

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT



M.A (Journalism and Mass Communication) (NEP)

[2 years M.A Journalism And Mass Communication -NEP]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM TITLE

Name of Program	M.A (Journalism and Mass Communication) (NEP)
Program Abbreviation	MJMC
Duration	2 Year
Eligibility Criteria	Any Graduate or Relevant Degree
Pre-requisite	Candidates seeking admission to the M.A. (Journalism and Mass Communication) programme are expected to have: 1. A Bachelor's degree from a recognised university/institution in any relevant discipline, subject to the eligibility conditions prescribed by the University. 2. Basic understanding of communication, media, journalism and contemporary social issues. 3. Basic proficiency in reading, writing and communication skills. 4. Fundamental computer and digital literacy, including familiarity with the Internet and common digital platforms. 5. General awareness of current affairs, national and international developments, society and contemporary media. 6. An interest in journalism, mass communication, media technologies, research and contemporary media practices.
Medium of Instruction	Gujarati , Hindi , English
Objective of Program	The M.A. (Journalism and Mass Communication) programme aims to: 1. Develop advanced knowledge of the concepts, theories, principles, history and practices of journalism and mass communication. 2. Equip students with professional skills in reporting, writing, editing, interviewing, broadcast journalism and digital journalism. 3. Develop practical competence in multimedia storytelling, mobile journalism, data journalism, visual communication and digital content production. 4. Foster critical thinking and analytical abilities to evaluate media content, institutions, ownership, representation and contemporary media trends. 5. Provide comprehensive understanding of media laws, ethics, regulations and professional standards for responsible media practice. 6. Develop knowledge and skills in advertising, public relations, strategic communication, media management and digital marketing. 7. Develop competence in media research, research methodology, data analysis, information literacy and evidence-based communication. 8. Enable students to understand the role of media in democracy, development, social transformation, culture, diversity and public discourse.

	9. Create awareness of contemporary challenges such as misinformation, disinformation, fake news, AI-generated content, privacy, media convergence and emerging technologies. 10. Prepare students for professional careers, media entrepreneurship, research and higher education through multidisciplinary, skill-oriented and experiential learning in accordance with the NEP 2020 framework.
Program Outcome (PO)	After successful completion of the programme, students will be able to: PO–1: Advanced Disciplinary Knowledge Demonstrate advanced knowledge of journalism, mass communication, media theories, history, contemporary practices and emerging media technologies. PO–2: Critical Thinking and Media Analysis Critically analyse media content, journalistic practices, media institutions, ownership, representation, public opinion and contemporary media trends using logical and evidence-based approaches. PO–3: Advanced Communication and Professional Skills Demonstrate effective reporting, writing, editing, research writing, presentation, interpersonal communication and professional media skills across diverse platforms. PO–4: Digital, Technical and Media Production Competence Apply advanced skills in multimedia storytelling, mobile journalism, broadcast production, digital content creation, visual communication, AI tools and emerging media technologies. PO–5: Media Law, Ethics and Responsible Practice Apply media laws, constitutional principles, regulations, professional codes and ethical standards to practise accurate, fair, independent and accountable journalism. PO–6: Research and Strategic Communication Competence Conduct media and communication research and apply knowledge of advertising, public relations, strategic communication, digital marketing and media management in professional contexts. PO–7: Social Responsibility, Innovation and Lifelong Learning Demonstrate social responsibility, democratic values, cultural sensitivity, creativity, innovation, entrepreneurship, adaptability and lifelong learning in journalism and mass communication.
Program Specific Outcomes (PSO)	After successful completion of the programme, students will be able to: PSO–1: Advanced Knowledge of Journalism and Mass Communication Demonstrate advanced knowledge of journalism, mass communication theories, media history, media institutions and contemporary media practices. PSO–2: Professional Journalism and Media Production Skills Apply advanced skills in news gathering, reporting, interviewing, writing,

	editing, multimedia storytelling, broadcast production and digital content creation. PSO–3: Digital and Emerging Media Competence Utilise digital media technologies, mobile journalism, social media, data journalism, artificial intelligence and emerging media platforms for professional media production and distribution. PSO–4: Media Research, Analysis and Critical Thinking Conduct and evaluate media research, analyse media content and contemporary media issues, and apply research methodologies, data analysis, verification and critical media literacy. PSO–5: Media Law, Ethics and Strategic Communication Apply media laws, regulations and professional ethics, along with knowledge of advertising, public relations, strategic communication and media management, in professional contexts. PSO–6: Social Responsibility, Innovation and Professional Practice Demonstrate social responsibility, democratic values, cultural sensitivity, creativity, innovation, entrepreneurship and professional adaptability in contemporary journalism and mass communication.						
Mapping between Pos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	PO1						
	PO2						
	PO3						
	PO4						
	PO5						
	PO6						
	PO7						

Structure of Program (Semester-wise)

