



SARDAR PATEL UNIVERSITY
Programme - MA
(Under the Choice based Credit Scheme)
SEMESTER- IV
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	PA04CJMC51	Media Management	Theory	05	05	03	30	70	100
	PA04CJMC52	Advance Digital Media	Theory	05	05	03	30	70	100
	PA04CJMC53	Current Affairs and news Analysis	Theory	05	05	03	30	70	100
Elective Courses	PA04EJMC51	Campaign Management	Theory	05	05	03	30	70	100
	PA04EJMC52	Field Work practicum In Electronic Media (Radio TV/Production House)	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 IV

Course Code	PA04CJMC51	Title of the Course	Media Management
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students understand fundamentals and best practices for media management2. students develop critical thinking, listening, and professional skills through assignments3. Students Identify key performance indicators and measure the success of media efforts
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>Organization:</p> <ul style="list-style-type: none">● Meaning, Component, and Features of Organisation● Delegation, Decentralization, and Decision Making● Motivation Leadership and Control, Co-ordination <p>Management:</p> <ul style="list-style-type: none">● Meaning, Nature, and Concept of Management● Henery Fayol's Principles of management● POSDCoRB of Luther Gulick <p>Media as Industry and Profession</p>	25
2.	<p>Media ownership</p> <ul style="list-style-type: none">● Meaning types and Factors affecting media ownership● Types of Media Organization: Radio Stations, TV and Broadcast Networks● Web-Based Organizations Newspaper Organization, Publishing House● Role of Business, Content Syndicates, Media intermediaries and Agencies; Introduction of● DAVP, INS, TRP, Press Information Bureau (PIB) Structure of State PR Department	25



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3.	Introduction to Media Management <ul style="list-style-type: none">● Principles of Media Management and their Significance● Policy Formulation, Planning, Execution, and Control● Characteristics of different media in India and management skills.● Hierarchy, Functions, and Organizational Structure of Different Media Organizations● Economics of Print and Electronic Media Audience and Readership Surveys	25
4.	Media Management and Marketing: <ul style="list-style-type: none">● Marketing Mix, 5 Ps of marketing.● Market positioning & campaign planning.● Media as a marketing agent, marketing research.● Source of income for mass media Relevant Case Studies	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.	Understand how media managers make decisions.
2.	Understand the principles of entrepreneurial journalism



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3.	Analyze the influence of marketing on media management
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Suggested References:	
Sr. No.	References
1.	B. K. Chaturvedi, Media Management: Emerging Challenges in New Millennium, 1 st edition, Global Vision Publishing House, Delhi, 2013.
2.	Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth (eds), Handbook of Media Management and Economics, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey, 2008
3.	Alan B. Albarran, Management of Electronic and Digital Media, 5th edition, CENGAGE Learning, Wadsworth, 2013.
4.	Alan B. Albarran and Angel ArreseReca (eds), Time and Media Market, Routledge, London, 2015.

On-line resources to be used if available as reference material
Online Resources
http://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf
https://handle/123456789/70036
https://egyankosh.ac.in/handle/123456789/4740
http://ignou-jmc-01-study-material/



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Course Code	PA04CJMC52	Title of the Course	Advance Digital Media
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students get acquainted with various new-age media.2. Students acquire skills according to the media profession.3. Students recall, compare and contest different types of new-age media.
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Course Content		
Unit	Description	Weightage* (%)
1.	New Media <ul style="list-style-type: none">● Understanding New Media● Role of New Media in Developmental Aspects● Characteristics of Digital Journalism● Challenges in New Media journalism● Media & Digital Literacy	25
2.	Forms of New Age Media <ul style="list-style-type: none">● E-newspaper● Internet TV & radio● Website, Blogs, and Vlogs● Podcasts● Social media platforms	25
3.	New media writing <ul style="list-style-type: none">● Cognitive and Sociological Aspects of Online Writing● Visual structure and Information Design● New Media and News Writing● New Media Communication and Interaction forms & elements● New media platform as Interactive Marketing, Viral Marketing, Online Collaboration, Virtual Communities, Video Conferencing, Social Networking Sites	25



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4.	New Media Ethics: <ul style="list-style-type: none">● Copyright and Legal issues● Cyber contracts● Plagiarism● Cyber Bullying Cyber Terrorism● Cyber Conflict● New Media Threats	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.	Categorizing different types of New Media and their uses.
2.	Optimize the different search engines and use related software.
3.	construct content for different Digital Media platforms.

Suggested References:	
Sr. No.	References
1.	Siapera, E. (2012). Understanding New Media. SAGE Publications.



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2.	Logan, R. K. (2010). Understanding New Media: Extending Marshall McLuhan. New York: Peter Lang Publishing.
3.	Creeber, G. & Martin, R. (2009). Digital Cultures: Understanding New Media. McGraw-Hill International.
4.	Bonime, A. & Pohlmann, K. C. (1998). Writing for New Media. New York: John Wiley.
5.	Holloway, B. R. (2004). Technical Writing Basics: A Guide to Style and Form (2nd Ed.). Pearson/ Prentice Hall.
6.	Stafford, M. R. & Faber, R.J. (2005). Advertising, Promotion and New Media. New Delhi: Prentice-Hall of India.

