



(MA) (Master of Arts)
(M.A. in Journalism and Mass Communication) Semester I

Course Code	PA01CJMC51	Title of the Course	Fundamentals of Communication and Mass Communication
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none"> 1. Students define terms, concepts, types, barriers etc to communication and mass communication. 2. Students explain theories and models of communication 3. Students demonstrate an understanding of various functions of communication and mass communication 4. Students examine the impact of different types of communication and mass communication in varied contexts
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Course Content		
Unit	Description	Weightage* (%)
1	Introduction to Communication 1.1. Basic Terms, Concepts & Definition 1.2. Nature & Process 1.3. Historical Development of Communication 1.4. Types of Communication <ul style="list-style-type: none"> ● Intrapersonal Communication ● Interpersonal Communication ● Group Communication ● Mass Communication 1.5. Communication Barriers 1.6. Functions of Communication 1.7. Communication, Society & Culture	25
2	Introduction to Mass Communication 2.1 Definition of Mass Communication 2.2 Characteristics of Mass Communication 2.3 Functions of Mass Communication 2.4 Tools of Mass Communication <ul style="list-style-type: none"> ● Print Media ● Electronic Media ● Advertising Media ● Public Relation ● Folk and Traditional Media ● Digital Media ● Mass Media & Society 	25





3	<p>Development communication:</p> <p>3.1 Concept of Development Communication</p> <p>3.2 Definition and meaning of Development Communication</p> <p>3.3 Media, Development and Social Change in Indian perspective</p>	25
4	<p>Models & Theories of Communication, Mass Communication & Development Communication</p> <p>4.1 Communication Theories:</p> <ul style="list-style-type: none"> ● Hypodermic Needle Theory, ● Two Step Flow Theory , ● Multi Step Flow Theory ● Agenda Setting Theory ● Sadharanikaran Theory ● Authoritarian and Libertarian Theory ● Social Responsibility Theory, ● Diffusion of Innovation Theory <p>4.2 Communication Models:</p> <ul style="list-style-type: none"> ● Aristotle, Lasswell, Shannon and Weaver Model ● Berlo's SMCR Model ● Schramm's Field Experience Model ● Osgood and Schramm's Circular Model ● Gerbner's Model ● Newcomb's Model ● White's Simple Gatekeeping Model ● McNelly's Model of News Flow ● Convergence Model of Communication 	25

Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximise student-teacher interaction. Flipped Classroom, Tutorials, Assignments, Quizzes, Presentations (Team/Individual), Group Discussions, field work 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 fundamentals of communication and mass communication
2.	discuss the scientific basis and social conditions that led to the development of various models and theories of communications
3.	relate the use of different types of tools for communication and mass communication
4.	analyse the influence of communication and mass communication in context of social, political, economic and religious matters

Suggested References:

Sr. No.	References
1.	Merrill, John Calhoun, et al. <i>Modern Mass Media</i> . Pearson College Division, 1994.
2.	संचार पररचय एवं ववस्तार – by Dr. Anil K. Ray
3.	Kumar, Keval J. <i>Mass Communication in India, Fifth Edition</i> . Jaico Publishing House, 2020.
4.	<i>Human Communication</i> . 2006.
5.	Hindi Patrakarita aur Jansanchar Madhyam by Dr. Jitendra Vats

On-line resources to be used if available as reference material

Online Resources

Communication theory introduction. YouTube, 12 Mar. 2013,
<https://www.youtube.com/watch?v=rS2V68N8p5o>.

Communication Models. YouTube, 12 Mar. 2015,
<https://www.youtube.com/watch?v=uXmlAvnuwmY>.

Media and Communication Theory. YouTube, 7 Nov. 2013,
https://www.youtube.com/watch?v=G6-H_Gvp5Z8.

sojnms. *Theories of Communication*. YouTube, 10 July 2012,
<https://www.youtube.com/watch?v=KWECM9qqb5s>.





