



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSC	P2A02NCMCJ01	Print Media	4-0-1	120	04

• Course Learning Outcomes (CLOs)

On completion of this course, students will be able to:

CLO1: **Examine** the definition, scope, and historical development of print media, including newspapers, Magazines, and journals.

CLO2: **Analyse** the structure of newspapers and the processes of reporting, editorial writing, and opinion Formation.

CLO3: **Evaluate** the role of magazines and periodicals in literary, cultural, political, and specialized Journalism, with emphasis on Gujarati publications.

CLO4: **Appraise** the impact of print media on society, education, and social reform, while considering Challenges in the digital transition.

CLO5: **Create** journalistic assignments and reviews that demonstrate critical engagement with print media Content and its relevance today.

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Introduction to Print Media Definition & Scope: Meaning, role, and importance of print media. History of Print Media: Origin of newspapers, colonial press, nationalist press. Types of Print Media: Newspapers, magazines, Journals.	Classroom Lecture, (CL), Seminars (Student-led and Faculty-moderated)	CLO1
II	Newspaper Journalism Structure of a Newspaper: Front page, editorials, features, supplements. News Reporting: Basics of reporting, beats, headlines. Editorial & Opinion Writing: Role of editorials, columns, letters to editor.	Classroom Lecture, (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO2
III	Magazines & Periodicals Role of Magazines: Literary, cultural, political, lifestyle magazines. Specialized Journalism: Business, sports, science,	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

	film journalism. • Regional Language Magazines: Gujarati literary and cultural magazines.	Case-Based Learning (CBL)	
IV	Print Media & Society • Impact on Society: Public opinion, social reform, awareness. • Print Media & Education: Role in literacy, campaigns, knowledge sharing. • Future of Print Media: Challenges, digital transition, relevance today.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO4 CLO5

• (*) Learning Pedagogies/Methods

- (a) Classroom Lecture (CL)
- (b) Seminars (Student-led and Faculty-moderated)
- (c) Case-Based Learning (CBL)
- (d) Problem-Based Learning (PBL)

• Assessment Methodologies/Tools

(A) Formative assessment (Assessment for Learning)

20 Marks

- (a) Mid-term tests
- (b) Assignment, Self-learning and Terms work
- (c) Seminar/Presentation

(B) Summative Assessment (Assessment of Learning)

30 Marks

- (a) End of Term Examination
- (b) External Test 50 Marks

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	10	12
IV	CLO4,5	30	1	1	11	13
		120	4	4	42	50

• Assessment Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

• CLOs – PLOs Matrix

CLO	PLO										
	PLO 1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	1	2	1	0	1	3	2	0	2	3	1
CLO2	2	3	2	0	2	3	2	0	2	3	2
CLO3	1	2	1	0	2	2	2	0	3	2	2
CLO4	2	2	1	0	2	2	3	0	3	2	2
CLO5	1	2	2	2	2	2	2	2	2	2	3

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Handbook of Print Media: Technologies and Manufacturing Processes	Helmut Kipphan	2001	Springer-Nature
2	Handbook of Print Journalism	Baninder Rahi, Sidharth Mishra	2025	L.G. Publishers Distributors
3	Print Media	Saroj Singh	2015	VENUS

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	Print Media in India	https://www.slideshare.net/slideshow/print-media-in-india-69175633/69175633
2	The Paradigm Shift in Print Media	https://sl1nk.com/gx4v784
3	Print media vs Internet Media	https://shorturl.at/B3BAn
4	The Role of Print Media in India's Development Communication	https://shorturl.at/0mYI0



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSC	P2A02NCMCJ02	Electronic Media	4-0-1	120	04

• Course Learning Outcomes (CLOs)

On completion of this course, students will be able to:

CLO1: **Examine** the growth of FM radio in India and its role in entertainment, information, and Cultural impact in Gujarat.

CLO2: **Analyse** the history, structure, and functioning of television news channels and them Influence on public opinion and democracy.

CLO3: **Evaluate** issues and trends in news channels, including sensationalism, credibility, and Digital integration.

CLO4: **Appraise** the concept and development of community radio, with emphasis on rural Communication and case studies from Gujarat.

CLO5: **Create** journalistic assignments that critically engage with electronic media formats and Their societal relevance.

