

## Vallabh Vidyanagar, Gujarat

(Reaccredited with 'A' Grade by NAAC (CGPA 3.25) Syllabus with effect from the Academic Year 2021-2022

(MA) (Journalism and Mass Communication) (M.A. in Journalism and Mass Communication) Semester II

Course Code	PA02CJMC51	Title of the Course	Journalistic Reporting
Total Credits	4+1	Hours per	5
of the Course	<del>4</del> +1	Week	)

Course Objectives:	<ol> <li>Students can list, classify and illustrate the sources of news.</li> <li>Students discuss techniques of reporting and practice reporting.</li> <li>Students plan and conduct interviews with the common man.</li> </ol>
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escription  ifferent ways of Reporting:	Weightage* (%)
ifferent ways of Reporting:	
<ul> <li>News</li> <li>News Sourcing – Generating news ideas – Identifying news sources from systems/institutions – background research – Reading research reports/budgets – Building personal data bank – Google alerts / press releases/ events/ government documents.</li> </ul>	25
<ul> <li>Use of RTI Act</li> <li>Importance of attribution, quotes, putting on a record, the tracity of statement – Credibility of the news report and factual tracity.</li> <li>Types of reporting         <ul> <li>Purposes and techniques – Investigative and interpretative reporting (Snooping, hacking, sting operations);</li> </ul> </li> <li>Data journalism         <ul> <li>how to look at major data sets, how to weave a story around</li> </ul> </li> </ul>	
r 4	<ul> <li>Types of reporting</li> <li>Purposes and techniques – Investigative and interpretative reporting (Snooping, hacking, sting operations);</li> </ul>





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2	Specialization in reporting techniques: 2.1 Reporting of specific heats like	25
	<ul> <li>2.1 Reporting of specific beats like</li> <li>Sports</li> <li>Education</li> <li>Crime</li> <li>Weather</li> <li>Environment</li> <li>Science &amp; Technology</li> <li>Business &amp; finance</li> <li>Development</li> <li>Political</li> <li>Civic bodies (municipality &amp; collectorate)</li> <li>General news stories</li> <li>Human interest stories</li> <li>Judicial</li> </ul>	
	Religious	
3	Interview 3.1 Interview methods 3.2 Styles 3.3 Five interviews	25
4	Reporting skills and Ethics	25

Teaching-	Teaching and instruction will be learner-centric. Efforts will be made to
Learning	maximise student-teacher interaction. Flipped Classroom, Tutorials,
Methodology	Assignments, Quizzes, Presentations (Team/Individual), Group
	Discussions, fieldwork etc may be used through a blended-learning approach to enhance teaching-learning experiences.

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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Cou	Course Outcomes: Having completed this course, the learner will be able to			
1.	categorize and employ different sources of news.			
2.	structure and create the news for different types of beats.			
3.	conduct and plan different types of Interviews.			

Suggested References:			
Sr. No.	References		
1.	1. Rich, Carole. Writing and Reporting News: A Coaching Method. Cengage Learning, 2015.		
	2. Kovach, Bill, and Tom Rosenstiel. <i>The Elements of Journalism</i> . Three Rivers Press (CA), 2007.		
	3. Harrower, Tim. <i>Inside Reporting</i> . McGraw-Hill Higher Education, 2012.		
	4. Bender, John R., and Lucinda D. Davenport. <i>Reporting for the Media</i> . Oxford University Press, USA, 2012		
	5. Kitch, Carolyn, et al. <i>Reporting Beyond the Problem</i> . Peter Lang Us, 2021.		

