

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
Purposed Syllabus (2013-14)

SEMESTER – I

Code: PGDMCJ 101 Fundamentals of Journalism

Unit : One

- News : Definition, Elements of News, Types of news,

Unit : Two

- News Beat, News values, Objectivity of News, Reporters, News Sources, Development of news agencies.

Unit : Three

- Feature, Feature writing, Feature Photo Journalism,

Unit : Four

- A short history of Indian Journalism
- The Origin of print media in India, James Hickey.
- History of radio and television in India.
- Journalistic contribution of Mahatma Gandhi.

References:

1. Professional Journalists : John Hohenberg
2. Into The Newsroom : Leonard Ray
3. Professional Journalism : M. V. Kamath
4. Guide line for news reporters : Sol robinson

Code : PGDMCJ 102 Methods of Reporting and Editing News

Unit : One

- Specialization in Reporting : Political Reporting, Crime and Legal
- affairs Reporting, Public affairs Reporting, Sports reporting,
- Business reporting, Science reporting, Environment & Human rights.

Unit : Two

- Film reporting, Page-3 Reporting, Interpretative and Investigative
- Reporting, Online Reporting, Interviewing, Column writing, writing
- a report on any given topic.

Unit : Three

- Principles of Editing, News Editor, News Co-ordinator, Sub-
- Editor, Techniques Of Writing Headlines, Different types of headlines
Lead, Intro, News.

Unit : Four

- Proof reading, Page make up, Page lay-out, Principles of lay-out,
- Magazine editing, Editing a News story with headline.

References:

1. Guide Line for News Reporters : Sol Robinson.
2. Reporting Methods : S. Kundra
3. Outline of Reporting : M. K. Joseph
4. Handbook of Reporting and Editing : R. K. Ravindran.
5. News Editing : Bruce Westley
6. Editing and Design : Harold Evans
7. News reporting & Editing : K.M. Sri vastav

Code: PGDMCJ 103 Media Laws, Ethics and Indian Constitution

Unit : One

- Cable TV regulation act., Organizational structure of doorshan & All India Radio.
- Convergence of media : DTH, TRP, ABC, NRS, SETELLITE CHANNELS.

Unit : Two

- Freedom of Information, Right to Information, Freedom of the press
- with special Reference to India, Press Commissions, Press Council,
- Press Laws : Defamation.

Unit : Three

- contempt of Court, sedition, Official Secrets Act,
- Copyright Act, Press and Registrations of Books Act, Obscenity Act,

Unit : Four

- Working Journalist Act, Parliamentary Proceedings Act, Codes of
- Ethics, Yellow Journalism.

References

1. Media Ethics : K. M. Srivastava
2. Laws Of Press in India : Justice Durgadas Basu
3. Report of the Second Press Commission in India³
4. Press and press laws in india: H. P. Ghosh

Code: PGDMCJ 104 Audio-Visual Communication-1

Unit : One

- Photography,

Unit : Two

- illustration and exhibition

OR

Code: PGDMCJ 105 Audio-visual communication-II

Unit : One

- Computer graphics

Unit : Two

- display and design

Code: PGDMCJ 106 Practical work

Unit : One

- Advertising and

Unit : Two

- public relation

Unit : Three

- Web designing and hoisting

Unit : Four

- Photography and editing