


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION


 <p>The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529</p>		ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>				
YEAR	I	FOUNDATION COURSE/PAPER <<>> : <<Paper I : Orientation to Societal Processes I- Political Science and Sociology >>	CREDITS	3
Semester	I		HOURS	45
OBJECTIVE: To familiarise students with the fundamentals of Political Science and Sociology				
COURSE CONTENT / SYLLABUS				
UNIT-I	<<>>			15 hrs.
	Basic understanding of Political Science <ul style="list-style-type: none">• Political Science: the discipline (Perspectives and Nature)• Why Study Political Science• What is Politics- Exploring different understandings• Relationship with other Social Sciences Introduction to key Concepts in Political Science <ul style="list-style-type: none">• Nation State• Citizenship• Sovereignty• Government• Constitution• Rights and Duties• Power• Authority• Public opinion• International Law			
UNIT-II	<<>>			15 hrs.
	Basic understanding of Sociology <ul style="list-style-type: none">• Nature, Scope and Significance of Sociology• Relationship with other Social Sciences Introduction to key Concepts in Sociology <ul style="list-style-type: none">• Society and Culture• Community• Class• Status• Role• Norms• Values• Social Institutions			
UNIT-III	<<>>			15 hrs.
	Interdisciplinary approaches in context of media processes <ul style="list-style-type: none">• Political Cinema (Introduction, history, Characteristics and Functions)• Society and Popular Culture (Popular Culture and Social relationships in context of Television)			
REFERENCES				
1. Kapur, A.C. (2007). <i>Political Science</i> . New Delhi: S.Chand.				

- | |
|---|
| <ol style="list-style-type: none">2. Avasthi, A.P (2001). <i>Indian Government and Politics</i>. Agra: Laxshmi Narain Agrawal3. B.K. Gokhle Political Science (2016). Himalaya Publishing House4. Peu Ghosh, (2017). Indian Government and Politics. PHI Learning Pvt. Ltd.5. Sutherland, J. & Feltey, K. (2013). <i>Cinematic Sociology: Social Life in Film</i> (2nd Ed.). SAGE Publications.6. Nicholas Carah & Eric Louw, (2015). Media and Society: Production, Content and Participation. Sage Publications.7. M Haralambos & R M Heald, (2015). Sociology Themes and Perspectives. Oxford University Press. |
|---|


