

P.G. Diploma in Journalism

Name of Program	P.G. Diploma in Journalism
Abbreviation	P.G. D. J.
Duration	1 Year
Eligibility Criteria	Graduate in any subject/faculty with 40% marks in graduation (35% for SC/ST category) from a recognised University.
Objective of Program	The core objective of the program is to train students for entry level careers in the Print media, News Media, Advertising and Public Relations industry by enhancing their core writing and communication skills and by providing an environment of teaching & learning.
Program Outcome	<p>PO1: Fundamental Knowledge Enrichment Program trains students with the core Journalism and mass communication knowledge. It makes them capable of using core concepts in the theory of journalism in the practical application in the field.</p> <p>PO2: Understanding of Current Events and Trends The program trains students to understand the current events and trends and their significance in all areas and levels so as to comprehend their importance for society and the nation.</p> <p>PO3: Critical Thinking Development The program develops critical thinking skills of the issues and problems of the world around which are to be highlighted as news in the media.</p> <p>PO3: Development of Basic Media Skills: The program equips students with basic skills in writing, editing and translation.</p> <p>PO5: Development of Computer usage and Software Skills: The program increases students' familiarity with computers and trains them in the usage of the appropriate computer software for editing and presentation of content.</p>
Program Specific Outcomes	<p>PSO 1 Develop and strengthen students' understanding of the concept of mass communication, journalism, advertising and public relations.</p> <p>PSO 2 Develop and nurture in the students the insight into the concept of news, its identification, selection and composition of different news on a newspaper.</p>

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	<p>page.</p> <p>PSO3 Train students to apply concepts learnt, to write news reports, features and editorials.</p> <p>PSO4 Train students to translate news reports, features and editorials from English to Gujarati/Hindi.</p> <p>PSO5 Train students to edit news, prepare layout of pages on computer software.</p> <p>PSO6 Train students to take photographs, edit, select and write captions for them.</p> <p>PSO7 Develop the ability to create blogs and content writing skills for blogs.</p> <p>PSO8 Develop in them writing skills to work as journalists for News Portals.</p> <p>PSO9 Train students to understand current events and trends and express themselves comprehensively on current news.</p> <p>PSO10 Hone and refine students' verbal communication skills in all settings and boost their underlying confidence levels.</p> <p>PSO11 Inculcate in the students the highest ethical standards as expected of journalists in the India today.</p>
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Mapping between POs and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	PO1	■	■	■								
	PO2			■	■			■	■	■		
	PO3		■	■	■	■	■	■	■	■	■	■
	PO4	■	■	■	■	■			■		■	■
	PO5			■		■		■	■			

Medium of Instruction : Gujarati

Program Structure : Semester 1

Course Code	Title	Teaching per week		Course Credits	University Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
19012701010002	Principles Of Journalism and	4	0	4	2 Hrs	50	20	70

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	History of Gujarati Journalism							
1901270101020002	Reporting and Newspaper Translation	4	0	4	2 Hrs	50	20	70
1901270101030002	General Knowledge and Law of The Press	4	0	4	2 Hrs	50	20	70
1901270101040002	Introduction to Public Relation and Adverting	4	0	4	2 Hrs	50	20	70
2001270101050002	Computer Skills (Practical)	0	4	4	2 Hrs	50	20	70
1901270101060002	Term Paper	2	0	2	2 Hrs	50	20	70
	Total	18	4	22				
Program Structure				Semester 2				
Course Code	Title	Teaching per week		Course Credits	University Examination		Internal Marks	Total Marks
		Theory	Practical		Duration	Marks		
2001270102010001	Editing, Writing and Translation Skills	2	2	4	2 Hrs	50	20	70
72001270102020001	New Media And Online Journalism	4	0	4	2 Hrs	50	20	70
2101270102030002	Communication Skills(Practical)	0	4	4	4 Hrs	50	20	70
2001270102040001	Skills in Photography, Online Journalism, Public Relations and Advertising(Practical)		4	4	4 Hrs	50	20	70
2001270102050001	Print Journalism (Practical)	0	4	4	4 Hrs	50	20	70
2001270102060001	Term Paper	2	0	2	2 Hrs	50	20	70
	Total	14	8	22				

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P.G. Diploma in Journalism 1st Semester

Course: 19012701010002: Principles of Journalism and History of Gujarati Journalism

