course	Hours/week	Credits
1	CJM -1001	Introduction to Journalism & Research	4	4
2	CJM -1002	Reporting	4	4
3	CJM -1003	Editorial & Features	4	4
4	EJM -1004	Advertisement OR International Communication	4	4
5	NJM-1005	Media law & Ethics OR Gujrati Literature & Mass Communication	4	4
		Total	20	20

SEMESTER-2

No.	Course Code	Name of Course	Hours/week	Credits
1	CJM -2001	Introduction to communication & Mass Communication	4	4
2	CJM -2002	Editing & Management	4	4
3	CJM -2003	Attachment & Practical work	4	4
4	EJM -2004	Present Indian Scenario & Current Affairs OR Language & Translation	4	4
5	NJM-2005	Corporate Communication OR English Literature & Mass Communication	4	4
		Total	20	20

A Model for M.J.M.C. Programme
SEMESTER-3

No.	Course Code	Name of Course	Hours/week	Credits
1	CJM-3001	Communication Research & Development-1	4	4
2	CJM-3002	Science Communication-1	4	4
3	CJM-3003	Intercultural Communication	4	4
4	EJM-3004	Electronic Media-1 OR New Media Technology	4	4
5	NJM-3005	Development of Print Media-1 OR Indian History & Print Media-1	4	4
		Total	20	20

SEMESTER-4

No.	Course Code	Name of Course	Hours/week	Credits
1	CJM-4001	Communication Research & Development-2	4	4
2	CJM-4002	Science Communication-2	4	4
3	CJM-4003	Dissertation	4	4
4	EJM-4004	Electronic Media-2 OR New Media Technology	4	4
5	NJM-4005	Development of Print Media-2 OR Indian History & Print Media-2	4	4
		Total	20	20

DETAILED SYLLABUS

M.J.M.C.

SEMESTER-1

Paper-1 Introduction to Journalism & Research (CJM -1001)

Objectives

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

Module	Content
Unit-1	What is Journalism ? Journalism is art or science- Journalism is the forth estate Journalism and education, Journalism and literature. Areas of journalism, important principles of journalism.
Unit-2	Procedure to launch a Publication, Tabloid Journalism, Magazine Journalism-genres readership & Popularity, Impact of Media (Newspapers, Tv. Radio, Cinema) Audit Beaurou of Circulation, State information Department.
Unit-3	The criteria of a good News paper, Journalism is a career its training, origin and development of News paper, function of a good. news paper the attitude of a news paper towards reader maintenance of good students.
Unit-4	What is Research ? definitions & elements steps of Research Methods of Research Types of Research

Paper-2 Reporting (CJM -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, to 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, Pausing to questions, rules for aslang question answer methods, open ended question, closed 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, Avoiding vagueness.
Unit-4	Types of Reporting- Political, Crime, Agriculture economic, sports, Film & TV, Science Development- Interpretative Reporting scoop, Reporting for magazines, Difference between, news paper & Magazine Reporting

Paper-3 Editorial & Features (CJM -1003)

Objectives

1. 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- objectives & functions of an editorials, editorial & Articles, How to be a good editor- duties & qualifications of an editor.
Unit-3	What is features, 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 of editorial and features.

Paper-4 Advertising

Objectives

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

Module	Content
Unit-1	Definition, rise & growth of advertisement, importance, Brand image (building & sales promotion, industrial revolution & advertisement, Brand image, Brand endorsement, Brand ambassador's importance & selection.
Unit-2	Types of advertisement, product, corporate, classified & social awareness advertisement, Factors affecting the selection of media.
Unit-3	Socio- economic effects, social ethics, behavioral dynamics & response. variables, contribution to economic prosperity social inequality, need to curb Vulgarly feed-forward & feed-back.
Unit-4	Important function of agency, agency-industry relationship.

PAPER-5 Media Law & ethics

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 copy right Act Fundamental Right contempt of court Right to know Prasarbharti
Unit-2	The Press & Registration of Books Act, 1867 cable Television Act, Cinematography Act, The censorship,
Unit-3	Parliamentary Privileges, Role of press & Media council, Press councils of India & its guidelines, official secret Act, The working journalism and other News Paper, Employees (conditions of services) miscellaneous Provisions Act-1955
Unit-4	Communal writing and yellow journalism, media's ethical problem including privacy Accountability and independence of media.