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	I	FOUNDATION COURSE/PAPER			CREDITS	3
Semester	I	<< >> : <<Paper II : Language and Writing Skills I- Perspectives of Environment >>			HOURS	45
OBJECTIVE:		To understand, critique, and evolve writing on Environment Issues				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Environment <ul style="list-style-type: none">• Definition, Scope and Significance of Environmental Studies• Multidisciplinary nature of environmental studies Introduction to Key Concepts <ul style="list-style-type: none">• Environment• Natural Resources• Eco-system• Biodiversity and its Conservation• Pollution• Waste management• Disaster Management• Sustainable Development• Environmental Law					
UNIT-II	<< >>					15 hrs.
	Critiquing Current Writings on Environment <ul style="list-style-type: none">• Global Environmental Issues• Sustainable (urban-rural) Development• Environment and Human Health• Public Awareness and Action on Environment• Environment Legislation					
UNIT-III	<< >>					15 hrs.
	Evolving relevant Writings on Environmental Issues					
	Hands on training on the various styles of writing related to environmental issues					
REFERENCES						
1. Abbot, J. & Guijt, I. (1998) Changing views on change: participatory approaches to monitoring the environment. Pp. 1-96 in SARL Discussion Paper No. 2, July 1998. London.						
2. Abdalla, C.W. & Kelsey, T.W. (1996) Breaking the impasse: Helping communities cope with change at the rural-urban interface. <i>Journal of Soil and Water Conservation</i> .						
3. Dahlberg, K.A. (1979) <i>Beyond the green revolution</i> . New York: Plenum Press.						
4. Dahlberg, K.A. (1991) Sustainable agriculture - fad or harbinger? <i>BioScience</i> 41: 337-340.						
5. Mahua Basu & S.Xavier, (2016) <i>Fundamentals of Environmental Studies</i> . Cambridge University Press.						
6. Erach Bharucha, (2005) <i>Text book of Environmental Studies for undergraduate courses (Second Edition)</i> Universities Press (India) Pvt. Ltd.						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Mass Communication >> : <<3 years Degree Course>>							
YEAR	I	ALLIED COURSE /PAPER				CREDITS	3
Semester	I	<< >> : <<Paper III : Understanding a Medium I-Print- Perspectives of Languages>>				HOURS	45
OBJECTIVE:		To gain a fundamental appreciation of Print media from a languages dimension					
COURSE CONTENT/SYLLABUS							
UNIT-I	<<>>					12 hrs.	
	Understanding Print medium <ul style="list-style-type: none">• Introduction to Mass Communication<ul style="list-style-type: none">✓ What is Mass Media✓ Functions of Mass Media✓ Mass Media and Popular Culture• Introduction to Press (History, Practices and Values)<ul style="list-style-type: none">✓ Evolution and History of Press (Global and Indian)✓ History of News Papers in India✓ Role and Power of the Press✓ Responsibilities of the Press• Key Concepts<ul style="list-style-type: none">✓ Journalism✓ News✓ News Worthiness✓ News Ethics✓ News Agencies✓ The Business of News						
UNIT-II	<<>>					11 hrs.	
	Critiquing current formats of writing in different languages in Print Media Hands on work related to <ul style="list-style-type: none">✓ Journalistic Writing✓ Literary and Creative Writing✓ Report writing✓ Discursive Writing✓ Digital Writing						
UNIT-III	<<>>					11 hrs.	
	Evolving relevant writing competencies for Print Media <ul style="list-style-type: none">• Hands on work with regard to various styles of writing in Print Media						
REFERENCES							
	1. Ahuja, B.N. (1988). <i>History of Indian Press – Growth of Newspapers in India</i> . New Delhi: Surjeet Publications. 2. Mencher, M. (2010). <i>News Reporting and Writing</i> . McGraw – Hill publishers. 3. Bender, J.R.; Davenport, L. D.; Drager, M.W. & Fedler, F. (2011). <i>Reporting for the Media</i> . Oxford University Press. 4. Rao, M. (2009). <i>Feature Writing</i> . New Delhi: PHI Learning Pvt. Ltd. 5. Keval J. Kumar, (2016). <i>Mass Communication in India</i> . Jaico Publishing House. 6. Sanjay Kumar and Pushplata, (2016) <i>Communication Skills</i> Oxford University Press.						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529		ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Communication >> : <<3 years Degree Course>>					
YEAR	I	CORE COURSE / PAPER		CREDITS	3
Semester	I	<< >> : << Paper IV: Scope of Media Usage I –Advertising >>		HOURS	45
OBJECTIVE:		To help students know about the Advertising sector			
COURSE CONTENT/SYLLABUS					
UNIT-I	<< >>				15 hrs.
	Understanding Advertising <ul style="list-style-type: none">• Introduction to Advertising<ul style="list-style-type: none">✓ History of Advertising✓ What is an Advertisement✓ Objectives and Functions of Advertising✓ Characteristics of an advertisement✓ Scope of Advertising• Key Concepts in Advertising<ul style="list-style-type: none">✓ Difference between Advertising, Publicity and Propaganda✓ Advertiser , Consumer , Market✓ Advertising Agency✓ Competition✓ Target Audience✓ Brand✓ Copywriting✓ Advertising Appeal✓ Marketing and Sales✓ Media Planning				
UNIT-II	<< >>				15 hrs.
	Critiquing current trends in Advertising <ul style="list-style-type: none">✓ Viewing, Analyzing and Critiquing Global and Indian Advertising				
UNIT-III	<< >>				15 hrs.
	New Age Advertising <ul style="list-style-type: none">• Introduction to the Concept of New Age Advertising (Digital Advertising) through hands on processes.				
REFERENCES					
	1. Green, J. (2012). <i>Advertising</i> . NY: The Rosen Publishing Group, Inc. 2. Gupta, O. (2005). <i>Advertising in India: Trends and Impact</i> . New Delhi: Kalpaz Publications. 3. Mazzarella, W. (2003). <i>Shoveling Smoke: Advertising and Globalization in Contemporary India</i> . USA: Duke University Press. 4. Chaudhuri, A. (2007). <i>Indian Advertising 1780 to 1950 A.D.</i> New Delhi: Tata McGraw-Hill. 5. Trehan, M. & Trehan, R. (2010). <i>Advertising and Sales Management</i> . New Delhi: V.K. (India) Enterprises. 6. Arun Mittal, (2008), <i>Advertising and Sales Promotion: Integrated Marketing Communication</i> . Wisdom Publications. 7. George E. Belch, Michael A. Belch & Keyoor Purani, (2013)n <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> .				

