

**POST GRADUATE DIPLOMA IN JOURNALISM
(PGDJ)**



Effective from Academic Year (2020-2021)

**Shri Govind Guru University
Godhra**

❖ **Course Title: Post Graduate Diploma in Journalism (PGDJ)**

❖ **Objective:**

To understand the crucial role and importance of News & media in various newspapers and news channels and E-newspaper etc., and to develop and to improve the quality of news & develop skills who expects their future in media sector.

□ **Duration:**

Total duration of the **PGDJ** Course shall be of one year.

□ **Course Tenure:**

June to November for odd semesters& December to May for even semesters.

□ **Admission Criteria:**

Any graduate from recognized University in India or its equivalent

□ **Documents Required:**

- School Leaving Certificate
- Mark sheet of graduate (All Semester)
- Passport size photos
- Caste Certificate (If applicable)

□ **Intake Capacity:**40

❖ **Medium Instruction:** Gujarati, English

SYLLABUS OF
Post Graduate Diploma In Journalism
(P.G.D.J.)
In force from June : 2020

O.P.G.D.J. -1

A candidate seeking admission to Post Graduate Diploma in Journalism (PGDJ) Programme must have passed bachelor's degree Programme of any faculty of this university or equivalent thereto of any other recognized university / institute.

O.P.G.D.J-2

The Post Graduate in Journalism (PGDJ) Programme is of two semester full- time direct teaching & Practical teaching programme and therefore admitted candidate can not join any other Programme of this university or any other university/ institute simultaneously.

O.P.G.D.J -3

The minimum attendance required for the admission to the examination for each semester will be 75% of total number of the working days for the relevant semester for direct class room teaching and completion of minimum 75% of total work assigned. Less attendance and less work done will attract relevant rules and regulation of this university.

O.P.G.D.J -4

Candidate admitted in the Post Graduate in Journalism (PGDJ) Programme will have to satisfy the requirement of enlistment rules and pay the fees for the same as fixed by this university under the relevant rules time to time.

O.P.G.D.J -5

There shall be written examination at the end of each semester. Moreover at the end of the second semester there shall be viva-voice examination after the completion of compulsory attachment usually called as practical journalism or internship. Attachment will commence in such a way that it will be completed before the written examination of second semester. Viva-voice for the attachment will be held as per the university time table.

O.P.G.D.J -6

Total Credit for Post Graduate in Journalism (P.G.D.J.) Programme is 30 credit consisting of total 15 credit for first semester and 15 credit for second semester.

O.P.G.D.J -7

The teacher qualification and workload for the teacher shall be same as it is applicable to the faculty of Arts and as it is fixed by the State Government of Gujarat / UGC / this university from time to time. The courses and credit for it prescribed for the study of Post Graduate in Journalism (P.G.D.J.) Programme shall be the same as mention in R.P.G.D.J. -1 and R.P.G.D.J. -2.

O.P.G.D.J-8

Admission to the Post Graduate in Journalism (PGDJ) Programme shall be made by Principal of the Concern College / institution by observing reservation policy of Govt. of Gujarat and Shri Govind Guru Universeity. Procedure for the admission will be decided by the Principal of concern affiliated college / institution.

O.P.G.D.J-9

Written examination of 70 marks for each course will be of Two and Half hours duration. Question paper for each course will have five questions with internal options and will carry 14 equal marks.

R.P.G.D.J-1

The following are the courses and credits prescribed for the study and examination of semester-1 of Post Graduate in Journalism (PGDJ) Programme.

Semester – I

No.	Course Code	Course Title	C	IM	EM	TM
1	JMC-----	Principles of Journalism	3	30	70	100
2	JMC-----	Media Law	3	30	70	100
3	JMC-----	Principles of Reporting	3	30	70	100
4	JMC-----	Elements of Advertising	3	30	70	100
5	JMC-----	Elements of Public Relation	3	30	70	100
		Total	15	150	350	500

Total 100 marks for each course is divided into two parts. First part of 30 internal marks is based upon seminar, practical, field work, internal test and the journal work assigned to the students for the concern course. For the second part of 70 marks written examination will be conducted.

R.P.G.D.J. -2

The following are the courses prescribed for the study and examination of semester-2 of Post Graduate in Journalism (PGDJ) Programme.