(MA) (Master of Arts)
(M.A. in Journalism and Mass Communication) Semester I

Course Code	PA01CJMC52	Title of the Course	Basic Understanding of Socio-Economics and Polity of India
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students state and discuss the basics of economics and various types of economic policies.2. Students explain and analyse and understand issues related to the sociology, economy and politics of India with reference to journalism and mass communication.3. Students describe the social structure of the Indian and Gujarati society in detail.
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Course Content		
Unit	Description	Weightage* (%)
1.	Economics 1.1 Basics of Economics: India and the world 1.2 Concepts of Macro & Micro Economics 1.3 Economic policies: <ul style="list-style-type: none">● Monetary policy● Foreign policy● Industrial policy● Five-year plan● Budgets 1.4 Economic and Business Dailies 1.5 Media based case studies	25
2.	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	25
3.	Introduction to Local Administration 3.1 Structure of Panchayati Raj 3.2 Local Administration including Police and Judiciary 3.3 Civic Bodies	25





4.	Political Arena 4.1 Politics: Meaning, concepts, definition & importance 4.2 Political system: <ul style="list-style-type: none">● Indian politics● Geographical politics● Local politics 4.3 Administrative set up of India: <ul style="list-style-type: none">● Constitutional Framework & Provisions● Indian States● Union territories 4.4 Centre & State Relations 4.5 Media based case studies	25
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Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximise 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.	explain the economy of India and various public welfare schemes of India.
2.	outline and elaborate Indian Polity
3.	differentiate and examine various social issues in India and Gujarat





Suggested References:

Sr. No.	References
	<ol style="list-style-type: none">1. McCartney, Matthew. <i>The Indian Economy</i>. 2019.2. <i>OECD Economic Surveys: India 2019</i>. OECD Publishing, 2019.3. Academy, Pragyan. <i>Bharatiya Arthavyavastha</i>. Shashwat Publication, 2020.4. Kothari, Rajni. <i>Caste in Indian Politics</i>. Orient Blackswan, 1995.5. Desai, Neera. <i>Social Change in Gujarat</i>. 1978.6. Shah, Ghanshyam. <i>Caste and Democratic Politics in India</i>. Anthem Press, 2004.7. ---. <i>Social Movements in India</i>. SAGE Publications India, 2004.8. Laxmikanth, M. <i>INDIAN POLITY</i>. McGraw-Hill Education.

On-line resources to be used if available as reference material

Online Resources

<http://203.201.63.46:8080/jspui/bitstream/123456789/5600/14/Indian%20Economy%20by%20Ramesh%20Singh%20%2812th%20Edition%202020-21%29.pdf>

<https://baou.edu.in/courses/mjmc>

<https://baou.edu.in/courses/DJMC>





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

Course Code	PA01CJMC53	Title of the Course	History of Journalism
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students discuss the historical development of Journalism at the global level2. Students state and examine the history of Indian journalism during and pre Independence era.3. Students explain and outline the diaspora of Gujarati Journalism in other states.
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Course Content		
Unit	Description	Weightage* (%)
1.	An overview of Global Journalism <ul style="list-style-type: none">● origin of journalism in European countries● newspaper in France● Hickey's Bengal Gazette in India in● the invention of the radio and television● internet journalism	25
2.	An overview of Indian Journalism <ul style="list-style-type: none">● Pre Independence● Post-Independence	25
3.	An overview of Gujarati Journalism <ul style="list-style-type: none">● 1822 to 1857● 1858 to 1915● 1915 to 1947● 1947 to recent	25
4.	An overview of Gujarati Journalism <ul style="list-style-type: none">● Gujarati Newspaper abroad● broadcasting of All India radio and Gujarati radiofrequency abroad● News Channels in Gujarati in Abroad	25





Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximise 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.	discuss the evolution of Journalism at the global level
2.	examine the role of journalism during and the pre-independence era of India.
3.	summerise about Gujarati journalism and diasporic journalism