On-line resources to be used if available as reference material
Online Resources
https://handle/123456789/72022
https://www.nios.ac.in/media/documents/srsec335new/ch22.pdf
http://www.philol.msu.ru/~discours/images/stories/speckurs/New_media.pdf



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Course Code	PA04CJMC53	Title of the Course	Current Affairs and News Analysis
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students understand current scenarios from local to global.2. Students develop critical thinking about the current issues3. Students Identify key performance indicators and measure the success of media efforts
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Course Content		
1.	News Analysis <ul style="list-style-type: none">• Concept of News Analysis• Characteristics of News Analysis• Process of News Analysis• Types of News Analysis• Editorial, Opinion articles, Feature articles, interpretive articles and literary articles	Weightage* (%)
2.	International News <ul style="list-style-type: none">• International and Regional Organizations• World Politics and issues• Environment and climate change• India and International Relationship• Indian Foreign Policy	25
3.	National News <ul style="list-style-type: none">• India and its federal structure• Policy decision and policy analysis• Social and political issues• Indian parliament and legislative assembly• Constitutional amendments and laws• Press Information Bureau• Public interest Litigation	25



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4.	News Related to Society, Culture and Traditions <ul style="list-style-type: none">• Society, linguistics, culture and Folks• Geographical indicator as protector of cultural diversity• Various tribes and community• Cinema, Theater and Drama of national importance• Heritage and archaeology	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.	Understand how India manages relations with neighbours.
2.	Illustrate various types of news and their importance.
3.	Analyze the various news stories based on their value.

Suggested References:	
Sr. No.	References
1.	Analyzing Media Messages Using Quantitative Content Analysis in Research By Daniel Riffe, Stephen Lacy, Brendan Watson, Frederick Fico 2019



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2.	Analysing Newspapers: An Approach from Critical Discourse Analysis by John E. Recharadson 2013
3.	Doing News Framing Analysis II: Empirical and Theoretical Perspectives: 2 by Paul D'Angelo
4.	News Papers,
5.	Current Affairs Magazines like Latest Facts in GK, Competitive Success Review etc.,
6.	Media Reports, Articles, Magazines

On-line resources to be used if available as reference material
Online Resources
https://egyankosh.ac.in/handle/123456789/72006
https://gujaratinformation.gujarat.gov.in/today-s-press-releases
https://newsonair.gov.in/
https://www.pib.gov.in/indexm.aspx
https://webcast.gov.in/lstvlive/
https://prasarbharati.gov.in/live-tv/
https://youtube.com/c/DDNewsGujarati



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Course Code	PA0EJMC51	Title of the Course	Campaign Management
Total Credits of the Course	4+1	Hours per Week	5
Course Objectives:	1. Students differentiate various campaigns and its applications in today's contexts. 2. Students understand campaign and its impact on public. 3. Students strategize development campaign and necessity of development campaigns for in India.		
Course Content			
Unit	Description	Weightage* (%)	
1.	Traditional Media: <ul style="list-style-type: none">• Meaning and concept of campaign• Campaign management• features of campaign management• elements of campaign management	25	
2.	Media Campaign <ul style="list-style-type: none">• Features of good Media campaign• Importance of media campaign Social Media campaigns <ul style="list-style-type: none">• Type of social media campaigns• Importance of social media campaigns• Successful social media campaigns	25	
3.	Corporate campaign <ul style="list-style-type: none">• Brand establishments• Brand awareness• Advertising campaign• Marketing Campaign Political campaign <ul style="list-style-type: none">• Meaning and strategies in political campaign• Election campaign and manifesto• Publicity campaign• Image makeover	25	



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4.	Development Campaign <ul style="list-style-type: none">• Development campaign: meaning and concept• Development campaign and politics• Development campaign and Government Polio immunization campaign HIV AIDS awareness campaign Corona vaccination and awareness campaign• Other recent Development Campaign in India	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%



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Course Outcomes: Having completed this course, the learner will be able to	
1.	Analyze impact of development campaigns and its strategies.
2.	Estimate results of a media campaigns.
3.	Create best media campaigns

Suggested References:	
Sr. No.	References
1.	Kim, Carolyn Mae. <i>Social Media Campaigns</i> . Routledge, 2016.
2.	Cohen, Michael D. <i>Modern Political Campaigns</i> . Rowman& Littlefield, 2021.
3.	Singh, Shivam Shankar. <i>How to Win an Indian Election</i> . Ebury Press, 2019.
4.	Murthy, D. V. R. <i>Development Journalism: What Next? An Agenda For The Press</i> . Kanishka Publishers, 2006.

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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Course Code	PA04EJMC52	Title of the Course	Field Work Practicum in Electronic Media (Radio/TV/Production House)
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 electronic media 2. Students implement the classroom learning electronic media 3. Students acquire knowledge and competence to handle varied situations in electronic media 4. Students cultivate the required attitude and aptitude to survive and succeed in electronic media
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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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Teaching-Learning Methodology	
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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