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यमेव जयते Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism And Communication >> : <<3 years Degree Course>>						
YEAR	I	FOUNDATION COURSE/PAPER			CREDITS	3
Semester	II	<< >> : << Paper I: Orientation to Societal Processes II-Psychology and Economics >>			HOURS	45
OBJECTIVE:		To familiarise students with the fundamentals of Psychology and Economics				
COURSE CONTENT / SYLLABUS						
UNIT-I	<<>>					15 hrs.
	Basic understanding of Psychology ✓ Definition and goals of Psychology ✓ Other Sciences contributing to Psychology ✓ Branches of Psychology Introduction to Key Concepts in Psychology: ✓ Perception ✓ Attention ✓ Learning ✓ Memory ✓ Personality ✓ Attitude ✓ Motivation ✓ Emotion					
UNIT-II	<<>>					15 hrs.
	Basic understanding of Economics • Definitions of Economics • Basic Assumptions of Economics • Basic Economic Problems • Basic Concepts • Business Economics					
UNIT-III	<<>>					15 hrs.
	Psychological Effects and Influence of the Media ✓ Definition and Scope of Media Psychology ✓ The effects of Media Violence ✓ Pro-social effects of the Media ✓ Advertising ✓ Uses and Gratification Research in Media Psychology Interdisciplinary Approaches in Context of Media Process ✓ Project Report with reference to Economics of Media					
REFERENCES						
	1. Giles, D. (2008). <i>Media Psychology</i> , New Jersey: Lawrence Erlbaum Associates Publishers. 2. Zillmann, D. & Vorderer, P. (2000). <i>Media Entertainment: The Psychology of Its Appeal</i> . New Jersey: Lawrence Erlbaum Associates Publishers. 3. Gupta, K.R. & Gupta, J.R. (2008), <i>Indian Economy</i> , Volume 1. New Delhi: Atlantic Publishers and Distributions. 4. Jain, T.R. & Ohri, V.K. (2010). <i>Indian Economic Development</i> . New Delhi: V.K. Publications. 5. David O Mayers (2008). <i>Psychology in Everyday Life</i> . Worth Publishers					


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 <p>The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529</p>		ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Communication >> : <<3 years Degree Course>>				
YEAR	I	FOUNDATION COURSE/PAPER << >> : << Paper II: Language and Writing Skills II- Perspectives of Gender Issues_>>	CREDITS	3
Semester	II		HOURS	45
OBJECTIVE:		To understand, critique, and evolve writing on Gender Issues		
COURSE CONTENT / SYLLABUS				
UNIT-I	<<>>			15 hrs.
	Understanding Gender <ul style="list-style-type: none">• What is Gender• Difference between Gender and Sex• Interdisciplinary nature of Gender Studies• Introduction to Feminist Theory Gender and Media <ul style="list-style-type: none">• Why Study Gender and Media• Introduction to Feminist Media Studies• Masculinity and Media• Gender and Media: an Indian Perspective			
UNIT-II	<<>>			15 hrs.
	Critiquing current Writings on Gender Issues Hands on activities on analyzing newspaper articles, popular TV series, Advertisements and main stream films from the gendered lens.			
UNIT-III	<<>>			15 hrs.
	Evolving relevant Writings on Gender Issues Hands on activities on producing content from a gender perspective. (articles, blog posts etc.)			
REFERENCES				
	<ol style="list-style-type: none">1. Archer, J. (2006). Cross-cultural differences in physical aggression between partners: A social-role analysis. <i>Personality and social psychology review</i>, 10(2), 1331-1353.2. Bradley, K., & Khor, D. (1993). Toward an integration of theory and research on the status of women. <i>Gender and Society</i>, 7(3), 3473-3478.3. Fanslow, J., Robinson, E., Crengle, S., & Perese, L. (2010). Juxtaposing beliefs and reality: Prevalence rates of intimate partner violence and attitudes to violence and gender roles reported by New Zealand women. <i>Violence against Women</i>, 16(7), 8128-8131.4. Flood, M., Fergus, L., & Heenan, M. (2009). <i>Respectful relationships education: Violence prevention and respectful relationships in Victorian Schools</i>. Melbourne: Department of Education and Early Childhood Development.5. Laura Moulvey, <i>Visual pleasure and narrative cinema</i>.6. Gail Dines & Jean McMahon Humez (2002). <i>Gender, Race and Class in Media: a text reader</i>. Sage Publication.			