On-line resources to be used if available as reference material
Online Resources
Right to Information Act 2005 Television Journalism Reporting : Tools and Techniques
https://baou.edu.in/courses/mjmc
https://baou.edu.in/courses/DJMC





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(MA) (Journalism and Mass Communication) (M.A) (Journalism and Mass Communication) Semester II

Course Code	PA02CJMC52	Title of the Course	Journalistic Writing
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol> <li>Students identify the difference between journalistic and other forms of writing and practice journalistic writing</li> <li>Students identify news stories around them and prepare necessary draft</li> <li>Students discuss and compose feature writing</li> </ol>
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Course Content			
Unit	Description	Weightage*	
1.	Introduction to different forms of writing:  1.1 Difference between news/journalistic writing and other forms of literary writing  1.2 Understanding National, Regional, Local, Magazine and Tabloid News publications  1.3 Newspaper organizational hierarchy  1.4 Understanding the differences between reporting and editing / subbing  1.5 writing for news articles, features, stylesheet, grammatical rules, etc.	25	
2.	News Story Writing 2.1 Styles writing 2.2 various beats writings 2.3 structure of writing	25	
3.	Feature Writing 3.1 Anniversary Feature 3.2 Personality Sketches 3.3 Personal Experience Story 3.4 Human Interest Feature Story 3.5 Historical Feature	25	
4.	Leader and Editorial Writing 4.1 Advertorial 4.2 Headings writings 4.3 Slugs	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, Presentations (Team/Individual), Assignments, Quizzes, Group Discussions, fieldwork etc may be used through a blended-learning approach to enhance teaching-learning experiences.

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%

Cou	Course Outcomes: Having completed this course, the learner will be able to			
1.	1. compare and contrast different types of newspapers and appraise their qualities.			
2.	interpret the issues for the stories and write stories.			
3.	design leader and editorial.			

Sugge	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.	Tubbs, Stewart L. Shared Experiences in Human Communication. Routledge, 2020.		
5.	Hindi Patrakarita aur Jansanchar Madhyam by Dr. Jitendra Vats Panta, Sī. <i>Hindī Patrakāritā Kī Rūparekhā: Samācāra Lekhana Evaṃ Sampādana</i> . 1995.		





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

Online Resources

**Feature Writing** 

What is Editorial ?- Meaning and Explanation I Mass Communication I Pardeep Kumar पत्रकारों की तरह ख़बर लिखें। एक बार सीखेंगे, कभी नहीं भुलेंगे। How to Write News report in Hindi

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

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





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# (MA) (Journalism and Mass Communication) (M.A.) (Journalism and Mass Communication) Semester II

Course Code	PA02CJMC53	Title of the Course	Journalistic Editing
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol> <li>Students explain and interpret various kinds of news</li> <li>Students identify and make use of various softwares of editing</li> <li>Students practice playing video and still camera</li> </ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	Editing for Print Media  1.1 Editing of news: News Selection · Subbing of article/news · Editing with special focus on Headlines, Software and Typography Know-how of Print media Softwares Indesign, Photoshop, etc 1.2 Use of Infographics in Print  1.3 Page making Practice · Brief history of News Photography, types of photography, techniques, assignments for news story Photography and Photo Editing.	25
2.	Editing for Electronic Media 2.1 Video camera basics 2.2 Video editing theory 2.3 Video editing software - Adobe Premiere 2.4 TV lighting basics  Basics of sound 2.5 Sound recording & editing (Sound Forge) 2.6 Graphics - Adobe After Effects	25
3.	Radio 3.1 Radio Programming 3.2 Radio formats 3.3 Writing for Radio 3.4 Radio Software 3.5 Radio News and Commentary 3.6 Software like Adobe Premiere, Adobe, Sony Vegas, Sound Forge	25



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4.	Journalistic Translation techniques	25
	4.1 English,	
	4.2 Hindi,	
	4.3 Gujarati	

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
	approach to enhance teaching-learning experiences.

