



SARDAR PATEL UNIVERSITY
Programme - MA
(Under the Choice based Credit Scheme)
SEMESTER- III
STRUCTURE WITH EFFECT FROM: 2022-23



M.A. (Journalism and Mass Communication)

Course Type	Course Code	Name of Course	Theory/ Practical	Credit	Contact Hrs/ Week	Exam Duration in Hrs	Component of Marks		
							Internal	External	Total
Core Courses	PA03CJMC51	Advertisement and Public Relation	Theory	05	05	03	30	70	100
	PA03CJMC52	Development Journalism	Theory	05	05	03	30	70	100
	PA03CJMC53	Communication Research	Theory	05	05	03	30	70	100
Elective Courses	PA03EJMC51	Traditional And Alternative Media	Theory	05	05	03	30	70	100
	PA03EJMC52	Field Practicum In Print/Digital Media (Newspapers/Magazines)	Field Work	05			30	70	100



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Syllabus with effect from the Academic Year 2022-2023

(Post Graduation) (Master of Arts)
(M.A. in Journalism and Mass Communication) Semester III

Course Code	PA03CJMC51	Title of the Course	Advertisement and Public Relation
Total Credits of the Course	4+1	Hours per Week	5
Course Objectives:	1. Students understand concepts and factors affecting advertising 2. Students distinguish between press releases and press conferences 3. Students understand the functioning of different types of public relations agencies		
Course Content			
Unit	Description	Weightage* (%)	
1.	Advertising: <ul style="list-style-type: none">● Meaning, concept, and importance of Advertising● Objectives of Advertising and Factors affecting Advertising● Tools of Advertising● Role and Scope in advertising, Design Principles, Use of Color in Design and Designs in Colors	25	
2.	Consumer Behaviour: <ul style="list-style-type: none">● Concept of Consumer Behaviour● Factors affecting consumer Behaviour● Relationship of Advertisement and Consumer Behavior	25	
3.	Public Relation: <ul style="list-style-type: none">● Definition and Objectives of Public Relation● Role and Functions of Public Relation● Government Public Relation Agencies● Regional Public Relation Agencies	25	



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4.	<p>Press release:</p> <ul style="list-style-type: none">● Format and Pattern of Press release● Component of Press Release <p>Press conference:</p> <ul style="list-style-type: none">● Format and Pattern of Press conference● Features of Press Conference <p>Exhibition:</p> <ul style="list-style-type: none">● Format and Pattern of Exhibition● Characteristics of Exhibition <p>Corporate Social Responsibility</p> <ul style="list-style-type: none">● Concept of Corporate Social Responsibility● Provision for Corporate Social Responsibility in India	25
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Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximize student-teacher interaction. Flipped Classroom, Tutorials, Assignments, Quizzes, Presentations (Team/Individual), Group Discussions, fieldwork, etc may be used through a blended-learning approach to enhance teaching-learning experiences.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Determine tools of Advertising and their positive impact on consumer behavior



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2.	Distinguish various public relations agencies and their functions
3.	Comparing various public relations tools and their format

Suggested References:	
Sr. No.	References
1.	Public Relations – H.Frazier Moor, Frank B. Kalupa (Surjeet Publications)
2.	Planning for power advertising – AnandBhaskar Halve (Response books)
3.	Effective Advertising – Gerard J. Tellis (Response books)
4.	Advertising Planning, Implementation & Control – Sandeep Sharma, Deepakkumar (MangalDeep Publications)

On-line resources to be used if available as reference material
Online Resources
https://handle/123456789/79425
https://handle/123456789/601
https://handle/123456789/615



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(Post Graduation) (Master of Arts)
(M.A. in Journalism and Mass Communication) Semester III