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	MJMC-MJ-01	Introduction to Communication and Journalism	Introduction to Communication and Journalism	600	4 Hrs		2:00		4		50		50		100	
MAJOR	MJMC-MJ-2	History of Indian Journalism	History of Indian Journalism	600	4 Hrs		2:00		4		50		50		100	
MAJOR	MJMC-MJ-3	Media Law and Ethics	Media Law and Ethics	600	4 Hrs		2:00		4		50		50		100	
MAJOR	MJMC-MJ-4	Bharatamuni's Nāṭyaśāstra: Rasa, Abhinaya and Indian Performance	Bharatamuni's Nāṭyaśāstra: Rasa, Abhinaya and Indian Performance	600	4 Hrs		2:00		4		50		50		100	
MAJOR	MJMC-MJ-5	Public Relations & Advertising	Public Relations & Advertising	600	4 Hrs		2:00		4		50		50		100	
SEC	MJMC-SEC-6	Computer Skills and Verbal Communication Skills (Practical)	Computer Skills and Verbal Communication Skills (Practical)	600		2 Hrs		2:00		2		25		25		50

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	M.A (Journalism and Mass Communication) (NEP)
---------------------	--

M.A (Journalism and Mass Communication) (NEP)

1

6.5

Major

Entrepreneurship / Employability / Skill Development

Regular

MJMC-MJ-01

First Semester – 500 To 550

Introduction to Communication and Journalism

4

Academic Year : 2026-27

CO-6: Apply fundamental principles of **news values, news sources, verification, journalistic writing, professional ethics and responsible communication** in contemporary journalism.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1						
CO2						
CO3						
CO4						
CO5						
CO6						

- Meaning, definition, nature, scope and characteristics of communication
- Communication as a social, cultural and symbolic process

- Functions and significance of communication in individual and social life
- Elements of communication: sender, message, encoding, channel, receiver, decoding, feedback and context
- The communication process: linear, interactive and transactional perspectives
- Types and levels of communication: Intrapersonal communication, Interpersonal communication, Group communication, Mass communication
- Verbal, non-verbal and paralinguistic communication
- Formal and informal communication
- Oral, written, visual and mediated communication
- Communication symbols, signs, language and meaning
- Role of perception, cognition, attitude and feedback in communication
- Communication barriers: Physical, Semantic, Psychological, Cultural, Technological, Organizational
- Effective communication: clarity, credibility, relevance, feedback and audience orientation
- Communication competence and interpersonal communication skills
- Communication, culture and society, Communication and socialisation
- Communication and formation of attitudes and opinions
- Communication and social change
- Communication in the digital environment: networked communication, participatory communication and user-generated content
- Changing nature of audiences in the digital age
- Information, communication and knowledge society

Unit–II: Communication Models, Theories and Contemporary Approaches

- Concept, purpose, significance and limitations of communication models
- Classification of communication models: Linear models, Interactive models, Transactional models
- **Classical and Linear Models** : Aristotle's Model of Communication, Lasswell's Model, Shannon and Weaver Model
- **Interactive and Transactional Models** : Osgood–Schramm Model, Berlo's SMCR Model, Westley and MacLean Model
- Critical analysis and comparative study of communication models
- Concept, characteristics and functions of mass communication
- Nature and characteristics of mass audiences
- Mass media as institutions and social systems
- Major approaches to the study of mass communication
- **Media Effects and Audience Theories** : Hypodermic Needle/Magic Bullet approach, Two-Step Flow of Communication, Uses and Gratifications Theory, Agenda-Setting Theory, Cultivation Theory, Spiral of Silence, Media Dependency Theory
- Gatekeeping theory and the role of media gatekeepers
- Framing and priming in media communication
- Selective exposure, selective perception and selective retention
- Public opinion and media influence
- Media, power and ideology
- Media representation and construction of reality
- Technological determinism and media convergence
- Participatory culture and networked communication
- Digital media, algorithms and changing patterns of media influence
- Contemporary debates on media effects, misinformation and information disorder

Unit–III: Journalism: Concept, Principles, Functions and Changing Practices

- Meaning, definition, nature, scope and characteristics of journalism
- Evolution and changing definitions of journalism
- Journalism as a form of public communication
- Journalism and mass communication: relationship and distinction

- Functions of journalism: Information , Interpretation , Education , Public service , Watchdog function , Entertainment , Formation of public opinion
- Fundamental principles of journalism: Accuracy , Fairness , Objectivity , Balance , Independence , Impartiality , Accountability , Transparency
- Journalism as a profession
- Professional roles and responsibilities of journalists
- Journalist as reporter, investigator, interpreter and public communicator
- Journalism, democracy and the public sphere
- Journalism and freedom of expression
- Journalism and public opinion
- Journalism and social development
- Journalism and social change
- Journalism and national integration
- Journalism and cultural diversity
- Journalism as the Fourth Estate/watchdog of democracy
- Types of journalism: General journalism , Investigative journalism , Interpretative journalism , Development journalism , Political journalism , Economic/business journalism , Science and health journalism , Sports journalism , Rural and agricultural journalism , Environmental journalism , Film and cultural journalism Etc..
- Specialised and community-oriented journalism
- Print journalism: newspapers, magazines and periodicals
- Radio journalism , Television journalism , Online and digital journalism
- Citizen journalism and participatory journalism , Mobile journalism (MoJo)
- Multimedia and convergent journalism
- Data-driven and data journalism: basic concept
- Social media journalism and platform-based news distribution
- Changing newsroom structures and journalistic roles
- Digital transformation of journalism
- Journalism, algorithms and platform dependency
- Changing relationship between journalists, sources and audiences
- Contemporary challenges to professional journalism

