



Sardar Patel University
MA (Journalism and Mass Communication)
(Autonomous)

Semester-I

(With Effect from June : 2020)

Under Choice Based Credit System

PA01JMCC26: Indian Society and Development

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to the demographical profile of India keeping in mind the latest data available from Census 2011.
- b attain a fuller understanding of social and cultural profile of India to gain an understanding of the kind of reporting that people in a given area would expect from the press.

Course Content

Unit-1: Demographic Profile (1 Credit)

- 1.1 Population size distribution and density
- 1.2 Biological characteristics of population: age, sex, race, mortality
- 1.3 Socio-economic and cultural characteristics: literacy, education, occupation, religion, language, urban, rural and tribal components
- 1.4 Dynamic characteristics of population: births, migration
- 1.5 Demographic indicators as development indicators

Unit-2: Social and Cultural Profile (1 Credit)

- 2.1 Social profile: social stratification social and stratification and its communication and development implications in rural and urban context
- 2.2 Pluralism and its implications: conflict and consensus in Indian society
- 2.3 Cultural profile: a brief historical overview of Indian thoughts and way of life
- 2.4 Development related concepts of cultural heritage
- 2.5 Cultural determinants of social values, beliefs and behavior, regional culture and ethnic identity

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Manoranjan Mohanty, *Class, Caste, Gender (Readings in Indian government and politics)*, Vol.5, SAGE Publications, New Delhi, 2004.
2. Ram Ahuja, *Social Problems in India*, 3rd edition, Rawat Publications, Jaipur, 2014.
3. K. L. Sharma, *Social Inequality in India: Profiles of Caste, Class and Social Mobility*, Revised 2nd edition, Rawat Publications, Jaipur, 1999.
4. Amitava Mukherjee, *The Central Problems of Economics (Economics Redefined)*, Concept Publishing Company, New Delhi, 1991.
5. Uma Narula, *Indian Economy: Vision Reality, Challenges*, Atlantic Publishers, New Delhi, 2007.
6. U. B. Singh, *Administrative System in India: Vedic Age to 1947*, A. P. H. Publishing Corporation, New Delhi, 1998.
7. G. R. Reddy, *The Challenges of Governance in India Democracy*, A. P. H. Publishing Corporation, New Delhi, 2008.
8. Ramchandra Guha, *India after Gandhi: The History of the World's Largest Democracy*, Pan Macmillan India, New Delhi, 2008.

PA01JMCE21: Introduction to Communication and Principles of Mass Communication

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a acquaint students with the basic concept of communication.
- b attain a fuller understanding of the fundamental theories of communication and models.
- c show an in-depth understanding of the theories of mass communication.
- d develop understanding of business of advertising, traditional media and public relations advertising, and advertising strategies.

Course Content

Unit-1: Introduction to Communication (1 Credit)

- 1.1 Nature of communication, elements, scope and significance of communication
- 1.2 Types of communication – intrapersonal, interpersonal, group and mass communication, vertical and horizontal communication, one way-two way, upward-downward communication etc
- 1.3 Verbal and non-verbal communication, distortion in communication – ‘noise’ and other barriers of communication
- 1.4 Sociological and psychological aspects of communication

Unit-2: Communication Models (1 Credit)

2.1 Definition, scope and purpose of models

2.2 Types of Communication models: Aristotle, Lasswell, Shannon and Weaver Mathematical model, Bolton and Cleaver Model, Newcomb's ABX Model, Wilbur Schramm's model, Osgood-Schramm's Model, Katz and Lazarsfeld's Two Step Flow of Communication Model, The Hypodermic Needle Model of Flow, Gerbner's Model of Communication, Westley and MacLean's Model, Riley and Riley Model of Communication, David Berlo's Model of Communication, Jakobson's Model, Dance's Helical Model, Roger's Diffusion of Innovations Process

Unit-3: Mass Communication Theories (1 Credit)