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Communication >> : <<3 years Degree Course>>							
YEAR	I	ALLIED COURSE/PAPER				CREDITS	3
Semester	II	<< >> : << Paper III: Understanding a Medium II – Radio- perspectives of Languages >>				HOURS	45
OBJECTIVE:		To gain a fundamental appreciation of Audio/Radio media from a languages dimension					
COURSE CONTENT / SYLLABUS							
UNIT-I	<<>>					15 hrs.	
	Understanding the Audio medium <ul style="list-style-type: none">• Basics of sound, propagation• Basics of speech vs other formats of content• Connect between emotions and sound• Content delivery through sound						
UNIT-II	<<>>					15 hrs.	
	Critiquing current programming and writing in different languages on Radio <ul style="list-style-type: none">• Understanding differences in languages and cultures• Effective content creation in Hindi, Gujarati and English• Exposure to FM Radio Channels• Exposure to Podcasts (Science/News)• Analyzing differences in content across different languages						
UNIT-III	<<>>					15 hrs.	
	Evolving relevant writing competencies for Radio <ul style="list-style-type: none">• Introduction to writing programming content• Introduction to writing commercial/sales ads• Creative brainstorming for ideas• Filtering concepts and fine tuning content for enhancing efficacy• Understanding target audiences of various economic segments• Art and Science of placing product in advertisements						
REFERENCES							
1. Kumar, A. (2011). Radio Journalism in New Age. Anmol Publications Pvt. Ltd. 2. Adams, M.H. & Massey, K.K. (1994). Introduction to Radio – Programming and Production. McGraw-Hill. 3. McLeish, R. (1984).Technique of Radio Production. London: Focal Press. 4. Masani , Mehra (1976). Broadcasting and the people. New Delhi: National Book Trust. 5Norberg, E.G. (2016). <i>Radio Programming: Tactics and Strategy</i> . New York: Rouledge							


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 <p>The Maharaja Sayajirao University of Baroda सत्यं शिवं सुन्दरम् Estd. 1948</p>		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication, Department of Journalism and Communication, Near Computer Centre, D.N.Hall Campus, Vadodara- 390002 Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Communication >> : <<3 years Degree Course>>						
YEAR	I	CORE COURSE/PAPER << >> : << Paper IV: Scope of Media Usage II –Public Relations >>			CREDITS	3
Semester	II				HOURS	45
OBJECTIVE:		To help students know about the Public Relations sector				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Understanding Public Relations <ul style="list-style-type: none">• Introduction to Public Relations• Definition of Public Relations• History of Public Relation• Public Relation Theories Key Concepts in Public Relations <ul style="list-style-type: none">✓ Reputation Management✓ Crisis Management✓ PR Practices✓ People in PR✓ Internal and External Communication✓ PR Consultancies✓ PR Strategies✓ Media Relations and PR					
UNIT-II	<< >>				15 hrs.	
	Critiquing current trends in Public Relations Hands on Exercises using case study approach.					
UNIT-III	<< >>				15 hrs.	
	New Age Public Relations Interface of Public Relations with Digital Media					
REFERENCES						
	1. Vilanilam, J. V. (2011). Public Relations In India: New Tasks and Responsibilities. SAGE Publications. 2. Reddy, C. V. N. (2009). Effective Public Relations and Media Strategy. New Delhi: PHI Learning Private Limited. 3. Bernays, E. L. (2013). Public Relations. USA: University of Oklahoma Press. 4. Hayes, D.C.; Hendrix, J. A. & Kumar, P.D. (2013). Public Relations Cases (9th Ed.). USA: Wadsworth CENGAGE Learning. 5. Keith Butterick, (2012), Introducing Public Relations: Theory and Practice (South Asia Edition, Sage Publications.					