Unit–IV: News, Sources, Reporting and Contemporary Journalistic Practice

- Meaning, definition, nature and characteristics of news
- News as a constructed representation of reality
- Newsworthiness and determinants of news
- News values: Timeliness , Proximity , Prominence , Conflict , Consequence , Human interest , Novelty , Magnitude , Continuity
- Types and forms of news
- Hard news and soft news
- Spot news, follow-up news and investigative news
- News sources: Primary sources , Secondary sources , Official sources , Unofficial sources , Human sources , Documentary sources , Digital sources , Open-source information
- Source selection, source credibility and source evaluation
- Confidential sources and source protection
- News gathering techniques
- Observation, documentation and field reporting
- Interviewing: Purpose and types , Preparation , Question formulation , Conducting interviews , Recording and verification
- Introduction to reporting: Basic reporting principles , Beat reporting , Event reporting , Development reporting , Political and civic reporting
- Structure of a news story
- Lead/intro and its different forms
- Inverted pyramid structure
- Chronological and narrative structures
- Attribution and quotation
- Background, context and corroboration

	• Headline writing and basic headline principles • Accuracy, objectivity, fairness, balance and context • Verification and fact-checking: Source verification , Cross-verification , Reverse image verification , Video verification , Metadata and digital traces, Verification of social media content • Misinformation, disinformation and misinformation • Fake news, manipulated content and deep fakes • Clickbait, sensationalism and misleading headlines • Plagiarism and fabrication • Paid news and conflicts of interest • Professional ethics and social responsibility • Privacy, dignity and public interest in journalism • Reporting vulnerable individuals and sensitive issues • Digital journalism ethics and responsible use of social media • Artificial intelligence and journalism: opportunities, risks and ethical concerns • Automation, AI-generated content and human editorial responsibility • Emerging challenges before contemporary journalism • Future of journalism in a convergent and AI-driven media environment
Reference Books	• Keval J. Kumar — <i>Mass Communication in India</i>, Jaico Publishing House. • Rangaswami Parthasarathy — <i>Journalism in India: From the Earliest Times to the Present Day</i>, Sterling Publishers. • Melvin Mencher — <i>News Reporting and Writing</i>, McGraw-Hill. • Tony Harcup — <i>Journalism: Principles and Practice</i>, SAGE Publications. • Denis McQuail — <i>McQuail's Mass Communication Theory</i>, SAGE Publications. • John Vivian — <i>The Media of Mass Communication</i>, Pearson. • Baran and Davis — <i>Mass Communication Theory: Foundations, Ferment, and Future</i>, Cengage. • Joseph R. Dominick — <i>The Dynamics of Mass Communication</i>, McGraw-Hill.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Introduction to Communication and Journalism concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	M.A (Journalism and Mass Communication) (NEP)						
Semester	1						
NCrF Credit Level	PG (Two Years)	NCrF Level					
	First Year	6.0					
	Second Year	6.5					
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	MJMC-MJ-2						
Course Level	First Semester – 500 To 550						
Course Title	History of Indian Journalism						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO1: Explain the origin, evolution and major historical developments of journalism and the press in India from the pre-print era to the contemporary period. CO2: Analyse the emergence and development of the Indian press during the colonial period, with particular reference to English and Indian-language journalism. CO3: Examine the role of newspapers, journalists and the press in social reform, national awakening, the freedom movement and the formation of public opinion. CO4: Evaluate the development and contribution of Gujarati journalism, including major newspapers, periodicals, journalists and its role in social and political transformation. CO5: Trace the historical development of radio, television, satellite broadcasting, private media, digital journalism and online news media in India. CO6: Critically analyse the transformation of Indian journalism in the context of liberalisation, globalisation, media convergence, digitalisation, social media, artificial intelligence and emerging journalistic practices.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	Unit-I: Origin and Early Development of Indian Journalism • Communication traditions in ancient and medieval India • Oral traditions, manuscripts, inscriptions and indigenous information networks • Development of printing technology and its introduction into India • Early printing presses and growth of printed communication • Emergence of newspapers and periodicals in colonial India • Hicky’s Bengal Gazette (1780) and the beginning of Indian journalism						

- Growth of the English-language press
- Emergence and development of Indian-language journalism
- Early Bengali, Hindi, Urdu, Marathi, Gujarati and other regional-language publications
- Journalism and the colonial administration
- Early newspapers and the development of public opinion
- Missionary, commercial and reform-oriented publications
- Growth of news agencies and organised news distribution
- Early challenges faced by Indian newspapers
- Relationship between press, society and colonial power
- Journalism as an instrument of social communication and public debate