SEMESTER-2

Paper-1 Introduction to Communication & Mass Communication (CJM - 2001)

Objectives

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

Module	Content
Unit-1	What is communication ? Definition concept Importance of communication, Language & Communication channels & process of communication, scope & functions of communication Principles and elements of communication, Types of communication small group, Public & Mass Communication.
Unit-2	Models of Mass Communication SMR, SMCR, Shanon & Weaver Newlomb Gerbner, Lasswel & Osgood Wilber Shram. Communication Barriers, Physiological Defensiveness, Linguistic & Cultural, Self-image Resistance to change, Language & Meaning Mechanical Barries.
Unit-3	Media Theories : Authoritarian, Libertarian Socialistic, Social Responsibilities, Participatory Development, Indian theories (Philosophical view) Culture, Communication and social change. The role of mass media in national Development. Globlization of culture- Cultural identily.
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.

Paper-2 EDITING & MANAGEMENT (CJM -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, Scrutinizing 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 Purpose, Proof-reading, Picture & cartoons, printing Process of News paper, 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 commission of India.

PAPER-3 ATTACHMENT & PRACTICAL WORK (CJM -2003)

Objectives

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

Module	Content
Unit-1	Each students 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 as directed by the department. After going through the period, each student will have to take the written and oral exam.

PAPER-4 PRESENT INDIAN SCENARIO & CURRENT AFFAIRS

Objectives

1. The students should enrich their knowledge about
 - India's Political History
 - India's Present media scenario

Module	Content
Unit-1	India's position in the world in political, economic, cultural & social areas. India's economic system & world India's political scenario & world India's cultural- social scenario & world
Unit-2	India's political system and its brief history India's old political system and various dynasties Mughal era British era Democracy & Present scenario
Unit-3	Present Scenario of media in India Media in India- Rise & Growth 1. Newspapers in India Present scenario 2. Radio in India Present scenario 3. Television in India Present scenario 4. Cinema in India Present scenario
Unit-4	Journalism education & research in India Importance of education Importance of practical training Present system of education & research

Paper-5 CORPORATE COMMUNICATION

Objectives

1. 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 impotence 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 Boxes, Open houses, house journal's usefulness, need to inform people about development schemes.

SEMESTER-3

Paper-1 Communication Research & Development-1 (CJM -3001)

Objectives

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

Module	Content
Unit-1	Methods of communication research, census method observation and survey method clinical studies, case studies. Communication research Definition, objectives & nature of comm. research, Media Audiences, Audience as "Market" ,nature of mass audience. Content analysis, tool of data collection, sources.
Unit-2	Meaning, concept & process of development social, economical & cultural development and their barriers, Theories of development Eastern Western Indian Gandhian Model Indian Society & Development demographic, cultural, Social, economic and political profile. What is development communication Meaning, concept, Definitions, philosophy, Process
Unit-3	Traditional folk media for rural development Information strategies for rural development Message design in development communication satellite television and development in India Development communication & Radio
Unit-4	Folk Media puppetry, Street theatre,, Folk literature,, Folk songs , Folk stories

Paper-2 Science Communication-1 (CJM -3002)

Objectives

1. The students should enrich their knowledge about
 - Concept of Science Communication
 - Importance of Science Communication

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

PAPER-3 Intercultural Communication (CJM -3003)

Objectives

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

Module	Content
Unit-1	What is culture? definitions & process of culture outlines influence on perception, culture as a social institution communication as an element of culture.
Unit-2	Definition of intercultural communication process, Dimensions communication as a concept in eastern & western cultures,
Unit-3	Language as a medium of cultural communication Linguistic aspects of inter-cultural communication , Modern mass media as vehicles of inter-cultural communication, Religious, Political & Economic pressure,
Unit-4	Barriers to cultural communication stereotypes and prejudices as a barrier, Knowing culture through Non- verbal Massages, Non verbal misinterpretation as a barrier, Language as a barrier.

Paper-4 Electronic Media-1

Objectives

1. The students should enrich their knowledge about

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

Module	Content
Unit-1 1.5	Developments of radio, broadcasting in India advent of AIR, All India Radio services, Radio as a mass medium its social context. What is internet ? Growth of internet, Growth of E-journalism , English Newspaper's websites What is E-journalism ? Traditional Media & E-journalism
Unit-2	Development of Television in India Educational Television, Satellite Instructional Television Experiments (SITE) 'Cable' Television/satellite Television, The Video Boom Soap Opera, Current scenario of Television in India, in Hence of cinema on TV.
Unit-3	Film as a contemaray Art form, origin of cinema, silent & Talk cinema. Brief History of word cinema-citizen care, Brief History of Hindi Cinema.
Unit-4	Regional Cinema, Gujrati Cinema, Rise of Gujrati Cinema, Current scenario of Gujrati Cinema, Great artist & Director of Gujrati Cinema.