Unit	Course Content	Learning Pedagogies*	CO(s)
I	FM Radio • Introduction to FM Radio: Growth of FM broadcasting in India. • Role in Entertainment & Information: Music, talk shows, local news. • FM Radio in Gujarat: Popular stations, community connect, cultural impact.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO1
II	News Channels – Basics • History of News Channels: Emergence of private TV news in India. • Structure of News Channels: Newsroom, anchors, reporters, programming. • Role in Society: Public opinion, democracy, awareness.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO2



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

III	News Channels – Issues & Trends • Content & Presentation: News bulletins, debates, infotainment. • Challenges: TRP race, sensationalism, credibility. • Future Trends: Digital integration, regional language expansion.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO3
IV	Community Radio • Concept & Development: Meaning, history, and objectives of community radio. • Role in Rural Communication: Education, health, agriculture, local awareness. • Case Studies: Examples from Gujarat and other states.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO4 CLO5

• (*) Learning Pedagogies/Methods

1. Classroom Lecture (CL)
2. Seminars (Student-led and Faculty-moderated)
3. Case-Based Learning (CBL)
4. Problem-Based Learning (PBL)

(C) Formative assessment (Assessment for Learning)

20 Marks

- (d) Mid-term tests
- (e) Assignment, Self-learning and Terms work
- (f) Seminar/Presentation

(D) Summative Assessment (Assessment of Learning)

30 Marks

- (c) End of Term Examination
- (d) External Test 50 Marks

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	11	13
III	CLO3	28	1	1	10	12
IV	CLO4,5	30	1	1	10	12
		120	4	4	42	50



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

• Assessment Evaluation

Sr.No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%

• CLOs – PLOs Matrix

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO 10	PLO 11
CLO1	1	2	1	0	1	2	2	0	2	0	1
CLO2	2	3	2	0	2	2	2	0	2	0	1
CLO3	1	2	3	0	2	2	2	0	2	0	1
CLO4	1	2	1	0	2	2	3	0	2	0	2
CLO5	1	2	2	2	2	2	2	2	2	0	3

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Broadcast Journalism: Techniques of Radio and Television News	Andrew Boyd	1994	Focal Press
2	Television in India: Satellites, Politics, and Cultural Change	Nalin Mehta	2008	Routledge
3	The Journalist's Handbook	Kamath, M. V.	2009	Vikas Publishing House
4	Journalistic Writing	Knight, Robert M	2010	Marion Street Press

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	Coming of FM in India & starting of private FM channels (CH-05)	https://www.youtube.com/watch?v=yS7ky2SRZUo
2	The History of Television	https://www.youtube.com/watch?v=fYpWYJ3f7Jw
3	History of Indian Cinema (Hindi) Documentary film Abhishek Production	https://www.youtube.com/watch?v=CzzNUkupcCc
4	Be a Better Photographer in 45 mins	https://www.youtube.com/watch?v=WXdAX0No2hM



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSC	P2A02NCMCJ03	Developmental Journalism	4-0-1	120	04

• Course Learning Outcomes (CLOs)

On completion of this course, students will be able to:

CLO1: **Examine** the definition, scope, and historical background of developmental journalism in India and globally.

CLO2: **Analyse** areas of development coverage such as education, health, environment, and rural development.

CLO3: **Evaluate** methods and practices of developmental reporting, including sources, techniques, and challenges.

CLO4: **Appraise** the role of developmental journalism in social change, regional language identity, and sustainability.

CLO5: **Create** journalistic assignments that critically engage with developmental issues and community participation.

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Introduction to Developmental Journalism Definition & Scope: Meaning, objectives, and importance. Historical Background: Origins in India and global context. Role of Development Journalism: Linking media with social progress.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO1
II	Areas of Development Coverage Education & Literacy: Campaigns, awareness, reforms. Health & Environment: Public health, sanitation, climate issues. Rural Development: Agriculture, poverty alleviation, grassroots initiatives.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO2
III	Methods & Practices Reporting Techniques: Field reporting, interviews, case studies.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

	• Sources of Information: NGOs, government reports, community voices. • Challenges in Practice: Limited resources, audience interest, accessibility.	Case-Based Learning (CBL)	
IV	Development Journalism & Society • Role in Social Change: Awareness, reform, empowerment. • Regional Language Journalism: Gujarati press and local initiatives. • Future Directions: Digital tools, community participation, sustainability.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO4 CLO5