Unit–II: Indian Journalism, Social Reform and the Freedom Movement

- Press and social reform movements in nineteenth-century India
- Journalism and the Indian Renaissance
- Role of newspapers in education, social reform and public awareness
- Journalism and issues of caste, gender, education and social inequality
- Growth of nationalist journalism
- **Bal Gangadhar Tilak and Kesari**
- **Mahatma Gandhi and Young India, Navjivan and Harijan**
- Annie Besant and *New India*
- Other important nationalist newspapers and journals
- Press and the Indian National Congress
- Journalism and the freedom struggle
- Newspapers as instruments of political mobilisation and national awakening
- Role of Indian-language journalism in the freedom movement
- Colonial censorship and restrictions on the press
- **Vernacular Press Act, 1878**
- Press Act, 1910 and other restrictive press measures
- Sedition and its impact on journalism
- Press freedom and resistance to colonial control
- Contribution of journalists and editors to the national movement
- Journalism, public opinion and the making of Indian nationalism

Unit–III: Development of Indian and Gujarati Journalism after Independence

- Indian journalism after Independence
- Constitutional position of freedom of speech and expression
- Transformation of the Indian newspaper industry
- Growth of national, regional and local newspapers
- Development of Indian-language journalism
- Growth of magazines, periodicals and specialised publications
- Press Commissions and development of professional journalism
- Establishment and role of the Press Council of India
- News agencies and institutional development of Indian journalism
- Journalism during the Emergency, 1975–77
- Press freedom and post-Emergency journalism
- Liberalisation and commercialisation of the Indian press
- Corporate ownership and changing media structures

Gujarati Journalism

- Origin and development of Gujarati journalism
- Printing and early Gujarati publications
- **Mumbai Samachar** and the development of Gujarati newspaper journalism
- Growth of Gujarati newspapers, magazines and periodicals
- Gujarati journalism and social reform
- Journalism, education, culture and public awareness in Gujarat
- Mahatma Gandhi and Gujarati journalism
- *Navjivan* and nationalist journalism
- Gujarati journalists and their contribution to the freedom movement
- Post-Independence Gujarati newspapers and periodicals

	• Growth of regional, district and local journalism • Contemporary Gujarati print journalism Unit–IV: Development of Broadcast, Television and Digital Journalism in India • Origin and development of radio broadcasting in India • Establishment and evolution of All India Radio (AIR) • Radio journalism and public service broadcasting • Development of news broadcasting in radio • Emergence and development of television in India • Experimental television broadcasting and Doordarshan • Expansion of television news • Satellite television and the emergence of private broadcasters • Growth of 24-hour television news channels • Commercialisation and competition in television journalism • Impact of liberalisation on Indian broadcast journalism • Development of Internet journalism in India • Emergence of online newspapers and digital news portals • Blogs, citizen journalism and participatory journalism • Social media and changing news distribution • Mobile journalism and multimedia journalism • Development of regional-language digital journalism • Digital transformation of Indian newsrooms • Media convergence and changing journalistic roles • Digital-first news organisations and platform journalism • Algorithms, search engines and social media platforms as news distributors • Misinformation, disinformation, fake news and fact-checking • Artificial intelligence and automation in journalism • Changing relationship between journalists, media organisations and audiences • Contemporary challenges and future of Indian journalism
Reference Books	• Natarajan, J. — <i>History of Indian Journalism</i>. Publications Division, Ministry of Information and Broadcasting, Government of India. • Parthasarathy, Rangaswami — <i>Journalism in India: From the Earliest Times to the Present Day</i>. Sterling Publishers. • Kumar, Keval J. — <i>Mass Communication in India</i>. Jaico Publishing House. • Rau, M. Chalapathi — <i>The Press in India</i>. Allied Publishers. • Nadig, R. — <i>History of Journalism in India</i>. Relevant academic/reference editions. • Sarkar, Sumit — <i>Modern India: 1885–1947</i>. Macmillan.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core History of Indian Journalism concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	M.A (Journalism and Mass Communication) (NEP)						
Semester	1						
NCrF Credit Level	PG (Two Years)	NCrF Level					
	First Year	6.0					
	Second Year	6.5					
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	MJMC-MJ-03						
Course Level	First Semester – 500 To 550						
Course Title	Media Law and Ethics						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO1: Explain the constitutional framework, principles of freedom of speech and expression, and major laws and regulations governing media and journalism in India. CO2: Analyse legal provisions relating to defamation, contempt of court, privacy, copyright, intellectual property, obscenity, official secrets and access to information in relation to media practice. CO3: Apply principles of journalistic ethics, including accuracy, fairness, objectivity, independence, accountability, transparency and public interest, to professional media situations. CO4: Critically evaluate ethical and professional issues such as paid news, plagiarism, sensationalism, conflicts of interest, privacy violations, misinformation, disinformation and manipulation of media content. CO5: Examine the legal, regulatory and ethical challenges associated with digital journalism, social media, online news platforms, user-generated content, artificial intelligence and emerging media technologies. CO6: Demonstrate the ability to make legally informed and ethically responsible decisions in contemporary media practice while upholding freedom of expression, democratic values and professional responsibility.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	Unit–I: Constitutional Framework and Media Laws in India • Constitution of India and freedom of speech and expression • Article 19(1)(a) and freedom of the press • Reasonable restrictions under Article 19(2) • Freedom of the press: meaning, scope and limitations						