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>							
YEAR	II	ALLIED COURSE/PAPER				CREDITS	3
Semester	III	<< >> : <<Paper I : Orientation to Societal Processes III – Sensitisation to Developmental Issues>>				HOURS	45
OBJECTIVE:		To help students know about the Developmental Issues					
COURSE CONTENT / SYLLABUS							
UNIT-I	<< >>					15 hrs.	
	Basic Understanding of Development <ul style="list-style-type: none">• What is Development?• Difference between Development and Growth• Theories and Approaches to Development• Introduction to International Development						
UNIT-II	<< >>					15 hrs.	
	Basic Understanding of Societal Issues <ul style="list-style-type: none">✓ Human Rights✓ Poverty✓ Security✓ Conflict✓ Migration✓ Inequality✓ Health✓ Justice✓ Environment✓ Education✓ Globalisation✓ Millennium development goals						
UNIT-III	<< >>					15 hrs.	
	Importance of Empathy as a Journalist/media person <ul style="list-style-type: none">• Role of Media in Development• Development Journalism• Hands on activities pertaining to reporting on developmental issues						
REFERENCES							
1. Melkote, S.R. & Steeves, H. L. (2001). Communication for Development in the Third World: Theory and Practice for Empowerment (2nd Ed). Sage publications.							
2. Prasad, K. (2009). Communication for Development: Reinventing Theory and Action (Vol. 1 & 2): New Delhi: B.R.World of Books.							
3. Mody, B. (2003). International and Development Communication: A 21st-Century Perspective. Sage Publications.							
4. Parmar, S. (1975). Traditional Folk Media in India. New Delhi: Geka Publications.							
5. William Savitt & Paula Bottorf (1995). Global Development a Reference Handbook. Santa Barbara.							
6. Martin Scott, (2014). Media and Development, ZED Books.							


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	ALLIED COURSE/PAPER << >> : <<Paper II : Language and Writing Skills III- Perspectives of Performing Arts >>			CREDITS	3
Semester	III				HOURS	45
OBJECTIVE:		To gain a fundamental appreciation regarding perspectives of Performing Arts				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Performing Arts Basic understanding of Dance <ul style="list-style-type: none">History of Dance – World - IndiaEvolution of DanceForms of Dances in various Indian Culture and around the World (Indian Classical, semi-classical, Folk and Tribal - Western forms of Dance)Attire and Make-up of various styles of Dances Basic understanding of Music <ul style="list-style-type: none">History of Music – World - IndiaEvolution of MusicForms of Music in various Indian Culture and the around the World (Hindustani Music, Carnatic Music, Rabindra Sangeet , Bihu, Dandiya, Ganasangeet, Lavani – Western Music) Basic understanding of Theatre <ul style="list-style-type: none">History of Theatre – World – IndiaEvolution of TheatreForms of Theatre – World –India (Bhand Pather: Jammu & Kashmir, Swang : Rajasthan, Haryana, UP and Malwa, Nautanki: Uttar Pradesh, Rajasthan, Punjab etc., Raasleela : Uttar Pradesh, Maach, Madhya Pradesh, Ramman, Uttarakhand, Jatra, Bengal, Bhaona).					
UNIT-II	<< >>					15 hrs.
	Critiquing current writings on Performing Arts <ul style="list-style-type: none">Introduction to writings on Performing ArtsUnderstanding the subtleties of writing on Dance, Music, TheatreStrategies to comprehend the writings on performing arts and give meaningful criticism.					
UNIT-III	<< >>					15 hrs.
	Evolving relevant writing on Performing Arts Exposure to live and audio-video performances. Hands on training on writing skills on various Performing Arts performances.					