• (*) Learning Pedagogies/Methods

- Classroom Lecture (CL)
- Seminars (Student-led and Faculty-moderated)
- Case-Based Learning (CBL)
- Problem-Based Learning (PBL)

• Assessment Methodologies/Tools

(E) Formative assessment (Assessment for Learning)

20 Marks

- Mid-term tests
- Assignment, Self-learning and Terms work
- Seminar/Presentation

(F) Summative Assessment (Assessment of Learning)

30 Marks

- End of Term Examination
- External Test 50 Marks

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	10	12
II	CLO2	32	1	1	11	13
III	CLO3	28	1	1	10	12
IV	CLO4,5	30	1	1	11	13
		120	4	4	42	50

• Assessment Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

• CLOs – PLOs Matrix

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	1	2	1	0	1	2	3	0	2	2	1
CLO2	1	3	1	0	2	2	3	0	2	2	2
CLO3	1	2	2	0	2	2	3	0	2	2	2
CLO4	1	2	1	0	2	2	3	0	3	3	2
CLO5	1	2	2	2	2	2	3	2	2	2	3

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Development Communication: India and Beyond	Jan Servaes	2008	Sage India
2	Mass Media and National Development	Wilbur Schramm	1964	Stanford University Press
3	Communication for Development in the Third World	Srinivas R. Melkote	2001	Sage India

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	Developmental Journalism	https://www.slideshare.net/slideshow/dev-journalism/58313589
2	Development journalism	https://www.elgaronline.com/display/book/9781035301447/vol1.chapter94.xml
3	Development Journalism for Social Change Explore a comprehensive range of topics from development communication and governance to media literacy and mobile j	https://journalism.university/development-journalism-for-social-change/



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSE	P2A02NEMCJ01	Current Affairs 2	4-0-1	120	04

• Course Learning Outcomes (CLOs)

On completion of this course, students will be able to:

CLO1: **Examine** the scope and sources of current affairs and their importance in journalism and public Awareness.

CLO2: **Analyse** political systems, governance structures, and international relations to interpret their Journalistic significance.

CLO3: **Evaluate** economic and developmental issues at national and global levels for effective reporting And analysis.

CLO4: **Appraise** social, cultural, and technological issues to understand their impact on journalism and Society.

CLO5: **Create** journalistic assignments that critically engage with current affairs across politics, economy, society, and culture.

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Understanding Current Affairs - Definition & Scope: What current affairs mean in journalism and society. - Sources of Information: Newspapers, TV, radio, online portals, social media. - Importance in Journalism: Role in reporting, analysis, and public awareness.	Classroom Lecture (CL), Seminars, (Student-led and Faculty-moderated)	CLO1
II	Politics & Governance - Indian Political System: Structure, elections, institutions - International Relations: Global organizations, diplomacy, conflicts. - Policy & Governance: Public policies, reforms, government initiatives.	Classroom Lecture (CL), Seminars (Student-led and Faculty- moderated) Case-Based Learning (CBL)	CLO2
III	Economy & Development - Indian Economy: Growth, inflation, trade, industry. - Global Economy: International trade, financial institutions, crises. - Development Issues: Poverty, education, health, environment	Classroom Lecture (CL), Seminars, (Student-led, and Faculty- moderated) Case-Based Learning (CBL)	CLO3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

IV	Society & Culture • Social Issues: Gender, caste, inequality, human rights. • Science & Technology: Innovations, digital media, AI. • Arts, Sports & Culture: Literature, cinema, sports events, cultural trends.	Classroom, Lecture (CL), Seminars, (Student-led, and Faculty-moderated) Case-Based, Learning (CBL)	CLO4 CLO5
----	--	--	--------------

• (*) Learning Pedagogies/Methods

- (a) Classroom Lecture (CL)
- (b) Seminars (Student-led and Faculty-moderated)
- (c) Case-Based Learning (CBL)
- (d) Problem-Based Learning (PBL)
- (e) Collaborative Learning (Group Tasks, Peer Discussion, Joint Presentations)

• Assessment Methodologies/Tools

(A) Formative assessment (Assessment for Learning)

20 Marks

- (a) Mid-term tests
- (b) Assignment, Self-learning and Terms work
- (c) Seminar/Presentation

(B) Summative Assessment (Assessment of Learning)

30 Marks

- (a) End of Term Examination
- (b) Continuous Internal Evaluation
- (c) End semester examination