3.1 Introduction to mass communication theory: defining and redefining mass communication, four eras of media theory, emergence of a moderate-effects perspective, ongoing debate over issues

3.2 Classification of the socio-psycho-cultural theories of mass communication

3.3 Psychological/Individual difference theory – selective exposure and selective perception, personal influence theory – two-step and multi-step theory

3.4 Sociological theories of mass communication – cultivation, agenda-setting, uses and gratification and dependency theories

Unit-4: Normative Theories (1 Credit)

4.1 Normative theories of mass communication – Authoritarian, Free press, Social responsibility

4.2 Communist media theory, Development Communication and Democratic-participation theories

4.3 Some other theories of Mass Communication – Mass society theory, Political-Economic Media theory, Hegemony theory, Cultural and Semiotic theory

4.4 Asian theories of communication (Sadharanikaran and Sahridayikaran), Comparison between Asian and Western thought on Communication theories

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. M. Q. Dennis, *Mass Communication Theory*, 6th South Asian Edition, Sage Publications, London, 2012.
2. S. J. Baran and D. K. Davis, *Introduction to Mass Communication Theory: Foundations, Ferment and Future*, 5th Indian Edition, Cengage Learning, 2012.
3. J. Fiske, *Introduction to Communication Studies*, Routledge, London, 1982.
4. K. Williams, *Understanding Media Theory*, Bloomsbury Academic, London, 2003.
5. J. Vivian, *The Media of Mass Communication*, Prentice Hall, 2011.
6. S. W. Littlejohn and K. A. Foss, *Theories of Human Communication*, 2008.
7. U. Narula, *Communication Models*, Atlantic Publishers, New Delhi, 2006.
8. P. M. Lester, *Visual Communication: Image and Messages*, Thomson Wordsworth, 2006.
9. C. R. Harris and P. M. Lester, *Visual Journalism: A Guide for New Media Professionals*, Allyn and Bacon, 2002.
10. N. Andal, *Communication Theories and Models*, Himalaya Publishing House, Mumbai, 1998.

PA01JMCE22: Development of Media-I (Print)

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a provide students with the historical perspective of development of print medium.
- b attain a fuller understanding of the early efforts to publish newspapers and the growth of newspapers in India.
- c enrich knowledge of students about vernacular (Gujarati) journalism and develop an in-depth understanding of it.
- d develop understanding about the development of Gujarati journalism in Gujarat.

Course Content

Unit 1: Language, Civilization and Society:- Development of Language as a Vehicle of Communication; Invention of Paper and Printing Press; Pioneer publications in USA & Europe; Early Communication systems in India; Journey of Printing Technology to India.

Unit 2:- Birth & Growth of Newspapers in Pre-independent India: Early efforts to publish newspapers in India before independence; Issues of Press Freedom; Popular English Newspapers during Pre-independence Era; Birth of Vernacular Press in India; Notable Vernacular Newspapers during Pre-independent Era; Role of Indian Press in Freedom Struggle; Gandhian Principles of Journalism; Prominent personalities in Indian Print Media & Journalism.

Unit 3:- The Press in India After Independence:- Impact of India Pakistan Partition; Geneva Conference 1948 on the freedom of information; India – Pakistan Agreement on Press Freedom; Constitutional Guarantee for Freedom of Press; The AINEC Editors’ Charter; The First Press Commission; Emergency and Pre-censorship; Second Press Commission; social, political and economic issues and the role of the Indian press problems and prospects.

Unit 4:- Gujarati Print Media: - Historical Perspective; Contribution of Gujarati Print media in Indian Freedom Fight; Notable Personalities in Gujarati Print Media; Current status of Gujarati Print media.

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. B. N. Ahuja, *History of Indian Press: Growth of Newspaper in India*, Surjith Publications, New Delhi, 1988.
2. Motilal Bhargava, *Role of Press in the Freedom Movement*, Reliance, New Delhi, 1987.
3. M. Chalapati Rao, *The Press in India*, Publications Divisions, GoI, New Delhi, 1974.