Semester – II

No.	Course Code	Course Title	C	IM	EM	TM
1	JMC-----	Media Ethics (Core)	3	30	70	100
2	JMC-----	Elements of Crime Reporting	3	30	70	100
3	JMC-----	Editorial (Core)	3	30	70	100
4	JMC-----	News Editing (Core)	3	30	70	100
5	JMC-----	Translation and Language Improvement	3	30	70	100
		Total	15	150	350	500

Total 100 marks for course No 1 to 5 is divided into two parts. First part of 30 internal marks is based upon seminar, practical, field work, internal test and the journal work assigned to the students for the concern course. For the second part of 70 marks written examination will be conducted.

R.P.G.D.J. -3

The direct class room teaching work for each course in both the semester will be of **three periods of 60 minutes each** in a week excluding the work for seminar/ term work / field work / assignment / journal work / news analysis / library work / broadcasting analysis / practical / page lay-out on computer / photography / ad-copy writing practical / news preparation for media etc. for each paper.

R.P.G.D.J. -4

On completion of study of various courses prescribed for semester-1 students should send their application for admission to semester-1 examination in a prescribed form and pay the fees fixed by the university through their college / institution along with required certificate. Likewise on completion of study of various courses prescribed for semester-2 students should send their application for admission to semester-2 examination in a prescribed form and pay the fees fixed by the university through their college / institution along with required certificate.

R.P.G.D.J. -5

1. To pass the semester-1 and semester-2 examination of Post Graduate in Journalism (PGDJ) Programme candidate should obtain at least 40 % of the maximum marks for each course in written examination as well as from internal marks.
2. Grade and Rank and Award and Medal if any, will be awarded to successful candidate on the basis of the aggregate marks obtained by the candidate in both the semester of Post Graduate in Journalism (PGDJ) Programme. A degree of Post Graduate in Journalism (PGDJ) will be awarded to the students who have passed both the semester.
3. Students who have passed successfully the examination of first semester will be admitted in the second semester of Post Graduate in Journalism (PGDJ) Programme. However students failed in first semester of P.G.D.J. Programme will also be admitted in the second semester of the programme but such students will have to pass the examination of the first semester in which they had failed before the announcement of their results of second semester.
4. The student who has failed in any courses of semester-1 may reappear in the semester-1 examination for only those course in which he / she has failed. In this regards relevant rules of the university is also applicable.

5. The student who has failed in any courses of semester-2 may reappear in the semester-2 examination for only those course in which he / she has failed. In this regards relevant rules of the university is also applicable.

The following are detail syllabus for each course of semester-1 and semester-2 of Post Graduate in Journalism (PGDJ) Programme :

DETAILED SYLLABUS

Semester – 1

Course -1 Principles of Journalism

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical / Viva/Exam marks	External Exam Time Duration
PGDJ	01	JMC-----	Principles of Journalism	3	30	70		2 ½ Hrs.

❖ **Course Objectives :**

❖ **The Student should enrich their knowledge about**

- Concept of Journalism
- Principles of Journalism

❖ **Course Contents :**

Unit	Content
Unit-I	<ul style="list-style-type: none"> ➤ Journalism Basic Terms, concepts and definitions ➤ Various principles of Journalism ➤ Role of Media in social changes
Unit- II	<ul style="list-style-type: none"> ➤ Effect of Journalism on society ➤ Press: mission-profession or industries ➤ Contain of news paper
Unit- III	<ul style="list-style-type: none"> ➤ Contain of supplement ➤ Fourth Estate ➤ Literature and Journalism
Unit- IV	<ul style="list-style-type: none"> ➤ Specialties and limitation of Journalism ➤ Journalist, Media and Government ➤ Foreign News paper in India and its hazard
Unit- V	<ul style="list-style-type: none"> ➤ Career in Journalism & Mass Media ➤ Functions of Journalist ➤ Responsibilities of Journalist

Reference Books :

1. Dr. YASIN DALAL - Patrakaratva Na Sidhdhanto.
2. NANUBHAI JOSHI - Patrakaratva Na Sidhdhanto.
3. Dr. KUMARPAL DESAI - Sahitya Ane Patrakaratva.
4. Dr. AMIT THAKOR – Sahityarangi Patrakaratva.
5. CHANDRAKANT SHAH – Apna Vartmanpatro.

6. PRABHAKAR PADHYE – Principles of Journalism
7. B. N. AHUJA & S.S. CHHABRA – Principles & Techniques of Journalism

Course -2 Media Law:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	01	JMC-----	Media Law	3	30	70	---	2 ½ Hrs.