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	10	12
IV	CLO 4,5	30	1	1	11	13
		120	4	4	40	50

Assessment and Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

• CLOs – PLOs Matrix

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO 10	PLO11
CLO1	1	2	1	0	1	2	2	0	2	0	1
CLO2	3	3	2	0	2	2	2	0	2	0	1
CLO3	2	3	1	0	2	2	3	0	2	0	1
CLO4	1	2	1	0	1	2	2	0	3	0	2
CLO5	1	2	2	2	2	2	2	2	2	0	3

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Disha The Yearly Current Affairs	-	-	Disha publisher
2	Manorama Yearbook	-	-	Malayala Manorama Co. Pvt. Ltd.
3	Mathrubhumi Yearbook	-	-	Mathrubhumi Printing & Publishing
4	Lucent's	-	-	Yukti Publications

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	Daily	https://www.hindustantimes.com/
2	Daily	https://indianexpress.com/
3	Magazine	https://frontline.thehindu.com/
4	News Portal	https://theprint.in/



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSE	P2A02NEMCJ02	Basic Understanding of Socio-Economic and Polity of India	4-0-1	120	04

• Course Learning Outcomes (CLOs) [5-6]

On completion of this course, students will be able to:

CLO1: explain the economy of India and various public welfare schemes of India.

CLO2: outline and elaborate Indian Polity.

CLO3: differentiate and examine various social issues in India and Gujarat

CLO4: differentiate and examine various political aspects in India and Gujarat

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Economics 1.1 Basics of Economics: India and the world 1.2 Concepts of Macro & Micro Economics 1.3 Economic policies: Monetary policy, Foreign policy, Industrial policy, Five-year plan, Budgets, 1.4 Economic and Business Dailies, 1.5 Media based case studies	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO1
II	Sociology of Gujarat 2.1 Social Structure of Gujarat 2.2 Caste System in Gujarat 2.3 Periodical changes in Society 2.4 Lifestyle of Urban and Rural Gujarat 2.5 Media based Case Studies 2.6 Gender and Inequalities	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO2
III	Introduction to Local Administration 3.1 Structure of Panchayati Raj 3.2 Local Administration including Police and Judiciary 3.3 Civic Bodies	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO3
IV	Political Arena 4.1 Politics: Meaning, concepts, definition & importance 2 Political system: Indian politics, Geographical politics, Local politics 4.3 Administrative set up of India: Constitutional Framework & Provisions, Indian States, Union territories 4.4 Centre & State Relations 4.5 Media based case studies	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO4



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

- (*) Learning Pedagogies/Methods

- (a) Classroom Lecture (CL)
- (b) Seminars (Student-led and Faculty-moderated)
- (c) Case-Based Learning (CBL)
- (d) Problem-Based Learning (PBL)

- Assessment Methodologies/Tools

(A) Formative assessment (Assessment for Learning) 20 Marks

- (a) Mid-term tests
- (b) Assignment, Self-learning and Terms work
- (c) Seminar/Presentation

(B) Summative Assessment (Assessment of Learning) 30 Marks

- (a) End of Term Examination
- (b) Viva-voce

- Weightage of Learning Efforts for External Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	11	13
IV	CLO4	30	1	1	10	12
		120	4	4	42	50

- Assessment and Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam, Project Evaluation, (Report, Presentation, Viva)	50%

CLOs – PLOs Matrix

CLO	PLO										
	PL O1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11
CLO1	1	2	1	0	1	2	2	0	3	3	2
CLO2	1	2	1	0	1	2	2	0	3	3	2
CLO3	2	2	2	0	2	2	2	0	2	3	2
CLO4	1	2	1	0	1	2	2	0	3	3	2



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	The Indian Economy	McCartney, Matthew	2019	
2	OECD Economic Surveys: India 2019		2019	OECD Publishing
3	Caste in Indian Politics	Kothari, Rajni	1995	Orient Blackswan
	Social Change in Gujarat	Desai, Neera	1978	
	Caste and Democratic Politics in India	Shah, Ghanshyam	2004	Anthem Press

• Online Resources (Open Source)

Sr. No.	Description of Resource(s) Weblink
1	https://203.201.63.46:8080/jspui/bitstream/123456789/5600/14/Indian%20Economy%20by%20Ramesh%20Singh%20%2812th%20Edition%202020-21%29.pdf
2	https://baou.edu.in/courses/DJMC



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSE	P2A02NEMCJ03	Journalism and Mass Media: After Internet	4-0-1	120	04

• Course Learning Outcomes (CLOs) [5-6]

On completion of this course, students will be able to:

CLO1: **Examine** the foundations of journalism and mass media, including their functions and societal role before the internet.