Evalu	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%	

Cou	Course Outcomes: Having completed this course, the learner will be able to		
1.	1. categorize news elements		
2.	illustrate audio, video and photos		
3.	compose audio media with use of various language and technic		

Suggested References:	
Sr. No.	References



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#### Vallabh Vidyanagar, Gujarat

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- 1. Austin Granville, working A Democratic Constitution, Oxford University Press (2016), New Delhi.
  - 2. Sridhar Madabhushi, The Law of Expression, Asia Law House (2007), Hyderabad
  - 3. Dayal Kameshwar, Freedom of Press and Right to Information, Cyber Tech Publications (2011), New Delhi
  - 4. 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), Jaipur
  - 8. 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), Bhopal
  - 11. 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.

On-line resources to be used if available as reference material
On-line Resources
https://www.youtube.com/watch?v=nrNAEVAY19w
https://baou.edu.in/courses/mjmc
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# (MA) (Journalism and Mass Communication) (M.A.) (Journalism and Mass Communication) Semester II

Course Code	PA02EJMC51	Title of the Course	Introduction to Digital Media
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	<ol> <li>Students discuss the basics of computers and demonstrate their application in the field of journalism and mass communication.</li> <li>To explain and use various OS for journalism</li> <li>To demonstrate the skill of playing video and still camera</li> </ol>
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Cours	Course Content			
Unit	Description	Weightage*		
1.	Basics of Computer  1.1 Get started with computers and working with computer environments.  • Desktop • Smartphone • Tablet  1.2 Working environment of Operating Systems • Desktop OS • Digital OS • Windows shortcut keys • IOS shortcut keys	25		
2.	Basics Hardware and Software  2.1 Typing tutorials, Hardware and software understanding  2.2 Tech-savvy tips and techniques	25		



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3.	Basics of various OS	25
	3.1 Working with Microsoft and IOS	
	Basic understanding of MS Office package	
	1. MS Word	
	2. MS Excel	
	3. MS PowerPoint	
	4. WordPad	
	5. NotePad	
	6. Microsoft Resources	
	7. Microsoft account	
	8. Onedrive	
	9. Office online	
	10. file-sharing point resources	
	T 4 1 193	
	1. Internet and its types 2. Online Sefety and security tipe	
	2. Online Safety and security tips	
	3. Email, Websites and Web portals	
	4. Search and Advanced Search: Google, Bing, IOS, Rediff,	
	Other browsers	
4.	Understanding of Google and Social Networking	25
	4.1 Working with Google	
	• Gmail	
Ī	<ul> <li>Google docs</li> </ul>	
	<ul> <li>Google word, Excel, PowerPoint, Forms</li> </ul>	
	Google account	
	Google drive	
	Google maps	
	Google classrooms	
	Google video	
	<ul> <li>other latest and advanced features</li> </ul>	
	4.2 Social Media Communication - Basics	
	Blog Basics	
	Facebook	
	Instagram	
	Twitter	
	• LinkedIn	
	• Pinterest	
	• Skype	
	• Snapchat	
	• Meetup	
	Whatsapp	

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			
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3.	University Examination	70%	

Course Outcomes: Having completed this course, the learner will be able to				
1.	select and manage social media application			
2.	practice the use of search engines for various objectives and identify the advanced features			
3.	demonstrate the skill of using MS Office and digital media/platforms in the field of journalism			

Suggested References:				
Sr. No.	References			
1.	<ol> <li>Evans, Dave. Social Media Marketing. Sybex, 2012.</li> <li>Rayburn, Dan. Streaming and Digital Media. Taylor &amp; Francis, 2012.</li> <li>Arvidsson, Adam, and Alessandro Delfanti. Introduction to Digital Media. Wiley-Blackwell, 2019.</li> <li>Boynton, Robert. The New New Journalism. Vintage, 2007.</li> <li>Lievrouw, Leah A., et al. Handbook of New Media. SAGE, 2006.</li> <li>Computer Darpan by Kumar Publication centre</li> <li>Bano Computer Expert by Computer World Publications</li> </ol>			

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

On-line Resources

Management, Project. Introduction to Computer Basics. YouTube, 5 Feb. 2016, https://www.youtube.com/watch?v=PhW08LeQTg0.