- Judiciary and freedom of expression
- Constitutional rights and responsibilities of media
- Press and Registration of Periodicals Act, 2023
- Working Journalists and other Newspaper Employees legislation
- Press Council of India: composition, powers and functions
- Cable Television Networks regulation
- Prasar Bharati and public service broadcasting
- Information Technology Act and its relevance to digital media
- Digital news and current regulatory framework
- Right to Information Act, 2005
- Official Secrets Act, 1923
- Contempt of Courts Act, 1971
- Laws relating to obscenity and indecent representation
- Sedition-related legal developments and contemporary debates
- Media trials and judicial proceedings
- Legislative and regulatory mechanisms governing Indian media

Unit–II: Media-Related Civil and Criminal Laws

- Defamation: civil and criminal dimensions
- Libel and slander
- Defenses available in defamation
- Contempt of court and responsible court reporting
- Privacy and the Right to Privacy
- Public interest versus individual privacy
- Copyright and intellectual property rights
- Copyright infringement in print, broadcast and digital media
- Fair dealing and permissible use of copyrighted material
- Trademarks and media content
- Protection of confidential and journalistic sources
- Right to Information and journalistic investigation
- Official secrets and national security
- Obscenity, indecency and regulation of media content
- Laws concerning children and vulnerable persons in media reporting
- Reporting of sexual offences and protection of victims' identity
- Election-related media regulations and restrictions
- Legal responsibilities in digital publishing
- Liability for user-generated and third-party content
- Emerging legal challenges arising from AI-generated and manipulated content

Unit–III: Media Ethics and Professional Responsibility

- Concept, nature, scope and significance of media ethics
- Ethics, morality, law and professional codes
- Fundamental principles of journalistic ethics
- Accuracy and verification
- Fairness, balance and impartiality
- Objectivity and its contemporary debates
- Independence and editorial freedom
- Accountability and transparency
- Public interest and social responsibility
- Conflict of interest and professional integrity
- Confidential sources and source protection
- Privacy, dignity and sensitivity in journalism
- Ethical principles in crime, disaster and conflict reporting
- Reporting children, victims and vulnerable communities
- Sensationalism and intrusive journalism
- Paid news and advertorial content
- Plagiarism, fabrication and falsification
- Sting operations and undercover journalism
- Ethical use of photographs, videos and archival material
- Media ownership, commercial pressures and editorial independence

	• Advertising-editorial relationship • Professional codes and guidelines: Press Council of India , News Broadcasters & Digital Association , Editors Guild of India , Prasar Bharati , Other relevant professional and institutional guidelines Unit–IV: Digital Media, Emerging Technologies and Contemporary Ethical Challenges • Digital journalism and transformation of media regulation • Regulation of online news and digital media platforms • Social media: freedom, responsibility and accountability • User-generated content and citizen journalism • Platform responsibility and intermediary issues • Misinformation, disinformation and misinformation • Fake news and information disorder • Fact-checking and verification as ethical responsibilities • Deep fakes, synthetic media and manipulated content • Clickbait, sensational headlines and engagement-driven journalism • Algorithms, recommendation systems and algorithmic bias • Data privacy and protection of personal information • Surveillance, tracking and digital journalism • Cybersecurity and protection of journalistic sources • Artificial intelligence in news gathering, writing, editing and content generation • AI-generated journalism: transparency, attribution and human oversight • Copyright and ownership of AI-generated content • Ethical challenges of automated journalism • Hate speech, online harassment and harmful content • Digital censorship and freedom of expression • Media accountability in the platform ecosystem • Emerging legal and ethical challenges in contemporary journalism • Case studies of major Indian and international media-law and ethics controversies
Reference Books	• Basu, Durga Das — <i>Law of the Press</i>. Prentice-Hall of India. • Madhavi Goradia Divan — <i>Facets of Media Law</i>. Eastern Book Company. • M. Neelamalar — <i>Media Law and Ethics</i>. PHI Learning. • V. N. Shukla — <i>Constitution of India</i>. Eastern Book Company. • Keval J. Kumar — <i>Mass Communication in India</i>. Jaico Publishing House. • John C. Merrill — <i>Journalism Ethics: Philosophical Foundations for News Media</i>. Bedford/St. Martin's. • Patrick Lee Plaisance — <i>Media Ethics: Key Principles for Responsible Practice</i>. SAGE Publications. • Stephen J. A. Ward — <i>Ethics and the Media: An Introduction</i>. Cambridge University Press.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Media Law and Ethics concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	M.A (Journalism and Mass Communication) (NEP)						
Semester	1						
NCrF Credit Level	PG (Two Years)	NCrF Level					
	First Year	6.0					
	Second Year	6.5					
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	MJMC-SEC-4						
Course Level	First Semester – 500 To 550						
Course Title	Bharatamuni’s Nāṭyaśāstra: Rasa, Abhinaya and Indian Performance						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO1: Explain the origin, structure, major concepts and intellectual significance of Bharatamuni’s <i>Nāṭyaśāstra</i>. CO2: Describe and analyse the concepts of Rasa, Bhāva, Vibhāva, Anubhāva and Vyabhicāribhāva within Indian aesthetic theory. CO3: Demonstrate and analyse the four forms of Abhinaya and their application in acting, dance and theatrical communication. CO4: Examine the principles of dramaturgy, stagecraft, theatre architecture, music and performance described in <i>Nāṭyaśāstra</i>. CO5: Apply selected principles of <i>Nāṭyaśāstra</i> to the analysis of Indian theatre, cinema, television, advertising and digital storytelling. CO6: Critically evaluate the contemporary relevance of <i>Nāṭyaśāstra</i> as a source of knowledge concerning aesthetics, performance, communication and audience experience.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	UNIT–I: Introduction to Natyashastra and Indian Dramatic Tradition • Bharatamuni and the historical context of <i>Natyashastra</i> • Meaning, nature and purpose of Nāṭya • The concept of Nāṭyaveda • Origin and development of Indian dramatic tradition • <i>Nāṭyaśāstra</i> as a multidisciplinary knowledge text						

