

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 – II

Code	Subject	Lec.	Cr.	Int.	Ext.	Total
PGDMCJ 201	Mass Communication	3	3	30	70	100
PGDMCJ - 202	Mass Media and Society	3	3	30	70	100
PGDMCJ - 203	Media in Society & Computer Basics	3	3	30	70	100
PGDMCJ - 204	Community Media and Public Service	3	3	30	70	100
	Or					
PGDMCJ - 205	Advertising, Marketing & Public Relations	3	3	30	70	100
PGDMCJ - 206	Project Work (Community Service)	6 (hrs)	3	15	35	50
	Total	12	15	135	315	450

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