Suggested References:	
Sr. No.	References
1.	<ol style="list-style-type: none">1. News <i>History of Indian Journalism</i>. Publications Division Ministry of Information & Broadcasting, 1955.2. Rajan, Nalini. <i>21st Century Journalism in India</i>. SAGE, 2007.3. Kachot, Sanjay. <i>19 Mi Sadinu Gujarati Patrakaratva Pravaho Ane Prabhav</i>. RED'SHINE Publication. Inc, 2014.4. Thesia, Kanti. <i>Gujarati Dainik Patrakaratva</i>. 2013.5. Gujarati Patrakaratva no Itihas – Dr. Ratan Marshal6. Gujarati Patrakaratva no Itihas – Vishnu Pandya





On-line resources to be used if available as reference material

A Brief History of Indian Journalism - Part 1. YouTube, 19 Nov. 2021,
<https://www.youtube.com/watch?v=y2BALN4EkAw>.

<https://baou.edu.in/courses/mjmc>

<https://baou.edu.in/courses/DJMC>





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

Course Code	PA01EJMC51	Title of the Course	Constitution and Media Laws
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students discuss the basics of the constitution and its values.2. Students describe the composition, power and functions of constitutional and statutory bodies.3. Students explain the historical background of media and its legal provision.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Indian Constitution 1.1 Preamble of Indian Constitution 1.2 Fundamental Rights and Duties 1.3 Characteristics of the Indian Constitution 1.4 Directive Principles of State Policy	25
2.	Introduction to Constitutional and Statutory Bodies 2.1 NITI Ayog 2.2 Constitutional Bodies <ul style="list-style-type: none">● Union Public Service Commission● the Election Commissions● Finance Commission● Comptroller and Auditor General● National Commissions for SCs, STs and OBCs 2.3 Statutory Bodies <ul style="list-style-type: none">● National Human Rights Commission● National Commission for Women● National Commission for Minorities● National Green Tribunal● Armed Forces Tribunal● Central Vigilance Commission● National Commission for Protection of Child Rights● National Legal Services Authority 2.4 Regulatory bodies <ul style="list-style-type: none">● National Bank for Agriculture and Rural Development● Competition Commission of India	25





3.	Media Laws 3.1 Concepts in journalism: <ul style="list-style-type: none">● History of Press Laws,● Yellow journalism,● Defamation,● Contempt of court, 3.2 Constitutional provision regarding Media <ul style="list-style-type: none">● Article 19(1)(A) & Freedom of Press● Right to Information Act 2005● Media & Public Interest Litigation (PIL)● Parliamentary privileges 3.3 Legality and Ethics in journalism <ul style="list-style-type: none">● Law Dealing with Obscenity● Vernacular Press Act● Official Secret Act 1923, Press Council of India● Press and Registration of Book Act 1867● Working Journalists Act 1955● Cinematography Act 1953● Copyright Act, Trademark Act, Patent Act● Indian Penal Code 1860● Criminal Procedure Code 1973	25
4.	Case studies and Amendments of Laws. 4.1 Recent case studies related to Media Laws connecting Media contents 4.2 Amendments of Laws and its reasons	25

Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximise student-teacher interaction. Flipped Classroom, Tutorials, Assignments, Quizzes, Presentations (Team/Individual), Group Discussions, 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

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| 1. | explain the Indian Constitution and its values |
| 2. | discuss the difference between statutory and constitutional bodies in India and examine their roles |
| 3. | apply and analyse the various media laws that exist in India. |

Suggested References:

Sr. No.	References
	<ol style="list-style-type: none">1. Austin Granville, working A Democratic Constitution, Oxford University Press (2016), New Delhi.2. Sridhar Madabhushi, The Law of Expression, Asia Law House (2007), Hyderabad3. Dayal Kameshwar, Freedom of Press and Right to Information, Cyber Tech Publications (2011), New Delhi4. Singh, Samir Kumar and Pushpendra, Media Legislation, Jnanada Prakashan (2009), New Delhi.5. Shukla, A.S., RTF and Modern Journalism, Rajat Publications (2010), New Delhi.6. Vaish, Anurika, Intellectual Property Rights and Broadcasting Rights, Shree Publishers & Distributors (2008), New Delhi.7. Prabhakar, Manohar and Bhanwat Sanjeev, A Compendium of Codes of conduct for Media professionals, University Book House Pvt. Ltd. (1999), Jaipur8. Razdan, Dheeraj, Law of Press in Media, G S Rawat for Cyber Tech publications (2008), New Delhi.9. Brasthwaite, Nick, The International Libel Handbook Oxford London Boston (1995), London.10. Trikha, N.K., Media Laws and Ethics, Makhanlal Chaturvedi National University of Journalism and Communication (2017), Bhopal11. Sama, Umar, Law of Electronic Media, Deep & Deep Publications Pvt. Ltd. (2007), New Delhi.12. Prasad, Kiran, Media Law & Ethics - 1 & 2, B R Publishing Corporation (2008), Delhi.13. M. Neelamalar. <i>MEDIA LAW AND ETHICS</i>. PHI Learning Pvt. Ltd., 2009.





On-line resources to be used if available as reference material Online Resources

Salient Features of Indian Constitution | Polity | Shubhra Ranjan. YouTube, 11 May 2021,
<https://www.youtube.com/watch?v=cB7M6tbJVTE>.

<https://baou.edu.in/courses/mjmc>

<https://baou.edu.in/courses/DJMC>





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

Course Code	PA01EJMC52	Title of the Course	Introduction to Print Media
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol style="list-style-type: none">1. Students state and explain the basics of news in print media.2. Students perceive various jargon used in the media industry and their application.3. Students recall, compare and contest different types of print media.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction and concept of News <ul style="list-style-type: none">● Basic understanding of News● News sense or Nose for News● News creation process● Five 'W' and one 'H'● Inverted Pyramid● Jargons of Print Media	25
2.	Sources of News <ul style="list-style-type: none">● Importance of sources in news● how to create sources● source creation practice assignment	25
3.	Introduction and Concept of Print Media <ul style="list-style-type: none">● Brief introduction of Print media● various types of print media● the layout of a newspaper● the layout of a magazine● importance of each page● technical details of a page	25
4.	Qualities of a News Reporter & a Sub-Editor	25

Teaching-Learning Methodology	Teaching and instruction will be learner-centric. Efforts will be made to maximise 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.	demonstrate the understanding of news and its value.
2.	recognize and apply knowledge of various jargon used in the Industry.
3.	discuss various print media and explain qualities of news reporter and editor.

Suggested References:	
Sr. No.	References
1.	<ol style="list-style-type: none">1. Hardpress. <i>Modern Journalism, a Guide for Beginners</i>. Hardpress Publishing, 2012.2. Aggarwal, Vir Bala, and V. S. Gupta. <i>Handbook of Journalism and Mass Communication</i>. Concept Publishing Company, 2001.3. <i>History of Indian Journalism</i>. Publications Division Ministry of Information & Broadcasting, 1955.4. Kipphan, Helmut. <i>Handbook of Print Media</i>. Springer, 2014.5. Kumar, Keval J. <i>Mass Communication in India, Fifth Edition</i>. Jaico Publishing House, 2020.6. Arya. <i>Samachar Lekhan</i>. Prabhat Prakashan, 2009.7. Scanlan, Christopher, and Richard Craig. <i>Newswriting and Reporting</i>. Oxford University Press, USA, 2014.

On-line resources to be used if available as reference material
Online Resources
https://www.youtube.com/watch?v=fUmzykkCaS8





<https://baou.edu.in/courses/mjmc>

<https://baou.edu.in/courses/DJMC>