PA01JMCE23: Reporting: Concept and Process

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.
- c impart theoretical and practical knowledge about reporting, including specialized beats.
- d enable students to write for all kinds of media with emphasis laid on skill training in information gathering, processing and delivering.

Course Content

Unit-1: News Value and Elements of News (1 Credit)

Defining news: news value, elements of news

- 1.1 Changing concepts of news: factors and issues
- 1.2 Style of news and non-news writing
- 1.3 Structure of news: five W's (Who What, When, Why, Where) and one H (How)
- 1.4 Selection of information, writing introduction/lead, body, different types of introduction/lead, organizing the news story: angle, attribution, quote, background and context
- 1.5 Fact checking: ensuring accuracy, objectivity, fairness and balance

Unit-2: News and Feature Writing (1 Credit)

- 2.1 Headlines Writing, Inverted Pyramid style, feature style, sand clock style, Nut Graph
- 2.2 News Feature: Characteristics, Types, Writing Style and Packaging
- 2.3 Non-news Features: Writing Style and Packaging,
- 2.4 Opinion Writing: Editorial, Article, Commentary, In-depth Analysis and Research-based Reports, Narrative Writing and other forms of Journalistic Writing

Unit-3: News Gathering Process (1 Credit)

- 3.1 Types of reporting, role and importance of sources, cultivating, verifying and dealing with sources of news
- 3.2 Qualities of a good reporter, risks of reporting
- 3.3 Ethical aspects of sourcing news and reporting
- 3.4 Different formats of news report: factual and routine news, analytical news, interpretative news and descriptive news, investigative news and research based or in-depth news, sequential news

Unit-4: Specialized Reporting and Beats (1 Credit)

- 4.1 Understanding beats and their categories
- 4.2 City reporting: city and local news,
- 4.3 Crime reporting: sources and related laws, reporting political parties and politics, legislative (covering Assembly and Parliament), legal reporting
- 4.4 Specialized reporting: Defence, Science and Technology, Education, Art and Culture, Environment, Fashion and Lifestyle, Entertainment, Sports, etc,
- 4.5 Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights, Economy and Finance reporting

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. P. Stein and Burnett, *News Writer's Handbook: An Introduction to Journalism*, Blackwell Publishing, 2000.
2. Joseph and Sharma, *The Media and Women's Issues*, Second Edition, SAGE Publication, 2006.
3. K. Richard, *The Newspaper's Handbook*, Routledge Publication, 2000.
4. Natarajan and Chakraborty, *Defence Reporting in India: The Communication Gap*, Trishul Publications, 1995.
5. A. Aamidor, *Real Feature Writing*, Lawrence Erlbaum Associates Publishers, 2002.
6. E. C. Thomas, *Economic and Business Journalism*, Sterling Publishers, 2001.
7. Kuhn and Neveu, *Political Journalism: New Challenges*, New Practice, London, 2008.
8. D. Randall, *The War Correspondent*, London, 2005.
9. W. Harrington, *Intimate Journalism: The Art and Craft of Reporting Everyday Life*, SAGE Publications, 1997.
10. K. M. Shrivastava, *News Reporting and Editing*, Sterling Publishers, 1987.

PA01JMCE24: Editing: Concept and Process

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.
- c impart theoretical and practical knowledge about reporting, including specialized beats.
- d enable students to write for all kinds of media with emphasis laid on skill training in information gathering, processing and delivering.