❖ Course Objectives :

The Student should enrich their knowledge about

- Concept of Freedom of Press
- Various Media Law

Unit	Content
Unit-I	<ul style="list-style-type: none"> ➤ Concept of freedom of press ➤ Constitutional provision ➤ Concept of freedom of press in other country ➤ Fundamental right
Unit- II	<ul style="list-style-type: none"> ➤ History of media law ➤ Inevitability and Importance of Media Law ➤ Law of defamation
Unit- III	<ul style="list-style-type: none"> ➤ Copy right Act. ➤ Contempt of court Act. ➤ Parliamentary privileges
Unit- IV	<ul style="list-style-type: none"> ➤ Official secret act ➤ Press and registration of book act. ➤ Right to information
Unit- V	<ul style="list-style-type: none"> ➤ Press Council Act 1978 ➤ Prasarbharti ➤ Indecent Representation of women (Prohibition) Act 1986

□ Reference Books :

1. DURGA DAS BASU – Law of the press.
2. Dr. SANJIV BHANAVAT- Press, Kanoon Aur Patrakaratva
3. MATIN WALKER – Power of the Press
4. D. K. SINGH – The Press law
5. GAURANG DAVE – Akhabari Kaydao Ane Acharsanhita
6. GANGAPRASAD THAKUR – Bharat me Press Kanoon Aur Patrakaratva

Course -3 Principles of Reporting:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	01	JMC-----	Media Law	3	30	70	---	2 ½ Hrs.

Course Objectives:

❖ The Student should enrich their knowledge about

- **Concept of Reporting**
- **Various News sources**

Unit	Content
Unit-I	<ul style="list-style-type: none">➤ What is reporting ?➤ Definition of News- reporting➤ Importance of reporting
Unit- II	<ul style="list-style-type: none">➤ Elements of good reporting➤ Sources of news➤ News value
Unit- III	<ul style="list-style-type: none">➤ Qualities of good reporter➤ Duties of good reporter➤ Role of reporting in developing country
Unit- IV	<ul style="list-style-type: none">➤ What is leads and It's Importance➤ Elements of lead➤ Various types of lead
Unit- V	<ul style="list-style-type: none">➤ Photo Journalism➤ Science Journalism➤ Difference Between Newspaper Reporting and Magazine Reporting

Reference Books :

- HIMATBHAI PAREKH – Reporting Na Sidhanto
- Dr. RAMESH GHODASARA – Reporting no Report.
- B.N. AHUJA & S.S. CHHABARA – Reporting For Newspaper Magazine, Radio & T.V.
- JAMES M. NEAL & SUZANNE S. BROWN – News Writing & Reporting.
- Dr. YASIN DALAL – Reporting and Radio Reporting.
- LOUIS L. SNYDER & RICHARD B. MORRIS – A Treasury of Great Reporting.
- RAMESH GAUTAM – Vritta Vivechan.

Course -4 Elements of Advertising :

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	01	JMC-----	Elements of Advertising	3	30	70	---	2 ½ Hrs.

Course Objectives:

The Student should enrich their knowledge about

- **Concept of Advertising**
- **Various Types of Advertising**

Unit	Content
Unit-I	<ul style="list-style-type: none">➤ What is an Advertising ?➤ Advantages and disadvantages of an advertisement➤ Brief history of advertising in India
Unit- II	<ul style="list-style-type: none">➤ Media selection for advertising➤ Current scenario of media in reference to advertising➤ Research and Advertisement
Unit- III	<ul style="list-style-type: none">➤ Social and Psychological effects of advertisement➤ Advertisement and Society➤ Formation and Function of advertising agencies
Unit- IV	<ul style="list-style-type: none">➤ Recognition of advertising agencies➤ Advertising - a developing business➤ Problem of translation in advertisement
Unit- V	<ul style="list-style-type: none">➤ Obscenity in advertising➤ Women - Children and advertisements➤ Advertising : Law and Code of Conduct

Reference Books :

1. Dr. YASIN DALA – Jansampark Ane Jaherkhabar.
2. B.N.AHUJA& S.S.CHHABRA – Advertising.
3. SANJAY KAPTAN & AKHILESH ACHARYA – Advertisement in Print Media.
4. MAHENDRA MOHAN – Advertising Management.

5. DR. PREMCHAND PATANJALI – Adhunik Vigyapan
6. DR. NISHANTSINH – Jansampark Aur Vigyapan
7. CHUNAWALA SHETHIYA – Advertising Principles and Practice
8. U. C. PATNAYAK – Effectiveness of Advertising

Course -5 Elements of Public Relation:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	01	JMC-----	Elements of Public Relation	3	30	70	---	2 ½ Hrs.