- Relationship between drama, society, education and communication
- Major subjects covered in *Natyashastra*
- Concept of **Lokadharmi** and **Nāṭyadharmi**
- **Dharmi, Vṛtti and Pravṛtti**
- Types and structure of Sanskrit drama
- Elements of dramatic composition
- Plot, characters, situations and dramatic action
- Role of playwright, actor, director, musician and audience
- Social and cultural functions of theatre

Practical/Activity:

Students identify elements of *Natyashastra* in a classical Indian dramatic or theatrical performance.

UNIT–II: Rasa and Bhāva Theory

- Concept and significance of **Rasa**
- **Rasa-sūtra**
- **Sthāyibhāva, Vibhāva, Anubhāva and Vyabhicāribhāva**
- Eight classical Rasas: Śṛṅgāra , Hāsyā , Karuṇa , Raudra , Vīra , Bhayānaka , Bībhatsa , Adbhuta
- Development of the concept of **Śānta Rasa** in later Indian aesthetic thought
- Concept of **Bhāva**
- Sthāyī, Sāttvika, Vyabhicāri and related classifications
- Relationship between Rasa and Bhava
- Performer–audience relationship
- Emotional experience and aesthetic response
- Rasa theory and Indian aesthetics
- Application of Rasa theory to theatre, cinema and digital storytelling

Practical/Activity:

Analysis of a selected scene from a play or film using **Vibhāva–Anubhāva–Bhāva–Rasa**.

UNIT–III: Abhinaya, Acting, Dance and Music

- Meaning and concept of **Abhinaya**
- Four forms of Abhinaya:
 1. **Āṅgika Abhinaya**
 2. **Vācika Abhinaya**
 3. **Āhārya Abhinaya**
 4. **Sāttvika Abhinaya**
- Body movements, gestures and facial expressions
- **Mudrā** and expressive gestures
- Speech, dialogue, pronunciation and voice
- Costume, make-up and visual appearance
- Psychological and emotional expression
- Relationship between acting and Rasa
- Dance and movement in Indian performance tradition
- Role of music, instruments, rhythm and song
- Integration of acting, dance and music
- Actor's discipline and performance
- Audience reception and aesthetic experience

Practical/Activity:

Students perform a short scene demonstrating different forms of **Abhinaya** and explain the Rasa intended to be produced.

UNIT–IV: Stagecraft, Theatre Architecture and Contemporary Relevance

- Concept of **Nāṭyamaṇḍapa** and theatre architecture
- Types and characteristics of traditional theatre spaces
- Stage arrangement and performance space
- Stage decoration and visual elements

	• Lighting, props, costume and make-up • Music and sound in theatrical presentation • Pre-performance and performance rituals • Audience seating and relationship with performance space • Principles of effective theatrical presentation • <i>Natyashastra</i> and traditional Indian performing arts • Influence of <i>Natyashastra</i> on Indian theatre, dance and music traditions • Application of Rasa and Abhinaya in Indian cinema • Rasa and storytelling in television and OTT platforms • Application of <i>Natyashastra</i> principles in advertising and digital storytelling • Contemporary interpretation and relevance of Indian performance theory • Critical examination of applying ancient performance concepts to modern media Practical/Activity: Students analyse a contemporary theatre performance, film scene, advertisement or digital video using selected concepts from <i>Natyashastra</i>.
Reference Books	• Kapil Kapoor, Indian Knowledge Systems: An Introduction, D.K. Print world. • B. Mahadevan, Vinayak Rajan & Nagendra Pavana R.N., Introduction to Indian Knowledge Systems: Concepts and Applications, PHI Learning. • S. Radhakrishnan, Indian Philosophy, Oxford University Press. • M. Hiriyanna, Outlines of Indian Philosophy, Motilal Banarsidass. • A. B. Keith, The Religion and Philosophy of the Veda and Upanishads, Harvard University Press. • K. C. Bhattacharyya, The Subject as Freedom, University of Calcutta. • P. T. Raju, Structural Depths of Indian Thought, South Asia Books. • A. L. Basham, The Wonder That Was India, Rupa / relevant editions.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Bharatamuni's Nāṭyaśāstra: Rasa, Abhinaya and Indian Performance concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	M.A (Journalism and Mass Communication) (NEP)
---------------------	--

M.A (Journalism and Mass Communication) (NEP)

1

PG (Two Years)

First Year

Second Year

6.5

Major

Entrepreneurship / Employability / Skill Development

Regular

MJMC-MJ-05

First Semester – 500 To 550

Public Relations & Advertising

Theory:

4

Total:

4

Academic Year : 2026-27

After successful completion of the course, students will be able to:

- CO1:** Explain the concepts, nature, scope, objectives, functions and significance of public relations and advertising and their role in contemporary mass communication.
- CO2:** Analyse major theories, models, principles and processes of public relations and advertising, including audience behaviour, persuasion and strategic communication.
- CO3:** Apply PR and advertising principles to prepare press releases, press notes, advertisements, campaign messages and other professional communication materials.
- CO4:** Examine media planning, advertising strategies, PR tools, stakeholder communication, campaign development and the functioning of advertising agencies and PR organisations.
- CO5:** Analyse the role of digital media, social media, influencer communication, digital advertising and emerging technologies in contemporary PR and advertising practices.
- CO6:** Evaluate PR and advertising practices from the perspectives of ethics, transparency, credibility, consumer protection, social responsibility and public interest.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1						
CO2						
CO3						
CO4						
CO5						
CO6						

Unit-I: Fundamentals of Public Relations

- Meaning, definition, nature, scope and evolution of public relations
- Public relations as a management and strategic communication function

- Objectives, functions and significance of public relations
- Principles of effective public relations
- Public relations, publicity, propaganda, advertising and marketing: concepts and distinctions
- Publics and stakeholders: internal and external publics
- Public opinion and opinion formation
- Communication and relationship building
- Public relations process: **Research, Planning, Communication and Evaluation (RACE)**
- Four-step PR process
- Two-way symmetrical and asymmetrical communication
- Major approaches and theories of public relations
- Grundig and Hunt's models of public relations
- Excellence theory and relationship management
- Corporate communication and organizational communication
- Government and public-sector public relations
- Development and social-sector public relations
- Educational, healthcare and non-profit PR
- Community relations and employee relations
- Media relations and journalist–organization relationships
- Role, responsibilities and competencies of a PR professional

Unit–II: Public Relations Practices, Tools and Strategic Communication

- PR research: audience, stakeholder and situational analysis
- PR planning, objectives, strategies, tactics and evaluation
- Media relations and media management
- Press release, press note and media advisory
- Press conference, press briefing and media interaction
- Interviews, press tours and media events
- Newsletters, house journals and organizational publications
- Speeches, presentations and corporate communication materials
- Public information campaigns
- Event management and special events
- Community relations and CSR communication
- Employee communication and internal PR
- Government communication and public information
- Political communication and image management
- Corporate reputation and brand communication
- Crisis communication and crisis management
- Risk communication and issue management
- Reputation repair and recovery strategies
- Digital PR and online reputation management
- Social media public relations
- Influencer and creator relations
- Measuring PR effectiveness
- Media monitoring and sentiment analysis
- PR evaluation: output, outtake and outcome measurement
- Case studies of successful and unsuccessful PR campaigns

Unit–III: Fundamentals, Theories and Practices of Advertising

- Meaning, definition, nature, scope and evolution of advertising
- Objectives and functions of advertising
- Advertising as a component of marketing and integrated communication
- Advertising and its relationship with PR, publicity, sales promotion and personal selling
- Role of advertising in mass communication and society
- Advertising theories and models
- **AIDA Model**

- Hierarchy of Effects Model
- DAGMAR approach
- Advertising appeals: Rational appeals , Emotional appeals , Moral and social appeals , Fear, humor and testimonial appeals
- Consumer behavior and advertising
- Audience segmentation and target audience identification
- Consumer insight and positioning
- Creative strategy and advertising concept
- Copywriting: Headline , Sub-headline , Body copy , Slogan/tagline , Call to action
- Visual communication in advertising
- Advertising design and principles of creativity
- Brand identity and brand positioning
- Advertising campaign planning
- Advertising agencies: structure, functions and departments
- Client–agency relationship
- Advertising production process
- Ethical and social dimensions of advertising

Unit–IV: Media Planning, Digital Advertising and Contemporary PR–Advertising

- Advertising media: print, radio, television, outdoor and cinema
- Digital and social media advertising
- Media characteristics, advantages and limitations
- Media selection and media planning
- Reach, frequency and audience measurement
- Media scheduling and budgeting
- Integrated Marketing Communication (IMC)
- Cross-media and multimedia campaigns
- Search engine advertising and social media advertising
- Content marketing and branded content
- Influencer marketing and creator economy
- Native advertising and sponsored content
- Programmatic advertising and targeted advertising
- Data-driven advertising and audience analytics
- Personalization and algorithmic advertising
- Artificial intelligence in advertising and PR
- Generative AI for copywriting, visual content and campaign development
- Automation and emerging communication technologies
- Digital reputation and online crisis management
- Misinformation, deep fakes and deceptive promotional content
- Advertising ethics and self-regulation
- Misleading and surrogate advertising
- Consumer protection and advertising standards
- Privacy, data collection and targeted advertising
- Representation, stereotypes and social responsibility
- Transparency in influencer and sponsored communication
- Emerging trends in PR and advertising
- Case studies and campaign analysis

Practical / Applied Components

For postgraduate-level learning, the following practical activities may be incorporated:

1. Preparation of a professional **press release**.
2. Drafting a **press note and media advisory**.
3. Designing a **PR campaign** for an organization or social issue.
4. Conducting a simulated **press conference**.
5. Preparation of a **crisis communication plan**.
6. Writing advertising **headlines, slogans, body copy and calls to action**.
7. Development of a basic **advertising campaign**.

