

SANKALCHAND PATEL UNIVERSITY
VISNAGAR

Faculty of Mass Communication & Journalism



Structure, Teaching Scheme and Syllabus of
Bachelor of Arts (Journalism & Mass Communication)

Program Code: JM101

With effect from: 2024-25

Sem. III

COURSE LEARNING OUTCOME

Programme Name: -B. A. Journalism & Mass Communication

Program Outcomes (PO): -

- [PO.1] This program will provide a strong foundation in communication theories, principles, and practices.
- [PO.2] This program will develop critical thinking skills to analyze and evaluate media content.
- [PO.3] This program will ensure proficiency in writing, editing, and reporting across various journalistic formats.
- [PO.4] This program will equip students with practical skills in multimedia production (video, audio, digital content).
- [PO.5] This program will teach students to conduct thorough research and produce accurate journalistic work.
- [PO.6] This program will foster an understanding of and adherence to ethical journalism practices and legal standards.
- [PO.7] This program will develop proficiency in digital tools and platforms for content creation and audience engagement.
- [PO.8] This program will enhance effective communication in diverse cultural, social, and political contexts.
- [PO.9] This program will cultivate leadership and teamwork skills for media organizations and independent projects.
- [PO.10]. This program will prepare students to adapt to the evolving media landscape and new technologies.

Program Specific Outcome (PSO): -

- [PSO.1]. This program will equip students with the skills to produce high-quality multimedia content across various platforms, including digital, broadcast, and print, preparing them for a diverse range of media careers.
- [PSO.2]. This program will foster strong ethical decision-making abilities in students, ensuring they adhere to professional standards while producing accurate, balanced, and responsible journalism.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VAC/ IKS	INT/ OJT	RP/ DESERT	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Media Management Practices
Course Code:	13-JMM301-2C
Pre-requisite Course:	-----

Course Objectives:

1. To understand key principles of media organization management, including structure and operations.
2. To develop practical skills in media planning, budgeting, and resource management.
3. To analyze the impact of emerging technologies on media management practices.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Introduction to Media Management Definition, scope, and importance of media management. Types of media organizations: Print, electronic, and digital media, Overview of media industry structures in India, Core principles of management and their application in media.	12	25%
2	Media Planning and Operations Budgeting and financial planning in media organizations, Programming strategies for different media platforms, Audience segmentation, targeting, and research methods. Production scheduling and operational workflows.	12	25%
3	Marketing and Distribution Role of branding and advertising in media success, Digital marketing strategies for media promotion, Distribution channels for print, TV, and OTT platforms, Content syndication and intellectual property management.	12	25%
4	Human Resource and Financial Management in Media Recruitment, training, and retention in media houses, Conflict resolution and team dynamics in media projects, financial auditing and performance evaluation of media companies, Challenges in managing resources in digital and traditional media.	12	25%

Reference Books:

Sr. No.	Books
1	Media Management in the Indian Context by Vanita Kohli-Khandekar
2	The Art of Voice Acting by James R. Alburger
3	Media Laws and Ethics by M. Neelamalar
4	Indian Economy by Ramesh Singh

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the structure and challenges of the Indian economy.	2 Understanding
CLO2	Analyze the impact of economic reforms on India.	4 Analyzing
CLO3	Evaluate the effectiveness of current economic policies.	5 Evaluating
CLO4	Develop a report on trends in the Indian economy.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Audio Video Production & Dubbing Voice Over
Course Code:	13-JMM302-2C
Pre-requisite Course:	-----

Course Objectives:

1. To gain technical expertise in audio and video production, including filming and editing.
2. To learn dubbing and voice-over techniques for multimedia projects.
3. To develop proficiency in audio/video editing software for high-quality media content.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Audio and Video Production Basics of sound: Frequency, amplitude, and quality. Types of microphones and audio recorders. Basics of video production: Cameras, lenses, and framing. Pre-production essentials: Idea development and scripting.	12	25%
2	Production Techniques Camera handling: Focus, exposure, and white balance. Types of shots and their significance in storytelling. Capturing high-quality audio for video. Scene continuity and live shooting techniques.	12	25%
3	Voice Over and Dubbing Fundamentals of voice modulation: Tone, pitch, and clarity. Scripting and timing for voice-overs and dubbing. Dubbing for regional and international content. Practical exercises in dubbing and lip-syncing.	12	25%
4	Post-Production Video editing basics using software like Premiere Pro or Final Cut Pro. Audio mixing, effects, and mastering. Synchronizing video with audio tracks. Quality checks and export settings for various platforms.	12	25%

Reference Books:

Sr. No.	Books
1	The Art of Voice Acting: The Craft and Business of Performing for Voiceover by James R. Alburger
2	Audio and Video Equipment: Understanding the Basics by Ken H. Johnson
3	Film and Video Editing: A Guide to the Theory and Practice by Roger Crittenden
4	Video production, Vasuki Belavadi, Oxford University Press

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate understanding of audio and video production basics.	2 Understanding
CLO2	Apply production techniques to create media content.	3 Applying
CLO3	Develop dubbing and voice-over skills for various media formats.	6 Creating
CLO4	Evaluate the technical quality of audio-video productions.	5 Evaluating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Media Laws & Ethics
Course Code:	13-JMM307-2C
Pre-requisite Course:	-----

Course Objectives:

1. To understand the basic concept of electronic media.
2. To understand the role and importance of electronic media
3. To understand the broadcasting importance in media.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
3	-	2	4	18	50	09	25	-	-	09	25	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Media Laws Constitution of India and freedom of speech (Article 19). Press laws and their evolution in India. Right to Information Act, 2005. Role of judiciary in safeguarding media freedom.	12	25%
2	Important Media Laws Defamation: Civil and criminal aspects. Copyright Act, 1957: Protection of intellectual property. IT Act, 2000: Cybercrime and digital regulations. Case studies: Landmark judgments in media law.	12	25%
3	Media Ethics Ethical responsibilities of journalists. Objectivity vs. subjectivity in media reporting. Issues of privacy and conflict of interest in journalism. Sensitivity in reporting on vulnerable communities.	12	25%
4	Case Studies and Practical Application Analysis of ethical dilemmas in Indian media. Famous defamation cases involving media houses. Debate: Freedom of speech vs. national security. Drafting ethical guidelines for media organizations.	12	25%

Reference Books:

Sr. No.	Books
1	Media Laws and Ethics by M. Neelamalar
2	Media & Ethics SK Aggarwal
3	"Media Ethics: Issues and Cases" by Philip Patterson & Lee Wilkins

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the key media laws in the Indian context.	2 Understanding
CLO2	Apply ethical principles in journalism and media practices.	3 Applying
CLO3	Analyze case studies of media law violations.	4 Analyzing
CLO4	Evaluate ethical dilemmas and propose solutions	5 Evaluating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Bhartiya Economic System
Course Code:	13-MDC221-2C
Pre-requisite Course:	-----

Course Objectives:

1. To study the features of the Indian economic system and its historical development.
2. To understand economic planning and government roles in shaping the economy.
3. To analyze the impact of global economic trends on India's economy.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Mi n.	Max.	Mi n.	Max.	
4	-	-	4	18	50	18	50	-	-	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Indian Economy Pre-independence economic structure. Mixed economy model: Role of public and private sectors. Economic planning: Five-Year Plans and NITI Aayog. Key sectors of the Indian economy: Agriculture, industry, and services.	12	25%
2	Agriculture and Industry Green Revolution and its impact on Indian agriculture. Industrial policy and public sector undertakings. Role of MSMEs (Micro, Small, and Medium Enterprises). Challenges faced by farmers and industrialists in India.	12	25%
3	Economic Policies and Reforms Liberalization, privatization, and globalization (LPG reforms). GST and its impact on the Indian economy. Role of RBI in monetary policy and inflation control. Initiatives like Make in India and Digital India.	12	25%
4	Current Economic Trends India's position in global trade and exports. Emerging trends in the digital economy. Start-up culture and entrepreneurship in India. Challenges in balancing economic growth with sustainability.	12	25%

Reference Books:

Sr. No.	Books
1	Indian Economy by Ramesh Singh
2	Advanced Economic Theory: Microeconomic Analysis – H. L. Ahuja
3	Macroeconomics - H. L. Ahuja
4	RBI Website for Banking Concepts & latest Monetary Policy
5	Monetary Economics – S. B. Gupta
6	Public Finance – Musgrave & Musgrave

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the structure and challenges of the Indian economy.	2 Understanding
CLO2	Analyze the impact of economic reforms on India.	4 Analyzing
CLO3	Evaluate the effectiveness of current economic policies.	5 Evaluating
CLO4	Develop a report on trends in the Indian economy.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Public Speaking Skills
Course Code:	13-AEC111-2C
Pre-requisite Course:	-----

Course Objectives:

1. To develop effective public speaking skills for confident communication.
2. To improve presentation techniques for engaging diverse audiences.
3. To practice impromptu speaking and managing stage presence.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
2	-		2	09	25	09	25	-	-			50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Fundamentals of Public Speaking Importance of public speaking in media and communication. Techniques to overcome stage fear and nervousness. Components of effective communication: Verbal and non-verbal. Basics of audience analysis and engagement.	12	25%
2	Speech Writing Structuring speeches: Opening, body, and conclusion. Using anecdotes, quotes, and data for impactful speeches. Writing persuasive and informative speeches. Techniques for drafting impromptu speeches.	12	25%
3	Delivery Techniques Voice modulation and articulation. Using body language and eye contact effectively. Managing time and handling interruptions. Importance of rehearsal and preparation.	12	25%
4	Evaluation and Feedback Self-assessment techniques for improvement. Peer feedback for constructive criticism. Recording and reviewing speeches for progress tracking. Practicing speeches in diverse settings for adaptability.	12	25%

Reference Books:

Sr. No.	Books
1	Conversation Skills for All Occasions by SC Gupta
2	The Art of Public Speaking by Dale Carnegie
3	How to Speak Effectively by Patrick King

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate effective public speaking techniques.	3 Applying
CLO2	Write and deliver structured speeches.	6 Creating
CLO3	Analyze feedback to improve speaking skills.	4 Analyzing
CLO4	Evaluate peers' speeches using given criteria.	5 Evaluating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Documentary & Film Production
Course Code:	13-SEC107-2C
Pre-requisite Course:	-----

Course Objectives:

1. To gain hands-on experience in documentary and film production.
2. To understand the creative process from concept to final production.
3. To use production equipment and editing software effectively.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction to Documentary Making Definition and characteristics of documentaries. Types of documentaries: Observational, expository, and more, Understanding audience and purpose. Selecting topics and conducting research.	12	25%
2	Pre-Production Scripting and storyboarding for documentaries. Budgeting and funding strategies. Location scouting and permissions. Assembling the production team.	12	25%
3	Production Shooting techniques for interviews and narratives. Equipment handling: Cameras, lights, and sound. Conducting on-field research and interviews. Managing production schedules and logistics.	12	25%
4	Post-Production Editing and sequencing visuals. Adding background music, narration, and effects. Creating subtitles and credits. Exporting and distributing the documentary.	12	25%

Reference Books:

Sr. No.	Books
1	Documentary Storytelling by Sheila Curran Bernard
2	Indian Art (Oxford History of Art) (Paperback) Oxford university press Parameter 2001
3	Oriental Architecture / 2: China, Korea

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the steps involved in documentary production.	2 Understanding
CLO2	Develop scripts for short documentaries.	6 Creating
CLO3	Apply production techniques to create a documentary.	3 Applying
CLO4	Evaluate documentaries for narrative and technical quality.	5 Evaluate

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4					L			M				L

H: High, M: Medium, L: Low

Branch Name:	Faculty of Mass Communication & Journalism
Program Code:	JM101
Course Name:	Shrimad Bhagavad Gita
Course Code:	13-IKS006-2C
Pre-requisite Course:	-----

Course Objectives:

1. To explore the teachings of the Bhagavad Gita and their relevance today.
2. To reflect on the ethical and moral lessons for personal and professional life.
3. To apply Bhagavad Gita's teachings in decision-making and conflict resolution.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min	Max.	Min	Max.	Min	Max.	
-	-	2	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr. No.	Topic	Total Hours	Weight age (%)
1	Introduction and Historical Context Overview of the Mahabharata and the Gita's place in it. Historical and cultural significance of the Gita. Key characters and their symbolic meanings. Influence of the Gita on Indian philosophy and life.	12	25%
2	Philosophical Concepts Concept of dharma and its relevance. Karma Yoga: Work without attachment. Bhakti Yoga: Devotion as a path to realization. Jnana Yoga: Pursuit of knowledge and wisdom.	12	25%
3	Application of Teachings Leadership lessons from the Gita. Ethics in decision-making from Arjuna's dilemma. Balancing personal and professional responsibilities. Developing inner resilience and clarity.	12	25%
4	Selected Verses and Discussions Group discussions on the relevance of Gita in modern times. Reflection exercises: Applying Gita's teachings to life. Presentation on favorite verses and interpretations.	12	25%

Reference Books:

Sr. No.	Books
1	Shrimad Bhagwad Gita, Gita Press Gorakhpur

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the key teachings of the Bhagavad Gita.	2 Understanding
CLO2	Analyze the relevance of the Gita's teachings in modern life.	4 Analyzing
CLO3	Reflect on personal growth through Gita's lessons.	3 Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcome s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PSO 1	PSO2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	

H: High, M: Medium, L: Low