CLO2: **Analyse** the historical development of print media, focusing on newspapers, magazines, and their role in India's freedom struggle.

CLO3: **Evaluate** the origins and impact of radio and television in shaping cultural communication and rural outreach.

CLO4: **Appraise** cinema and folk media as instruments of social reform and cultural awareness.

CLO5: **Compose** critical reviews of pre-internet media forms to demonstrate engagement with historical and cultural contexts.

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Digital Transformation - Shift from Traditional to Digital: How newspapers, radio, and TV adapted to online formats. - Convergence of Media: Integration of text, audio, video, and interactive content. - Impact on Newsrooms: Changing workflows, deadlines, and audience expectations.	Classroom, Lecture (CL), Seminars (Student-led and Faculty- moderated)	CLO1
II	Digital Journalism - Online News Portals: Rise of websites, blogs, and e-papers. - Social Media Journalism: Twitter, Facebook, Instagram as news sources. - Citizen Journalism: Role of ordinary people in reporting.	Classroom Lecture (CL), Seminars, (Student-led and Faculty- oderated) Case-Based, Learning (CBL)	CLO2
III	New Media Platforms Podcasts & Webcasts: Audio-visual storytelling online.	Classroom Lecture (CL), Seminars (Student-led and Faculty- moderated) Case-Based Learning	CLO3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

	- Memes, GIFs & Reels: Short-form content as commentary. - YouTube & Video Journalism: Vlogging, independent creators, live streaming.	(CBL)	
IV	Challenges & Trends - Fake News & Verification: Misinformation, fact-checking tools. - Digital Ethics: Privacy, trolling, responsible reporting. - Future of Journalism: AI, data journalism, regional language opportunities.	Classroom Lecture (CL), Seminars (Student-led and Faculty- moderated) Case-Based Learning (CBL)	CLO4 CLO5

• (*) Learning Pedagogies/Methods

- Classroom Lecture (CL)
- Seminars (Student-led and Faculty-moderated)
- Case-Based Learning (CBL)
- Problem-Based Learning (PBL)
- ICT-Enabled Learning (LMS-based Tasks, Digital Resources, Virtual Labs/Webinars)
- Reflective Practices (Learning Journals, Reflective Notes, Concept Mapping)

• Assessment Methodologies/Tools

(C) Formative assessment (Assessment for Learning) **20 Marks**

- Mid-term tests
- Assignment, Self-learning and Terms work
- Seminar/Presentation

(D) Summative Assessment (Assessment of Learning) **30 Marks**

- End of Term Examination
- Continuous Internal Evaluation
- End semester examination

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	10	12
IV	CLO 4,5	30	1	1	11	13
		120	4	4	40	50

• CLOs – PLOs Matrix

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	1	2	0	0	1	3	2	0	2	2	1
CLO2	2	2	1	0	1	3	2	0	3	3	2
CLO3	1	2	1	0	2	3	2	0	2	2	1



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

CLO4	0	2	0	0	1	2	2	0	3	2	1
CLO5	1	2	2	2	2	2	2	2	2	2	3

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Assessment and Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age	Paul Bradshaw	2011	Longman
2	Digital Media	Mahendra Kumar Goel	2010	Rajat Publications
3	India Connected: Mapping the Impact of New Media	(Ed) Sunetra Sen Narayan, Shalini Narayanan	2016	Sage Publications India Private Limited

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	The Art of Podcasting in Digital Storytelling	https://www.numberanalytics.com/blog/ultimate-guide-to-podcasting-in-digital-storytelling
2	"Fake News," Misinformation & Disinformation	https://guides.temple.edu/fakenews/factchecking#s-lg-box-25045036
3	Journalism, Digital Media and Society	https://efaidnbmnnnibpcajpcglclefindmkaj/https://egyankosh.ac.in/bitstream/123456789/100776/1/Unit-4.pdf
4	The Rise of Online Journalism in India: Opportunities and Challenges	https://journalism.university/broadcast-and-online-journalism/online-journalism-rise-opportunities-challenges-india/



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course credits
			L-P-T		
DSE	P2A02NEMCJ04	Journalistic Reporting	4-0-1	120	04

• Course Learning Outcomes (CLOs) [5-6]

On completion of this course, students will be able to:

CLO1: categorize and employ different sources of news

CLO2: structure and create the news for different types of beats.