Course Code	19012701010002											
Course Title	Principles of Journalism and History of Gujarati Journalism											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To give students an insight into concepts of Mass Communication, Mass Media and Journalism and history and development of Journalism in Gujarat											
Course Objective	To enable the students to understand the basic concepts of media studies to students can make careers in mass media and journalism											
Course Outcomes	<p>CO1 Student will understand the nature, concept, characteristics of mass media, mass communication and journalism and the significant models of both.</p> <p>CO2 Students will understand the concept of journalism, its significance in a democracy and the different types of journalism as practised today.</p> <p>CO3 Students will understand the working of a newspaper office, the different sections and their functions, the production process of the newspaper.</p> <p>CO4 Students will gain an insight into newspaper ownership patterns, press commissions and media units associated with press.</p> <p>CO5 Students will get an overview of the significance of Gujarati language journalism, its contribution in social reforms and India's Independence movement.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
	CO4											
	CO5											
Pre-requisite	Basic knowledge of school/college level Social Studies											

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Course Content	<p>Unit 1 Communication and mass communication; concept, characteristics, functions, models: Aristotle, Newcomb, Lasswell, Lazarsfeld, opinion leaders, news flow models; McNelly, Bass and Mowlana, 7 C's, Sadharanikaran, four normative theories of press, mass media effect theories: hypodermic needle, limited effects, spiral of silence, selective exposure, perception, retention, agenda setting, gate keeping, knowledge-gap hypothesis, attitude and public opinion formation.</p> <p>Unit 2 Journalism: concept, principles, functions, role journalism and democracy, fourth estate, types of journalism: investigative, interpretative, rural, film, women's, children, business, sports, science, health, yellow, tabloid, citizen, alternative, development, journalism in newspapers, magazines, television, radio, online.</p> <p>Unit 3 Newspapers: organizational structure, functions and hierarchy of editorial, advertising, circulation, production, printing departments, coordination between departments, procedure to launch a publication, ownership patterns of newspapers, first and second press commissions, bodies: ABC, DAVP, RNI, INS.</p> <p>Unit 4 Origin and development, different phases (1822-1857, 1857-1915, 1915-1947), contribution of Parsis, journalism in Saurashtra, Ahmedabad, Surat; profile of important newspapers; Mumbai Samachar, Jame Jamshed, Vartaman, Raste Goftar, Satyapraksh, Dandiyo, Navjivan, Harijan, Editors: Dadabhai Navroji, Zaverchand Meghani, Ichchhaaram Desai, Karsandas Mulji, Gandhi, Narmad.</p>
Reference Books	<ol style="list-style-type: none"> 1. Mass communication in India – Keval J. Kumar 2. Journalism -- M V Kamath 3. Saurashtrano Patrakaratva -- Yasin Dalal 4. Patrakaratvano Itihas -- Vishnu Pandya
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

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Course: 190127010102002 Reporting and Newspaper Translation

Course Code	190127010102002											
Course Title	Reporting and Newspaper Translation											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To give students an insight into concept of news and features and to make them capable of writing the same.											
Course Objective	To give the student knowledge of news reports, features and the capacity to independently write them. To give students translation skills from English to Gujarati/Hindi.											
Course Outcomes	<p>CO1 Student will understand news, news values, how to analyse news, structure of news report and how to write a news report.</p> <p>CO2 Students will understand different types of news reports, beats. different types of beats in a newspaper, concept of a news agency; its structure and functions.</p> <p>CO3 Students will be able to understand the concept, types and structure of features in newspaper and magazines.</p> <p>CO4 Student will be able to write news report for a newspaper and a news agency.</p> <p>CO5 Student will be able to understand and analyse features and will be able to write a simple feature for a magazine or a newspaper</p> <p>CO6 Student will be able to translate news agency copy and press notes from English to Hindi/Gujarati. They will be able edit the news reports.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
	CO4											
	CO5											
	CO6											
Pre-requisite	Regular reading of newspapers and magazine, basic knowledge of newspaper English/Hindi/Gujarati											