Course Code	PA03CJMC52	Title of the Course	Development Journalism
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students understand the role of journalism in the Development of society2. Students elaborate on the importance of Development journalism.3. Students know about the functioning of different media agencies
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction & Concept of Development Journalism: <ul style="list-style-type: none">● Meaning and concept of Development● Objectives of Development Journalism● Importance of Development Journalism● Socio-Economical Perspective of Development	25
2.	Scope of Development Journalism: <ul style="list-style-type: none">● History of Development Journalism in India● Core area of Development Journalism● Role of Development Journalist● Area of expertise necessary for development journalism	25
3.	Approaches to Development Journalism: <ul style="list-style-type: none">● Approaches to Development Journalism● Development communication using various media● Groups or Agencies actively involved in development journalism<ul style="list-style-type: none">- Development Agencies- Voluntary agencies- Concerned citizens- Non Governmental Organizations , etc.	25



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4.	Case Studies in Development Journalism: <ul style="list-style-type: none">• Agriculture and Rural journalism• Health journalism• Civic journalism• Peace journalism etc.,	25
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Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximize student-teacher interaction. Flipped Classroom, Tutorials, Assignments, Quizzes, Presentations (Team/Individual), Group Discussions, fieldwork, etc may be used through a blended-learning approach to enhance teaching-learning experiences.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Interpret the concept of Development Journalism.
2.	Distinguish various agencies involved in Development Journalism.
3.	Comparing various development campaign and tools for that.

Suggested References:	
Sr. No.	References
1.	Gospe, Mike. Marketing Campaign Development. Happy About, 2008.



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2.	Mihret, Abayneh. The Practice of Development Journalism in the Ethiopian Media Landscape. GRIN Verlag, 2017.
3.	Murthy, D. V. R. Development Journalism: What Next? An Agenda For The Press. Kanishka Publishers, 2006.
4.	Powell, Larry, and Joseph Cowart. Political Campaign Communication. Routledge, 2015.

On-line resources to be used if available as reference material
Online Resources
https://online-course-material/sr-secondary-courses/Mass-Communications-(335).aspx
https://handle/123456789/78543
http://jspui/handle/123456789/700



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(Post Graduation) (Master of Arts)
(M.A. in Journalism and Mass Communication) Semester III

Course Code	PA03CJMC53	Title of the Course	Communication Research
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students understand basics of communication research2. Students perceive various types and categorize methods of communication research3. Students develop interpretation of the process of review of literature and report writing
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Course Content		
Unit	Description	Weightage* (%)
1.	Research: <ul style="list-style-type: none">• Meaning and Types• Characteristics• Positivism and Post-positivist approach to research.• Steps of Research.	25
2.	Methods of Research: <ul style="list-style-type: none">• Experimental, Descriptive, Historical, Qualitative and Quantitative Methods Hypothesis: <ul style="list-style-type: none">• Meaning, Types and Importance of Hypothesis Sampling: <ul style="list-style-type: none">• Meaning, Types and Importance of Sampling Data collection: <ul style="list-style-type: none">• Types of data, Methods of Data Collection	25



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3.	Thesis and Article writing: <ul style="list-style-type: none">● Format and Styles of Referencing. Report Writing <ul style="list-style-type: none">● Format, Types and Qualities of Report Writing Communication Research: <ul style="list-style-type: none">● Meaning, types, and methods of communication research● Importance of communication research● Role of communication research	25
4.	Application of ICT in Communication Research Research Ethics in Communication Research	25

Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximize student-teacher interaction. Flipped Classroom, Tutorials, Assignments, Quizzes, Presentations (Team/Individual), Group Discussions, fieldwork etc may be used through a blended-learning approach to enhance teaching-learning experiences.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	differentiate various types of research
2.	explain forms and sources of data collection
3.	experiment ICT in communication research



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Suggested References:	
Sr. No.	References
1.	Research methodology- Methods and Techniques (2nd edition) by C R Kothari NEW AGE INTERNATIONAL (P) LIMITED, PUBLISHERS
2.	Social science Research Methodology- Concept and Processes by - Dr.R B Gupta
3.	Treadwell, Donald, and Andrea Davis. <i>Introducing Communication Research</i> . SAGE Publications, 2019.