Course Content

Unit-1: Editing: Role, objectives and tools of editing (1 Credit)

Newsroom structures of Newspapers, magazines and news agencies, Different editorial positions in newsroom and their roles and responsibilities, Editorial Vision: Generating Ideas, Ensuring Creativity, objectivity and Innovation, Managing and allocating Editorial Resources, Team work

Unit-2: Management of Editorial Activities (1 Credit)

Editorial Co-ordination: Managing Different Desks, dealing with different pressures, Management of News flow: News flow on the desk from different sources, Copy Editing: Ensuring News value and other criteria, Objectives of copy editing: Checking facts, language, style, clarity and simplicity, relevant graphics for copy, Photo Captions, Editing symbols, Newsroom terminology

Unit-3: Visualizing and planning of a newspaper/magazine (1 Credit)

News selection and Placement, Newspaper format: Full format, Tabloid and Magazine Elements of Design: Shape, Colour, Texture; Aesthetics- Balance, Contrast, Rhythm, Unity, Harmony, Typography, Colour and Visual representation, Rules: Column Rule, Cut off Rule, Window, Front Page Design /Functional Design /Horizontal design, Modular design, Total page design /Single-theme design, Preparing Dummy of Newspaper and its different pages, Principles of Graphics and their Importance, Software for Designing: PageMaker, Quark Express, Corel Draw, Photoshop, In-design

Unit-4: Newspaper Printing Methods (1 Credit)

Major landmarks in history and development of 'print technology', Basic print processes, Print machines and image carriers- Letterpress, offset, silk screen, digital print, DTP, Future trends in print technology

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. G. Rogers, *Editing for Print*, MacDonal Book, 1993.
2. S. Prasad, *Editors on Editing/HY*, National Book Trust, 1993.
3. F. W. Hodgson, *Sub editing: A Handbook of Modern Newspaper Editing and Production*, Focal Press, 1987.
4. Click and Baird, *Magazine Editing and Production*, WCB Brown and Benchmark, 1994.
5. Hicks and Homes, *Sub-editing for Journalists*, Routledge, 2001.
6. A. D. Bowles, *Creative Editing*, Wadsworth, 2011.
7. M. Farrell, *Newspapers: A Complete Guide to the Industry*, Peter Lang, 2010.

PA01JMCE25: Field Work Practicum (Print Media: Newspapers/Magazines)

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

Learning Outcomes

The learners are expected to

- a gain exposure to hands-on experience of the chosen field – print media: either newspapers or magazines.
- b present a mini-report showing the amount of field work done as a part of the practicum.

Course Requirement

- 1 The students will be attached to a print media agency: newspapers/magazines for hands-on training in the field
- 2 They shall present a mini-report showing the amount of field work done as a part of the practicum

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation.

The format of the paper for Mid-Semester Test shall be as under:

Particulars	Marks
Field Work/Practicum Viva	150

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks.

Particulars	Marks
Field Work/Practicum Viva	150

PA01JMC27: Basic Communication Skills and Language

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a provide students with the understanding of news value and elements of news.
- b Give training in news and feature writing, opinion-writing, narrative writing and commentary.

Course Content

Unit-1: Listening and Speaking (1 Credit)

- 1.1 Qualities of a good listener
- 1.2 Active and passive listening
- 1.3 Analytical listening – syllable/word stress: clear enunciation
- 1.4 Qualities of a good speaker
- 1.5 Fluency Building – word match, reading aloud, pronunciation, collocations
- 1.6 Public speaking
- 1.7 Social Communication

Unit-2: Reading and Writing (1 Credit)

- 2.1 Reading comprehension
- 2.2 Paraphrasing
- 2.3 Précis writing
- 2.4 Creative Writing
- 2.5 Academic Writing
- 2.6 Report Writing
- 2.7 Vocabulary: general words and terms specific to journalism and mass communication

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. K. Danziger, *Interpersonal Communication*, Pergamon Press, Oxford, 1976.
2. J. V. Vilanilam, *More Effective Communication: A Manual for Professionals*, Sage Publication, New Delhi and London, 2000.
3. Norman Lewis, *Word Power Made Easy: The Complete Handbook for Building A Superior Vocabulary*, Expanded and Completely Revised Edition, Pocket Books, New York and London, 1979.