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Course Content	<p>Unit 1</p> <p>News; definition, concept, sources, news values, type of news; political, social, cultural etc., hard, soft, predictable, unpredictable, infotainment, reporting unit; hierarchy, duties of chief reporter, stringer, etc., news report; format, parts, lead; types, structure, headlines: kinds, purpose, practical exercises in writing news reports. Reporter; qualities, reporting; types: beat, sports, crime, politics, business, education, etc., news stories; follow up, curtain raiser, news features, developing news, breaking news, exclusive stories, scoops, interviewing for news, news agencies: functions, role; PTI, UNI, AP, UPI, AFP, Reuters.</p> <p>Unit 2</p> <p>Feature: concept, objectives, difference between feature and essay, news report, editorial; types of features: timeless features news feature, columns, how to, first person, vox pop, backgrounder, photo feature, travelogues, lifestyle, interviews, personality sketch, reviews, agony aunt, string of pearls, process of feature writing: idea generation, data collection, data processing, writing, feature: structure lead, use of pictures and graphics</p> <p>Unit 3 and Unit 4</p> <p>Practical exercises in translation of news reports and news agency copy.</p>
Reference Books	<ol style="list-style-type: none"> 1. News writing – B.S. Goyal 2. Reporting and Editing in Journalism- K. C. Sharma, Anupama Sharma Pathak. 3. Journalism -- M V Kamath 4. Reporting -- Yasin Dalal
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 1901270101030002 General Knowledge and Law of the Press

Course Code	1901270101030002											
Course Title	General Knowledge and Law of the Press											
Credits	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To give students an insight into General Knowledge, Current events and an insight into the Constitution of India, and Media laws and ethics.											
Course Objective	To enable students to understand, analyse and write about current events in the right perspective and to understand the basic aspects of the Indian Constitution and Media Law and Ethics.											
Course Outcomes	<p>CO1 Student will understand, analyse and write comprehensively on current events and trends and understand the reasons behind events.</p> <p>CO2 Students will understand the salient aspects and basic structure of the Constitution of India, fundamental rights, duties and the Directive Principles of State Policy.</p> <p>CO3 Students will be able to understand law from the perspective of a journalist; will understand the basics of civil wrong, crime and punishment and the produce of CrPC for the same. Student will be well versed in the ethical aspects and the code of conduct for a journalist.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
Pre-requisite	Regular reading of newspapers, magazines and news channels.											

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Course Content	<p>Unit 1 and Unit 2</p> <p>The syllabus in these two units will consist of topics pertaining to news, current affairs and trends that occurred during the time period of the semester. Specifically developments in the field of politics, economics, culture, as also issues pertaining to terrorism, globalization, women, marginalised castes, migration, etc., will be discussed. The class room sessions will be interactive and will consist of quiz, presentations, seminars and library work. The student will be evaluated in his/her understanding and interpretation of news, current affairs, and trends.</p> <p>Unit 3</p> <p>Indian Constitution: salient features, preamble, fundamental rights and duties, directive principles, Art 19 (1) (a) freedom of speech and expression, reasonable restrictions, emergency and media, brief history of press laws in India, privileges of parliament (Article 105 and 194), laws: defamation, contempt of court, contempt of legislature, obscenity, official secrets act., copyright act, RTI Act, IT act, PRB act, working journalist act.</p> <p>Unit 4</p> <p>Concept of criminal and civil wrong, criminal procedure (FIR, bail, summons, arrest, warrant, cognizable and non-cognizable offences), code of conduct for journalists, media trial, subjudice, privacy, protection of sources, sting operation, reporting of sexual crimes and communal violence, regulatory body: Press Council.</p>
Reference Books	<ol style="list-style-type: none"> 1. Media laws and Indian constitution – Kundra S. 2. Fundamental rights and constitutional Amendment - Dr. L. M. Singhvi 3. Mass media and Democracy - Nayyar Shamsi 4. Media Ethics and Laws - Naval Prabhakar, Narendra Basu 5. Patrakaratva Kayada -- Vishnu Pandya 6. Pratiyogita Darpan 7. Competition Success Review 8. Newspapers and News magazines
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

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Course: 1901270101040002 Introduction to Public Relations and Advertising

Course Code	1901270101040002											
Course Title	Introduction to Public Relations and Advertising											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To give students an insight into the theoretical aspects of Public Relations and Advertising and to give them an insight into the profession and job opportunity in advertising and public relations.											
Course Objective	To enable students to understand the theoretical aspects of the professions of public relations and advertising so as to enable them to make careers in the area.											
Course Outcomes	<p>CO1 Students will understand the public relations and allied concepts and the process of PR and PR as a management function.</p> <p>CO2 Students will be able to independently write press note, arrange press conference, press meets and organise press activities.</p> <p>CO3 Students will understand advertising as a part of marketing mix and the process of advertising campaign.</p> <p>CO4 Students will be able to write advertising copy for simple advertisements.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
	CO4											
Pre-requisite	Regular reading of advertisements in mass media.											