CLO3: conduct and plan different types of Interviews.

CLO4: understand the different techniques for Specialization in reporting

Unit	Course Content	Learning Pedagogies*	CO(s)
I	Different ways of Reporting: 1.1 News • News Sourcing – Generating news ideas Identifying news sources from systems/institutions background research – Reading research reports/budgets – Building personal data bank Google alerts / press releases/ events/ government documents. 1.2 Use of RTI Act 1.3 Importance of attribution, quotes, putting on a record, the veracity of statement – Credibility of the news report and factual veracity. 1.4 Types of reporting • Purposes and techniques – Investigative and interpretative reporting (Snooping, hacking, sting operations); 1.5 Data journalism • how to look at major data sets, how to weave a story around it, basics of data analysis and interpretation.	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated)	CLO1
II	Specialization in reporting techniques: 2.1 Reporting of specific beats like • Sports • Education • Crime • Weather • Environment • Science & Technology • Business & finance • Development • Political • Civic bodies (municipality & collectorate) • General news stories • Human interest stories • Judicial • Religious	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO2
III	Interview 3.1 Interview methods 3.2 Styles 3.3 Five interviews	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning(CBL)	CLO3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

IV	Reporting skills and Ethics	Classroom Lecture (CL), Seminars (Student-led and Faculty-moderated) Case-Based Learning (CBL)	CLO4
----	-----------------------------	--	------

• (*) Learning Pedagogies/Methods

- (a) Classroom Lecture (CL)
- (b) Seminars (Student-led and Faculty-moderated)
- (c) Case-Based Learning (CBL)
- (d) Problem-Based Learning (PBL)

Assessment Methodologies/Tools

(A) Formative assessment (Assessment for Learning)

20 Marks

- (a) Mid-term tests
- (b) Assignment, Self-learning and Terms work
- (c) Seminar/Presentation

(B) Summative Assessment (Assessment of Learning)

30 Marks

- (a) End of Term Examination

• Weightage of Learning Efforts for Assessment

Unit	Aligned COs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Analyse & above (A)	
I	CLO1	30	1	1	11	13
II	CLO2	32	1	1	10	12
III	CLO3	28	1	1	11	13
IV	CLO4	30	1	1	10	12
		120	4	4	42	50

• Assessment and Evaluation

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity,	50%
2	End-Semester Examination	Written Exam/Practical Exam Project Evaluation (Report, Presentation, Viva)	50%

• CLOs – PLOs Matrix

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO 10	PLO 11
CLO1	1	2	1	0	1	2	2	0	3	3	2
CLO2	1	2	1	0	1	2	2	0	3	3	2
CLO3	2	2	2	0	2	2	2	0	2	3	2
CLO4	1	2	1	0	1	2	2	0	3	3	2
CLO5	1	2	2	2	2	2	2	2	2	3	3



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

[MASTER OF MASS COMMUNICATION AND JOURNALISM] Semester-II

Values to CLO-PLO matrix are assigned by judging the importance of the particular CLO in relation to the PLOs.

CLO – PLO correlation	Value
Strong	3
Moderate	2
Low	1
No correlation	-

• Suggested Learning Materials Books:

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Writing and Reporting News: A Coaching Method.	Rich, Carole	2015	Cengage Learning
2	The Elements of Journalism	Kovach, Bill, and Tom Rosenstiel	2007	Three Rivers Press (CA)
3	Inside Reporting	Harrower, Tim	2012	McGraw-Hill Higher Education
4	Reporting for the Media	Bender, John R., and Lucinda D. Davenport	2012	Oxford University Press, USA
5	Reporting Beyond the Problem.	Kitch, Carolyn, et al	2021	Peter Lang Us

• Online Resources (Open Source)

Sr. No.	Description of Resource(s)	Weblink
1	International resource platform for journalists	https://rsf.org/en/rsf-launches-international-resource-platform-journalists
2	Peoples' Archive of Rural India	https://ruralindiaonline.org
3	The Reporters' Collective	https://www.reporters-collective.in