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guru, Unique. What Is Social Networking in HINDI // Most Popular Social Networks 2003 - 2019 // Ratnakar Upadhyay. YouTube, 8 May 2020,

https://www.youtube.com/watch?v=Ra1TjdXZo2Q.

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

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# (MA) (Journalism and Mass Communication) (M.A.) (Journalism and Mass Communication) Semester II

Course Code	PA02EJMC52	Title of the Course	Introduction to Electronic Media
Total Credits of the Course	4+1	Hours per Week	5

Course Objectives:	Students identify career opportunities in audio-visual media and develop necessary skills
	2. Students recognise different kinds of media and their uses
	3. students choose and operate the camera skillfully

Cours	Course Content			
Unit	Description	Weightage* (%)		
1.	Television:  1.1 History of Indian Television 1.2 Program format of TV  • Fiction • Non Fiction 1.3. Introduction to Video Camera d. Basics of Television terminologies  • Shot size • Camera angles • Camera movements 1.4 Career in Television 1.5 YouTube b. Web Series c. Other entertainment content over the various web platform	25		
2.	Radio: 2.1 History of Indian Radio 2.2 Govt. and Private radio 2.3 Programming formats of FM Radio 2.4 Writing for radio 2.5 Career in Radio	25		



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3.	Cinema:	25									
	3.1 History, Various goners										
	<ul> <li>3.2 Indian cinema, The silent era and the talkie, Evaluation of cinematic languages, Genres of cinema, Narrative films</li> <li>3.3 Hollywood Cinema,</li> <li>3.4 Global Film Industries</li> <li>French Surrealist film</li> <li>German Expressionist cinema</li> <li>Italian Neorealism</li> <li>French New Wave</li> <li>Asian Films</li> <li>Cinema in Eastern Europe</li> </ul>										
	3.5 Subject of films in various decades, Formula films, Indian cinema 3.6 Role of music and songs in Hindi cinema, Song picturization is Hindi cinema										
4.	Photography:	25									
	4.1 Basics of Photography										
	4.2 Operating a Camera (DSLR)										
	4.3 Other supporting equipment, Exposure, Aperture, Shutter speed and ISO, Depth of Field										
	4.4 Types of Lenses and choosing Lenses,. Lighting, Flash photography, Composition										
	4.5 Indoor and Outdoor Photography, Photojournalism										

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%						





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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.	appraise the history of television						
2.	differentiate between various types of electronic media and practice them						
3.	structure the photo and video production						

Suggested References:												
Sr. No.	References											
1.	<ol> <li>Kamath, M. V. <i>The Journalist'S Handbook</i>. Vikas Publishing House, 2009.</li> <li>Knight, Robert M. <i>Journalistic Writing</i>. Marion Street Press, 2010.</li> <li>Kumar, Deepak. <i>Journalism</i>. 2010.</li> <li>Panta, Sī. <i>Hindī Patrakāritā Kī Rūparekhā: Samācāra Lekhana Evaṃ Sampādana</i>. 1995.</li> <li>Raman, Usha. <i>Writing For The Media</i>. 2009.</li> <li>Roy, Barun. <i>Beginner's Guide to Journalism &amp; Mass Communication</i>. V&amp;S Publishers, 2012.</li> <li>Scanlan, Christopher, and Richard Craig. <i>Newswriting and Reporting</i>.</li> </ol>											
	Oxford University Press, USA, 2014.  8. Sharma, K. C. <i>Journalism in India</i> . 2007.											

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## Online Resources

http://ecoursesonline.iasri.res.in/course/view.php?id=241

https://www.youtube.com/watch?v=XONXeUndHl8

Coming of FM in India & starting of private FM channels (CH-05)

The History Of Television

History of Indian Cinema [Hindi] | A documentary film by Abhishek Mohanty

Be a Better Photographer in 45 mins





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