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Course Content	<p>Unit 1</p> <p>Public Relations: philosophy, definition, role, misconception, public relations vs. communication, corporate communication, propaganda, advertising, publicity, public opinion, marketing, liaisoning, lobbying, promotion, PRO: role, organisation set-up of PR departments/ agencies; PR in Central and State depts.</p> <p>Unit 2</p> <p>Writing for PR; press release, handout, feature, articles, speech writing, background material, tools of PR: news letter, house journal, brochure, annual reports, posters, corporate films, advertisements, press conference, press kit, new/social media, media relations, marketing, financial and community PR, PR campaign planning, crisis management, citizen charter.</p> <p>Unit 3</p> <p>Advertising; concept, definition, types, objectives, role, criticism, benefits, advertising and personal selling, marketing mix, advertising media: print, electronic, outdoor, web, radio, television, concepts: consumer analysis, product analysis, media planning, market analysis, market segmentation, advertising agency: structure and function of departments.</p> <p>Unit 4</p> <p>Models of advertising: AIDA, DAGMAR, Maslow's, making of an ad, creative process, creative strategies: USP, appeal, brand image, identity, positioning, personality, execution style (demonstration, slice of life, narration, use of endorser, etc.), parts of a print ad, practical exercises in copy writing.</p>
Reference Books	<ol style="list-style-type: none"> 1. Journalism, advertisement and public relations - Shailendra Sengar 2. Introduction to advertising and public relations - Shipra Kundra 3. Advertising and public relations research - Jugenheimer 4. The practice of public relations - Wilfred Howard 5. Fundamentals of advertising and public relations - Dhruv Sabarwal
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 2001270101050002 Computer Skills (Practical)

Course Code	2001270101050002											
Course Title	Computer Skills (Practical)											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To give student a practical training into the use of Computer in print media.											
Course Objective	To make student skilled with usage of computers and software used in Print media production.											
Course Outcomes	<p>CO1The student will understand MS Office, Excel, PPT.</p> <p>CO2The student will have proficiency in Gujarati and English typing.</p> <p>CO3Student will be able to work on software: Photoshop, Indesign and Coral Draw and independently prepare layouts of pages in print media.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
Pre-requisite	Basic knowledge of computers.											
Course Content	This is a practical paper in which the following topics are covered: Gujarati and English typing, MS Office, Photoshop, Coral Draw, Page Maker, Indesign, Quark Express and Internet usage.											
Reference Books	1. Desk Top Publishing: Bittu Kumar											
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment											
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination											

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Course: 1901270101060002 Term Paper

Course Code	1901270101060002											
Course Title	Term Paper											
Credit	2											
Teaching per Week	2 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To enable the student to comprehend any relevant aspect of mass media, journalism advertising and public relations.											
Course Objective	To enable the student to gain insight in any current aspect of the journalism and mass media.											
Course Outcomes	CO1The student will have the skills to comprehend aspects of journalism, advertising and public relations.											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
Pre-requisite	Library reading of books, magazines and newspapers and exposure to other media like Television, New Media and Radio											
Course Content	The student will write under the guidance of the faculty a paper a topic pertaining to journalism and mass communication.											
Reference Books	Newspapers, Magazines, Television channels, Radio and News Portals											
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment											
Evaluation Method	30% Internal assessment based on oral submission and of Term Paper. 70% External based Viva and submission of the Term paper.											

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P.G. Diploma in Journalism 2nd Semester

Course: 2001270102010001 Editing, Writing and Translation Skills

Course Code	2001270102010001											
Course Title	Editing, Writing and Translation Skills											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To enable the student to understand the theory and practical aspects of editing and editorial writing and training in writing of news reports, features and editorials.											
Course Objective	The student will understand the concept of editing and editorial writing and the theory and practical aspects.											
Course Outcomes	<p>CO1 Students will be able to understand the concept of editing and editorial writing.</p> <p>CO2 Student will be able to write editorials, features and news reports.</p> <p>CO3 Students will hone their translation skills</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1	■	■									
	CO2			■	■		■		■		■	
	CO3				■							
Pre-requisite	Regular reading of newspapers, magazines and news portals.											

