

**Sardar Patel University**  
**Shree J.M. Patel Institute of Social Work and Applied Arts**  
**(Managed by Anand People's Medicare Society)**  
**One Year P.G. Diploma in**  
**Mass Communication & Journalism**  
**Proposed course structure**

**Eligibility :**

- Graduates of Arts, Science, Commerce and Homescience of Sardar Patel University or its equivalent are eligible.
- Intake of Students – 120

**Teaching Schedule :**

- One year course (Sem I & Sem II). Three Core papers plus one Elective paper per semester. Three lectures per each theory paper per week. Practical work in I Semester and project work in II sem.

**Scheme of Examination**

- University examinations will be conducted at the end of each semester. Each paper will have 30% internal assessment which will include written examination/Seminar/ Quiz/ Assignment. Practical work (Internal 15 marks plus external 35) and project work external 50 marks.

**Standard of Passing :**

- To pass the semester examination candidate must obtain
  - (i) At least 36% marks in the University Examination in each paper and
  - (ii) At least 36% marks in the total of internal and the University examination in each paper.

**Award of Class :**

A.T.K.T., Second class, First Class, Distinction as per Arts faculty.

## Semester – I

<b>Code</b>	<b>Subject</b>	<b>Lec.</b>	<b>Cr.</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
PGDMCJ-101	Fundamentals of Journalism	3	3	30	70	100
PGDMCJ - 102	Methods of Reporting & Editing News	3	3	30	70	100
PGDMCJ - 103	Media laws, Ethics and Indian Constitution	3	3	30	70	100
PGDMCJ 104	Audio-Visual Communication: I Or	3	3	30	70	100
PGDMCJ - 105	Audio-Visual Communication: II	3	3	30	70	100
PGDMCJ - 106	Practical Work:- - Advertising and Public Relation. - Web Designing & Hoisting - Photography & Editing	6 (hrs)	3	15	35	50
	<b>Total</b>	<b>12</b>	<b>15</b>	<b>135</b>	<b>315</b>	<b>450</b>

**Total weekly workload: 12 lectures + 6 hours practical = 18 hours**