Paper-5 Development of Print Media-1

Objectives

1. The students should enrich their knowledge about

- Importance of Print media
- History of Print media

Module	Content
Unit-1	Rise of Gujrati Press, ©Mumbai Samacher, Mumbai Chabuk, Jame Jamshed, Journalism and social Retorms ,saty prakash, Maharaj liable case Janmbhoomi.
Unit-2	Rise Gujrati Press in Gujrat. Vartman path, Gujrati, Gujrat Mitra, pandio, sandesh, Gujrat Samacher, Jansatta, Phulchhab, Jaihind.
Unit-3	Rise of Press in Saurashtra Darpan, Kathiawad times, Vigyan vilas, Gujrat shalapatra, Priyamvada, Khedut, Sharda- Kaumudi.
Unit-4	Narmad, Fardoonji Marzban, Karsandas Mulji, Manishankurkikani shamaldas Gaandhi, Amrutlal sheth.

SEMESTER-4

Paper-1 Communication Research & Development-2 (CJM-4001)

Objectives

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

Module	Content
Unit-1	Areas of communication research-communicator/source Analysis, Message analysis, channel analysis, audience analysis, Process & effects of research Approaches to communication research Historical Method, experimental Method., Survey research, content analysis, case studies & anthropological approaches, Data Analysis, Communication research Application in the Indian context.
Unit-2	Media research as a tool of reporting. Readership and audience surveys , Preparation of research reports, Project reports. Dissertation and these- Methods of communication research. Public opinion surveys-Pre-election studies and Exit polls.
Unit-3	Approaches to development, Characteristic of developing societies, Gap between developed and developing societies, Population and family welfare-health-education and society, Woman & Development, environment and development, Agricultural Communication and rural development.
Unit-4	Folk Media -character-content & functions. Nautanki, Yakshgan, Tamasha, Bhavai , Jatra, Dashvatar, Ramlila & Raslila.

Paper-2 Science Communication-2 (CJM-4002)

Objectives

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

Module	Content
Unit-1	Role of Science literacy in economic & social development. How science literacy can be helpful in comprehensive development. What government & media can do, need to increase literacy.
Unit-2	Role of science communication in agriculture & rural development, infra structural development. India is still agri- oriented country, modern farming needs spread, low productivity, lack of infrastructure, major components.
Unit-3	Role of Science communication in infrastructural development. Economic infrastructure social infra structure, major components, infrastructure's tremendous contribution.
Unit-4	Role of science communication in reaching out to rural people, scientific awareness about eclipse, health & astronomy. Need to disseminate information, make the people aware, radio's tremendous contribution.

Paper-3 Dissertation (CJM-4003)

Objectives

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

Paper-4 Electronic Media-2

Objectives

1. The students should enrich their knowledge about

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

Module	Content
Unit-1 1.5	Radio-features- Play news & Interview. Script writing, talk, running commentary, Special listens, Programmers, Broadcasting Policy & Autonomy of radio. Audiences studies ownership & control of AIR. Limitations of E-Journalism & Current senario- Interview, - E- Journalism & Law, Reporting & editing for web portal, Feature writing, Freelancing.
Unit-2	Television Production, The screen language visual & audio speeches, script writing, special Audience programmes, program production. The current senario of satellite TV in India, Themes & Subjects of Various TV channels, News channels in Hindi & English. Content & creditability of various TV Programmes.
Unit-3	The films division- Indian News Reel film censorship, Financing the films division, The central Board of film certification. National films division corporation. Great directors - V. Shantaram, Bimal Roy, Guru data, Mehboob, Rajkooor, Dev Anand, Vijay Anand.
Unit-4	Art Movies- (New wave cinema) Satyajit Rai, Shyam Benegal, Ritwit Ghatak, Mrinal Sen, Govind Nihlani Gulzar, Rishikesh Mukharji, Basu Chatterji, Basu Bhattachayer. Ketan Mehta. Women film makers.

PAPER-5 Development of Print Media-2

Objectives

1. The students should enrich their knowledge about

- Importance of Print media
- History of Print media

Module	Content
Unit-1	Rise of American Journalism, Rise of Yuropeian Journalism, John Zinger, Benjamin Frenklin, Benjamin Harris, John campell, Jems Frenklin. History of British Journalism
Unit-2	Newspaper and magazines in the 19 th century, Birth of Indian Language Press, Birth of Indian news agencies, Press and social reforms, Contribution of Raja Rammohan roy.
Unit-3	1857 and Press Freedom movement & Press, Journalism by Gandhiji, Newspaper of Gandhiji issues of Freedom, Journalism of Freedom Fighters, Naheru, Lal, Bal & Pal, Surendranath Banerji.
Unit-4	Post Independent Press, Important newsperson and personalities of Indian journalism.