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Course Content	<p>Unit 1</p> <p>Editing; concept, guiding principles, process, news copy: types and sources, news room; hierarchy, functions of the staff; editor, news editor, chief sub-editor, etc., news day, preparation of pages, news flow and co-ordination, symbols: editing and proof reading, editing of special pages, concept of design and layout: elements, types, use of photos and graphics, practical exercises in editing and layout. Editorials: concept, objectives, language, types, style, language, edit page, content, layout, process of editorial writing, letters to the editor, Op Ed page, significance and content.</p> <p>Unit 2</p> <p>The student will be given practical exercises to develop his writing skills in writing of features, news reports and editorials.</p> <p>Unit 3 and Unit 4</p> <p>Practical exercises in translation of features and editorials.</p>
Reference Books	<ol style="list-style-type: none"> 1. Editing -- Bruce Westley 2. Editing --- M J S George 3. Mass Communication in India --Keval J Kumar 4. Lekh Lakhvani Kala -- Kumarpal Desai 5. Sampadan na Siddhant -- Vishnu Pandya
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	<p>30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc.</p> <p>70% External based on semester end University examination</p>

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Course: 2001270102020001 New Media and Online Journalism

Course Code	2001270102020001											
Course Title	New Media and Online Journalism											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To enable the students to have insight into the working of social digital media and online journalism.											
Course Objective	To enable the student to use the knowledge in working for online social and digital media.											
Course Outcomes	<p>CO1The student will be able to understand the Internet, social media and online journalism.</p> <p>CO2The student will be able to develop blogs and blog content and upload photos, audio and video files on blogs.</p> <p>CO3The student will be able to prepare website content.</p> <p>CO4Student will be able to create content for online new portals</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1							■	■			
	CO2							■	■			
	CO3							■	■			
	CO4							■	■			
Pre-requisite	Understanding and constant exposure to social media, digital media and online media.											

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Course Content	<p>Unit 1</p> <p>Internet: concept, history, development and growth, new media: concept, definition, characteristics, advantages, new media and mass media, knowledge society, community media, keywords.</p> <p>Unit 2</p> <p>Social Media: social sharing and social networking, social media: concept, definition, history, growth, development, characteristics, impact, advantages, drawbacks, types, facebook, twitter, youtube, etc., fake news and photos on social media: impact and precautions.</p> <p>Unit 3</p> <p>Online Journalism: definition, characteristics, changing landscape: newspapers and broadcast outlets on the web, online tools to manage text : links, photos, maps, audio, video, viral content, online journalism in india, e-Governance, citizen journalism: definition, concept, citizen journalists, criticism, immediacy, interactivity, univercility feature of online journalism, political dangers, personal safety.</p> <p>Unit 4</p> <p>Online Reporting: news blog, language and style, pod cast and web cast, tools for news gathering, wiki news, fake news: usage and impact in politics, economic and social forum (case studies), e-journalist; challenges, e- books, e- publishing, content writing for online reporting.</p>
Reference Books	<ol style="list-style-type: none"> 1. Cyber media journalism – Jagadish Chakravarthy 2. Social media marketing – Paul Martin , Thomas Ericson 3. New media – Anna Everett 4. Social media: - a critical introduction - Christian Fuchs. 5. Digital media and weblog journalism - Arvind Kumar 6. Online journalism: a basic text - Tapas Roy 7. Digital broadcasting journalism author:- Jitendra Kumar Sharma 8. Digital media – T.K. Ganesh
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment
Evaluation Method	30% Internal assessment based on class attendance, participation, class test, quiz, assignment, seminar, internal examination, etc. 70% External based on semester end University examination

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Course: 2101270102030002 Communication Skills (Practical)

Course Code	2101270102030002											
Course Title	Communication Skills (Practical)											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To develop verbal communication skills and confidence in communication.											
Course Objective	Development of speaking skills and confidence of communication.											
Course Outcomes	<p>CO1The student will be able to face job interviews with confidence.</p> <p>CO2The student will hone his speaking skills and public speaking skills before small and large groups.</p> <p>CO3The students will confidently participate in group discussions, speak extempore, compere programs and participate in debates and elocutions.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
	CO2											
	CO3											
Pre-requisite	Confidence, language skills and exposure to mass media.											
Course Content	The paper imparts practical training in verbal communication skills, specifically presentation, extempore speech, debating, anchoring, elocution skills and so on.											
Reference Books	<p>1. Effective Communication Skills: Kumar Kulbhushan</p> <p>2. Professional Communication Skills: Jain A K</p>											
Teaching Methodology	Practical sessions in the class rooms in storytelling, compering, mock interviews and so on.											
Evaluation Method	30% Internal assessment based on attendance, test in practical work. 70% External based on semester end practical Universityexamination											

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Course : 2001270102040001 Skills in Photography, Online Journalism, Public Relations and Advertising (Practical)

Course Code	2001270102040001											
Course Title	Skills in Photography, Online Journalism, Public Relations and Advertising (Practical)											
Credit	4											
Teaching per Week	4 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To develop skills in photography, online journalism, public relations and advertising											
Course Objective	The develop in the student skills in the practical aspects of journalism											
Course Outcomes	<p>CO1 The students will be able to take photographers at a professional level.</p> <p>CO2 Student will be able to report and write for online news portals.</p> <p>CO3 To be able to write press notes, organise press conferences, press meets, generate stories for an organisation and produce newsletters.</p> <p>CO4 Student will be able to write copy for advertisements.</p>											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1						■					
	CO2								■			
	CO3		■									
	CO4		■									
Pre-requisite	General awareness of the mass media and exposure and advertisements.											

