



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



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

Vallabh Vidyanagar

Gujarat

Academic Program Structure

&

Curriculum

(Aligned with NEP-2020)



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NHEQF Level: 6.0/6.5

Entry NHEQF Level	:	6
Duration	:	Two Years (Four Semesters)
Total Courses	:	24
Total Learning Hours	:	2600
Total Credits	:	88
Total Marks	:	2200



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Graduate Attributes (GAs)

Upon successful completion of the programme, graduates are expected to attain the following

GA1: **Critical Thinking** – Ability to analyse media narratives and societal impact.

GA2: **Ethical Awareness** – Commitment to truth, fairness, and responsible reporting

GA3: **Research Competence** – Skill in applying methodologies to study media and society.

GA4: **Technological Adaptability** – Proficiency in digital tools, AI, and multimedia platforms.

GA5: **Communication Skills** – Ability to convey ideas clearly across print, electronic, and digital media.

GA6: **Societal Engagement** – Understanding media's role in shaping democracy and culture.

GA7: **Global Perspective** – Awareness of international journalism practices and challenges.

GA8: **Cultural Sensitivity** – Respect for diversity, especially Indian and Gujarati society.

GA9: **Creative Expression** – Ability to create innovative content across formats.

GA10: **Problem-Solving** – Skill in addressing misinformation, fake news, and ethical dilemmas.

GA11: **Leadership** – Capacity to lead teams in media organizations.

GA12: **Lifelong Learning** – Commitment to continuous professional growth.

Programme Educational Objectives (PEOs):

Within 3–5 years of completing the programme, graduates will be able to:

PEO1: **Employ** journalistic principles across print, electronic, and digital platforms to address



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diverse Communication needs.

PEO2: **Differentiate** the historical trajectories of journalism before and after the internet, with
Emphasis on Indian and Gujarati contexts.

PEO3: **Judge** ethical, constitutional, and societal dimensions of journalism in shaping democracy
and civic Life.

PEO4: **Construct** impactful journalistic content that highlights developmental, cultural, and
Societal issues.

PEO5: **Examine** technological transformations such as websites, social media, podcasting, and AI
in Journalism practice.

PEO6: **Appraise** contributions of Indian and Gujarati journalistic milestones to contemporary
Media and
Society.

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GA11: **Leadership** – Capacity to lead teams in media organizations.

GA12: **Lifelong Learning** – Commitment to continuous professional growth.

Program Learning Outcomes (PLOs):

Upon successful completion of the programme, learners will be able to:

PLO1: **Utilize** constitutional knowledge in journalistic practice and civic reporting.

PLO2: **Dissect** current affairs to identify patterns, trends, and implications for society.

PLO3: **Critique** the credibility of sources and implement fact-checking to counter fake news.

PLO4: **Produce** multimedia content including YouTube videos, podcasts, and social media Campaigns.

PLO5: **Apply** research methodology to study media audiences and societal impact.

PLO6: **Compare** the evolution of journalism before and after the internet era.

PLO7: **Evaluate** the role of journalism in developmental contexts and marginalized communities.

PLO8: **Design** innovative storytelling formats using memes, reels, and digital narratives.

PLO9: **Employ** theoretical frameworks to interpret Indian and Gujarati society.

PLO10: **Analyse** journalistic contributions of figures like Gandhi, Narmad, Dalpatram, and Meghani.

PLO11: **Compose** book reviews, daily reviews, and assignments that demonstrate critical Engagement with texts.

DSC: Discipline Specific Core **DSE:** Discipline Specific Elective **L:** Lecture **P:** Practical **T:** Tutorial

FA: Formative Assessment **SA:** Summative Assessment



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Semester-1

Course Type	Course Code	Course Title	Teaching-Learning Scheme		Credits	Assessment Scheme & Marks				
			L-P-T	Total Notional Hours		Internal Assessment			External Assessment	Total Marks
						FA	SA	Total		
DSC	P2A01NCMCJ01	Journalism and Mass Media: Before Internet	4-0-1	120	4	20	30	50	50	100
DSC	P2A01NCMCJ02	History of Journalism	4-0-1	120	4	20	30	50	50	100
DSC	P2A01NCMCJ03	Journalism and Society	4-0-1	120	4	20	30	50	50	100
DSE (Any One)	P2A01NEMCJ01	Current Affairs 1	4-0-1	120	4	20	30	50	50	100
	P2A01NEMCJ02	Fundamentals of Communication and Mass Communication	4-0-1	120	4	20	30	50	50	100
DSE (Any One)	P2A01NEMCJ03	The Constitution of India	4-0-1	120	4	20	30	50	50	100
	P2A01NEMCJ04	Some Journalistic Millstone: Narmad, Dalpatram, Gandhiji, Zaverchand Meghani, Journalism	4-0-1	120	4	20	30	50	50	100
Skill	P2A01NSMCJ01	Self-Learning: Book Review	1-1-0	60	2	20	30	50	-	50
				660	22					550

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Semester-II

Course Type	Course Code	Course Title	Teaching-Learning Scheme		Credits	Assessment Scheme & Marks				
			L-P-T	Total Notional Hours		Internal Assessment			External Assessment	Total Marks
						FA	SA	Total		
DSC	P2A02NCMCJ01	Print Media	4–0–1	120	4	20	30	50	50	100
DSC	P2A02NCMCJ02	Electronic Media	4–0–1	120	4	20	30	50	50	100
DSC	P2A02NCMCJ03	Developmental Journalism	4–0–1	120	4	20	30	50	50	100
DSE (Any One)	P2A02NEMCJ01	Current Affairs 2	4–0–1	120	4	20	30	50	50	100
	P2A02NEMCJ02	Basic Understanding of Socio-Economic and Polity of India	4–0–1	120	4	20	30	50	50	100
DSE (Any One)	P2A02NEMCJ03	Journalism and Mass Media: After Internet	4–0–1	120	4	20	30	50	50	100
	P2A02NEMCJ04	Journalistic Reporting	4–0–1	120	4	20	30	50	50	100
Skill	P2A02NSMCJ01	Self-Learning: Review of Daily (issues of 15 days/ A weekly (4 issues)/ A coverage of news Channel (1 week)	1–1–0	60	2	20	30	50	-	50
				660	22					550

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