On-line resources to be used if available as reference material
Online Resources
https://egyankosh.ac.in/handle/123456789/72135
https://egyankosh.ac.in/handle/123456789/72127
https://egyankosh.ac.in/handle/123456789/57016



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Course Code	PA03EJMC51	Title of the Course	Traditional and Alternative Media
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students understand various traditional media and their importance.2. Students identify the significance of traditional media in contemporary India.3. Students compare traditional media with other media.
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Course Content		
Unit	Description	Weightage* (%)
1.	Traditional media: <ul style="list-style-type: none">● Meaning and nature of traditional media● Difference between traditional media and modern media● Characteristics of traditional media● use of traditional media in communication	25
2.	Traditional Media-1: <ul style="list-style-type: none">● Puppet show● Nautanki, Tamasha, RaamLeela● Storytelling● Harikatha, and Hari Keertan (Path)● Street play	25
3.	Traditional Media-2: <ul style="list-style-type: none">● Fairs (Visit Kaleshvari, Vautha)● Festivals● Dances● Traditional Painting, Wall Paintings, and Inscription● Statues and Stupas	25



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4.	Traditional Media of Gujarat: <ul style="list-style-type: none">● Bhavai● Dayaro● Folk songs of Gujarat● Folk dance of Gujarat● Paintings and sculpture of Gujarat	25
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Categories traditional media and its application in various situations.
2.	Compare traditional media with other mainstream media.
3.	Replicate various traditional media in contemporary society.

Suggested References:	
Sr. No.	References
1.	Traditional Media and Development communication by K. Madhusudan



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2.	Blokdyk, Gerardus. Traditional Media A Complete Guide - 2020 Edition. 5starcooks, 2020.
3.	Experts, Arihant. Journalism and Mass Communication 2020. Arihant Publications India limited, 2019.
4.	Parmar, Shyam. Traditional Folk Media in India. New Delhi : Geka Books, 1975.

On-line resources to be used if available as reference material
Online Resources
https://egyankosh.ac.in/bitstream/123456789/7263/1/Unit-3.pdf
https://www.nios.ac.in/media/documents/srsec335new/ch25-core.pdf
https://www.nios.ac.in/media/documents/srsec335new/ch28-core.pdf



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(Post-Graduation) (Master of Arts)
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Course Code	PA03EJMC52	Title of the Course	Field Practicum in Print /Digital Media (Newspapers/Magazines)
Total Credits of the Course	5	Hours per Week	5
Course Objectives:	<ol style="list-style-type: none">1. Students observe the practical demonstration of the things learnt in the class about print/digital media2. Students implement the classroom learning about print/digital media3. Students acquire knowledge and competence to handle varied situations in print/digital media4. Students cultivate the required attitude and aptitude to survive and succeed in print/digital media		
Course Content			
Unit	Description	Weightage* (%)	
	Field Work Practicum	100%	
<p>2 weeks or 60 hours of fieldwork in the print media or digital media based on the course content and/or current topics (may be done individually or in groups) as directed by or in consultation with the course coordinator/s.</p> <p>Before initiating the fieldwork, the student will prepare and submit a brief proposal detailing the aims, objectives and possible outcomes of the area s/he wishes to have exposure to. Detailed guidelines about the structure/format of the proposal may be provided by the course coordinator.</p> <p>During the fieldwork, the student will maintain a diary keeping a note of work done and things learnt. The diary will not only contain notes but also sketches/pictures/photos. E-diary and daily submission may be encouraged.</p> <p>The students will have to prepare a detailed report on learnings from the fieldwork based on the guidelines provided by the teacher. The faculty mentor may pay a surprise visit to the student.</p> <p>At the end of the fieldwork, the student will obtain feedback from the authority with reference to punctuality, inquisitiveness, skill set etc. along with the certificate of the successful completion of the field work.</p>			



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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Continuous Assessment will be done in the form of submission of the Diary and the Report of the work done in the respective media.	30%
3.	University Examination will be based on the Practical, Presentation and/or Viva-voce. Students are required to carry two hard copies of their field reports for Viva. Soft copies of all the reports in word/pdf format have to be submitted on a CD with proper disclosures.	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	gain exposure through hands-on experience in the chosen field
2.	plan and prepare a report
3.	enhance the knowledge and skill set required
4.	produce relevant content