Course Objectives :

The Student should enrich their knowledge about

- **Concept of Public Relation**
- **Qualities of Public Relation Officer**

Unit	Content
Unit-I	<ul style="list-style-type: none"> ➤ What is Public Relation? ➤ Various Definition of Public Relation ➤ Origin of Public Relation
Unit- II	<ul style="list-style-type: none"> ➤ Growth of Public Relation ➤ Internal Public Relation ➤ External Public Relation
Unit- III	<ul style="list-style-type: none"> ➤ Importance of Public Relation ➤ Public Relation, Advertisement, Publicity and Propaganda ➤ Social responsibility of Public Relation
Unit- IV	<ul style="list-style-type: none"> ➤ Concept of public relation in India ➤ International concept of Public Relation ➤ Qualification of a good Public relation officer
Unit- V	<ul style="list-style-type: none"> ➤ Public Relation and Communication Skill ➤ Public Relation for Special Group ➤ Public Relation Organizational Setup in Corporate Sector

Reference Books :

1. CUTLIP – CENTER --- Effective Public Relation.
2. Dr. MANOHAR PRABHAKAR & -- Prabhavi Jnasampark.
3. B.N.AHUJA& S.S.CHHABRA – Public Relation.
4. Dr. YASIN DALA L – Asarkarak Jansampark.
5. Dr. RAMNIK BHATTI – Jansampark Ek Parichay.
6. MOOR AND LALUPA – Public Relation.
7. LALCHAND – Jansampark Prashasan

DETAILED SYLLABUS

Semester – 2

Course -1: Media Ethics

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	02	JMC-----	Media Ethics	3	30	70	---	2 ½ Hrs.

Course Objectives :

The Student should enrich their knowledge about

- **Necessity of Media Ethics**
- **Code of Conduct for Journalism**

Unit	Content
Unit-I	<ul style="list-style-type: none">➤ Press and the State➤ Code of conduct for journalism➤ Principle of Ethics of Premchand Goswami
Unit- II	<ul style="list-style-type: none">➤ Ten Commandments of Journalism➤ What is Yellow Journalism? It's Origin➤ Yellow Journalism and Current Era of Journalism
Unit- III	<ul style="list-style-type: none">➤ Monopoly of News papers➤ Competition in Media industries and problem of ethics➤ Press Council of India<ul style="list-style-type: none">◆ Formation ◆ Objectives ◆ Function
Unit- IV	<ul style="list-style-type: none">➤ Guidelines for ethics - Election, special incident, Ramjanmabhoomi dispute, pre and post election survey➤ Investigative Journalism and Ethics➤ Code of Conduct for Media Persons
Unit- V	<ul style="list-style-type: none">➤ Press Communication➤ Duties of Media➤ Mac Bride Commission - Recommendation

Reference Books :

- GAURANG DAVE – Akhabari Kaydao Ane Acharsanhita
- GANGAPRASAD THAKUR – Bharat me Press Kannon Aur Patrakaratva
- RAMESH JAIN – Vyavsayik Patrakarita
- R.K. RAVINDRAN – Press Law and Ethics
- ROBER SCHMUHL – Responsibilities of Journalism.

- Y. K. D'SOUZA - Freedom of Press, Constitution and Media Responsibility

Course -2 Elements of Crime Reporting :

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	01	1JMC-----	Elements of Crime Reporting	3	30	70	---	2 ½ Hrs.

Course Objectives :

The Student should enrich their knowledge about

- Crime Reporting
- Language of Crime Reporting

Unit	Content
Unit-I	<ul style="list-style-type: none"> ➤ What is Crime Reporting? ➤ Origin and Growth of Crime Reporting ➤ Main source of News for Crime Reporting - Police
Unit- II	<ul style="list-style-type: none"> ➤ Necessary qualities for Crime Reporting ➤ Relation between Crime Reporter and Police ➤ Other News sources for Crime Reporting
Unit- III	<ul style="list-style-type: none"> ➤ Crime Reporting and Judiciary ➤ Various phase of Crime Reporting ➤ Forensic Science and Crime Reporting
Unit- IV	<ul style="list-style-type: none"> ➤ Sensitive incidents and Crime Reporting ➤ Various laws pertaining to Crime Reporting ➤ Various Types of Crime and its Reporting
Unit- V	<ul style="list-style-type: none"> ➤ Guideline for Crime Reporting ➤ Care to be taken for Crime Reporting

Reference Books :

- ❖ BHARAT LAKHATRAIYA – Crime Reporting
- ❖ BIPINCHANDRA SHUKLA – Kayda No Khyal
- ❖ LISA BETH PULITZER – Crime on Deadline
- ❖ KUMAR BHAWESH CHANDRA – Reporting Se Anchoring Tak

Course -3 Editorial:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	02	JMC-----	Editorial	3	30	70	---	2 ½ Hrs.