Rajendra Rao

Course Content	<p>This paper consists of practical work in photography, online journalism, public relations and advertising.</p> <p>Unit 1</p> <p>Cameras; classification, comparison of different types, mechanism of aperture, shutter, camera body, view finder, shots composition, angle, camera angle, lighting arrangement and usage of outdoor and indoor lighting, white balance, images transport, lenses and camera operation, practical exercises in photography and photo editing software.</p> <p>Unit 2</p> <p>Exercises in the following: preparing a news blog, audio blog, Facebook page, YouTube channel, online magazine, content writing for social networking.</p> <p>Unit 3</p> <p>Exercises in the following: preparing a house journal, content for notice board, brochures, press release, press briefing and press conference, organising an event,</p> <p>Unit 4</p> <p>Exercises in writing advertising copy, preparing of advertisements in print, radio and TV medium.</p>
Reference Books	<ol style="list-style-type: none"> 1. Photojournalism and communication technology - Pankaj Sethi 2. The Art of Photography - Bruce Barnbaum 3. New Media Techniques and Trend – AshwinRazdan 4. Blogging For Writers : Robin Honghton 5. Create your own blog : Tris Hussey 6. Blogging - Amy Lupold Bair 7. Photography --- Susan Sontag 8. Public Relations: Cutlip and Centre 9. Advertising: Wright , Warner, Zeigler
Teaching Methodology	Practical assignments in the Classroom, Computer Lab and field.
Evaluation Method	<p>30% Internal assessment based on class attendance, practical assignments in the subject.</p> <p>70% External based on semester end practical University examination</p>

Kalpana Rao

Course : 2001270102050001 Print Journalism (Practical)

Course Code	2001270102050001
Course Title	Print Journalism(Practical)
Credit	4
Teaching per Week	4 Hrs
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)
Effective From	June 2019
Purpose of Course	To develop skills in writing, editing and production of print media,
Course Objective	To develop skills in reporting, editing, translation, layout and production of a lab newspaper.
Course Outcomes	CO1The student will be able to prepare layouts in print media of articles, features and news reports. CO2The student will be able to work on Coral Draw, Photo shop, Indesign.
Mapping between COs with PSOs	
Pre-requisite	Understanding of the concepts taught in the first semester and continual reading and analysis of newspapers and magazines.
Course Content	This segment consists of practical work in reporting, editing, feature and editorial writing exercises.
Reference Books	1. Journalism -- M V Kamath 2. Reporting -- YasinDalal 3. Desk Top Publishing: Bittu Kumar
Teaching Methodology	Practical work in Computer Lab.
Evaluation Method	30% Internal assessment based on class attendance, and practical examination. 70% External based on semester end University practical examination

Kalpana Rao

Course: 2001270102060001 Term Paper

Course Code	2001270102060001											
Course Title	Term Paper											
Credit	2											
Teaching per Week	2 Hrs											
Minimum weeks per Semester	15 (Including Classwork, examination, preparation, holidays etc.)											
Effective From	June 2019											
Purpose of Course	To enable the student to comprehend any relevant aspect of mass media, journalism advertising and public relations.											
Course Objective	To enable the student to gain insight in any current aspect of the journalism and mass media.											
Course Outcomes	CO1The student will have the skills to comprehend aspects of journalism, advertising and public relations.											
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
	CO1											
Pre-requisite	Library reading of books, magazines and newspapers and exposure to other media like Television, New Media and Radio											
Course Content	The student will write under the guidance of the faculty a paper a topic pertaining to journalism and mass communication.											
Reference Books	Newspapers, Magazines, Television channels, Radio and News Portals											
Teaching Methodology	Classwork, Discussion, Self-Study, Seminars and/or Assignment											
Evaluation Method	30% Internal assessment based on oral submission and of Term Paper. 70% External based Viva and submission of the Term paper.											

Malpana Rao