	8. Preparation of a media plan and media schedule. 9. Analysis of a contemporary PR campaign. 10. Analysis of a print, television or digital advertisement. 11. Social media campaign planning. 12. Evaluation of an influencer marketing campaign. 13. Comparative analysis of ethical and unethical advertisements. 14. Development of an integrated PR and advertising campaign using digital platforms.
Reference Books	Public Relations 1. Cutlip, Scott M., Center, Allen H. & Broom, Glen M. — <i>Effective Public Relations</i>. Pearson. 2. Grunig, James E. & Hunt, Todd — <i>Managing Public Relations</i>. Holt, Rinehart and Winston. 3. Seitel, Fraser P. — <i>The Practice of Public Relations</i>. Pearson. 4. Wilcox, Dennis L. et al. — <i>Public Relations: Strategies and Tactics</i>. Pearson. 5. R. K. Ravindran — <i>Handbook of Public Relations</i>. Anmol Publications. 6. Jaishri Jethwaney — <i>Corporate Communication: Principles and Practice</i>. Oxford University Press. Advertising 7. Belch, George E. & Belch, Michael A. — <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. McGraw-Hill. 8. Wells, William, Burnett, John & Moriarty, Sandra — <i>Advertising: Principles and Practice</i>. Pearson. 9. J. V. Vilanilam & A. K. Varghese — <i>Advertising Basics: A Resource Guide for Beginners</i>. Response Books, SAGE. 10. David Ogilvy — <i>Ogilvy on Advertising</i>. Vintage. 11. S. A. Chunawalla & K. C. Sethia — <i>Foundations of Advertising: Theory and Practice</i>. Himalaya Publishing House. 12. Frank Jefkins — <i>Advertising</i>. Pearson.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Public Relations & Advertising concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT SYLLABUS
--

Program Name	M.A (Journalism and Mass Communication) (NEP)
---------------------	--

M.A (Journalism and Mass Communication) (NEP)

1

Second Year

SEC

Entrepreneurship / Employability / Skill Development

Regular

MJMC-MJ-04

First Semester – 500 To 550

Computer Skills and Verbal Communication Skills (Practical)

2

Academic Year : 2026-27

CO6: Integrate digital and verbal communication competencies to prepare and present professional media content with clarity, accuracy, confidence, ethical awareness and appropriate use of technology.

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						
CO5						
CO6						

- Computer fundamentals and basic digital literacy
- File and folder management
- File formats, extensions and digital storage
- English and regional-language typing
- Internet, web browsers and search engines
- Professional e-mail: composing, replying, forwarding and e-mail etiquette
- MS Word: document creation, editing and formatting
- Page layout, headings, tables, headers, footers and page numbering
- Preparation of professional notices, reports and academic/media documents
- MS Excel: basic data entry, tables, sorting, filtering and basic calculations
- MS PowerPoint: slide preparation, typography, images and basic charts

	• Basic integration of text, images and multimedia in digital presentations Practical: Typing exercise, preparation of a professional notice/report and a short PowerPoint presentation on a media-related topic. UNIT–II: Verbal and Professional Communication Skills • Meaning, nature and importance of verbal communication • Principles of effective speaking and active listening • Pronunciation, articulation, voice modulation and fluency • Vocabulary, word choice and clear sentence construction • Public speaking and presentation skills • Extempore and impromptu speaking • Group Discussion: participation, listening, turn-taking, argument and counter-argument • Debate and persuasive communication • Professional introduction and interpersonal communication • Interview skills: questioning, answering, confidence and presentation • Telephone and online communication etiquette • Communication skills required for journalists and media professionals • Interviewing and questioning techniques • News reading and basic broadcast presentation • Voice-over and microphone skills • Mock press conference and media briefing • Preparation and presentation of a short news bulletin • Ethical, responsible and professional communication in digital media Practical: Group discussion, extempore speaking, simulated interview, news reading and mock press conference/media briefing.
Reference Books	• Rizvi, M. Ashraf — <i>Effective Technical Communication</i>. McGraw-Hill Education. • Meenakshi Raman & Sangeeta Sharma — <i>Technical Communication: Principles and Practice</i>. Oxford University Press. • Lesikar, Flatley & Rents — <i>Business Communication: Making Connections in a Digital World</i>. McGraw-Hill. • John V. Thill & Courtland L. Bovée — <i>Excellence in Business Communication</i>. Pearson. • Bovee & Thill — <i>Business Communication Today</i>. Pearson. • Peter Hartley — <i>Interpersonal Communication</i>. Routledge. • Dennis G. Zill — relevant computer/digital fundamentals resources. • Microsoft Office / Microsoft 365 — official user guides and learning resources. • Google Workspace — official productivity and collaboration resources. • UNESCO — resources on digital literacy, media and information literacy, and responsible digital communication.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Computer Skills and Verbal Communication Skills (Practical) concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.