Course Objectives :

The Student should enrich their knowledge about

- Objectives of Editorial
- Study of various Types of Editorial

Unit	Content
Unit-I	<ul style="list-style-type: none">➤ What is an editorial➤ Importance of an editorial➤ Various definition of an editorial
Unit- II	<ul style="list-style-type: none">➤ Objective and function of an editorial➤ Elements of a good editorial➤ Language of an editorial
Unit- III	<ul style="list-style-type: none">➤ Composition of an editorial➤ Style of writing of an editorial➤ Various types of editorials
Unit- IV	<ul style="list-style-type: none">➤ Pre planning for editorial writing➤ Editorial in leading Gujarati News papers➤ Editorial writing on current events
Unit- V	<ul style="list-style-type: none">➤ Editorial Code of Ethics➤ Review of Editorials of Gujarati Daily➤ Writing of an Editorial

Reference Books :

- Dr. I. R. DAVE – Tantri Lekh.
- WALDROP A. GAYLE – Editor & Editorial Writer.
- HARSHUKHBHAI SANGHANI NA TANTRI LEKH NO SANGRAH SAMPADAK – RAJENDRA DAVE. – Saurashtra Par Ek Najar.
- GHANSHYAM PANKAJ – Agralekh
- BALVANT JANI – Gujarat Samachar Na Chuntela Tantrilekh

Course -4 News Editing:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	02	JMC-----	News Editing	3	30	70	---	2 ½ Hrs.

Course Objectives :

The Student should enrich their knowledge about

- Elements of News Editing
- Techniques of Editing of various News

Unit	Content
Unit-I	<ul style="list-style-type: none">➤ What is News Editing ?➤ Importance of News Editing➤ Editing of main news and fillers
Unit- II	<ul style="list-style-type: none">➤ Scrutinizes of Various types of news➤ Determining the space and size of news➤ Legal Provisions and News Editing
Unit- III	<ul style="list-style-type: none">➤ Heading and sub-heading of News➤ Page layout and different types of page design➤ Importance of Pictures and Cartoons in Newspaper
Unit- IV	<ul style="list-style-type: none">➤ Importance of Graphics and Caption in Newspaper➤ Printing technology & production method➤ Typography
Unit- V	<ul style="list-style-type: none">➤ Editing of News page and Magazine page➤ Difference between News page and Magazine page Editing➤ News sources

Reference Books :

- DR. JAN R. HAKEMULDER - News Reporting & Editing
- HIMATBHAI PAREKH - Vrutsampadan.
- FLOYED K. BASKETTE - The Art Of Editing
- BROOKS BRAIN - News Reporting & Editing
- GEORGE BASTIN - Editing The Day's News.
- RANCHHODLAL LILADHAR VAYDA - Vrutant Niyojan
- RATILAL NAYAK - Pruf Vachan
- BRUCE H. WESTLEY - News Editing.

- P.P. SINGH – News Reporting and Editing.
- V.J.TRIVEDI – Akhbari Udyog
- DR. VIJAY KULSHRESHTH – Mudran, Madhyam Aur Sampadan
- N. C. PANTH – Patrakarita Avam Sampadan Kala

Course -5 Translation & Language Improvement:

Name of Course	Semester	Course / Paper Code	Course /Paper Title	Credit	Internal Marks	External Marks	Practical/ Viva Exam	External Exam Time Duration
PGDJ	02	JMC----- -	Translation and Language Improvement	3	30	70	---	2 ½ Hrs.

Course Objectives:

The Student should enrich their knowledge about

- Various Types of Translation
- Study of Language Science and its Role in Language Improvement

Unit	Content
Unit-I	<ul style="list-style-type: none"> ➤ Translation of poem and its difficulties ➤ Translation of drama and its problem ➤ Translation of Idioms and Phrase
Unit- II	<ul style="list-style-type: none"> ➤ Translation of an advertisement and its importance ➤ Language and Translation ➤ Translation of Technical Terminology
Unit- III	<ul style="list-style-type: none"> ➤ Language Science and Sentence formation ➤ Role of Translation in National Development ➤ Language and Speech – Pronunciation and Writing
Unit- IV	<ul style="list-style-type: none"> ➤ Translation from English to Gujarati
Unit- V	<ul style="list-style-type: none"> ➤ Translation from Gujarati to English

Reference Books:

- ❖ MOHANBHAI PATEL – Anuwad Ni Kala.
- ❖ Dr. KISHORILAL VYAS – Anuead Ke Vividh Ayam.