REFERENCES

1. Hanay Geiogamah, Jaye T. Darby. (2010). American Indian Performing Arts: Critical Directions, ASC Publications.
2. Utpal K. Banerjee, (2004). Indian Performing Arts
3. Anustup Basu - 2010 Bollywood in the Age of New Media: The Geo-televisual Aesthetic. Edinburgh : Edinburgh University Press.
4. Jonathan H. X. Lee, Fumitaka Matsuoka, Edmond Yee. (2015). Asian American Religious Cultures._ Chicago: University of Chicago Press
5. Wickham, G. (1992). A History of The Theatre: Performing Arts Series. New York: Phaidon


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं त्विदं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	CORE COURSE/PAPER			CREDITS	3
Semester	III	<< >> : <<Paper III : Understanding a Medium III-Television >>			HOURS	45
OBJECTIVE:		To gain a fundamental understanding of Television as a Medium				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Television/ Visual medium <ul style="list-style-type: none">History and Evolution of television/visual medium (World – India)Elements of television/visual mediumComparison of television/visual medium to other Mass MediumsTelevision/visual medium for developmental purposeTelevision/visual medium for entertainment purposeTelevision programme ProductionProgramme formats on TelevisionLanguage and Writing formats in television/visual medium					
UNIT-II	<< >>					15 hrs.
	Critiquing current Formats of writing in different languages in visual medium <ul style="list-style-type: none">Understanding the subtleties of writing for television/visual mediumComprehending the Language and writings of television/visual mediumLearning to critically analyse the various formats of writing in television/visual medium					
UNIT-III	<< >>					15 hrs.
	Evolving relevant writing competencies in visual media <ul style="list-style-type: none">Hands on training on writing, producing for television/visual medium					
REFERENCES						
<ol style="list-style-type: none">1. Zettl, H. (2012). <i>Television Production Handbook</i>. USA: Wadsworth CENGAGE Learning.2. Owens, J. & Millerson, G. (2012). <i>Television Production</i>. UK: Focal Press3. Moran, A. & Keane, M. (2004). <i>Television Across Asia: Television Industries, programme formats and globalization</i>. NY: Routledge Curzon4. Cury, I. (2011). <i>Directing and Producing for Television: A Format Approach</i>. UK: Focal Press5. Oren, T., Shahaf, s. (2012). <i>Global Television Formats: Understanding Television Across Borders</i>. New York: Roudledge Taylor & Francis Group						

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION


 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	ELECTIVE COURSE/PAPER << >> : << Paper IV: Scope of Media Usage III- Corporate Communications>>			CREDITS	3
Semester	III				HOUR S	4 5
OBJECTIVE:		To gain a fundamental understanding of Corporate Communications				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Corporate Communications <ul style="list-style-type: none">• Meaning and Nature of Corporate, Organisation and Institution• Structure of Business Organisations and Institutions• Definitions and Types of Business Communication• Meaning and Nature of Business Communication• Concept of Communication in Corporate, Organisation and Institution• The functions of Communication in Corporate• What is Public Relations• Why Public Relations• Public Relation a vital Component of Corporate• Functions of Public Relation Officer• Strategies and Techniques in Public Relation					
UNIT-II	<< >>					15 hrs.
	Critiquing current trends in Corporate Communications <ul style="list-style-type: none">• Reading and identifying write-ups on Corporate Communication• Comprehending the Language and Writing Skills of Corporate Communication• Learning to critically analyse the various formats of writing of Corporate Communication• Learning to give meaningful feedback on Communication done in Corporate organisations					
UNIT-III	<< >>					15 hrs.
	New Age Corporate Communication <ul style="list-style-type: none">• Exposure to Corporate Communication in the age of New Media					
REFERENCES						
<ol style="list-style-type: none">1. Cornelissen, J. (2011). <i>Corporate Communication A Guide to Theory and Practice</i> (3rd Ed.). SAGE Publications.2. Argenti, P.A. (2007). <i>Strategic Corporate Communication</i>. New Delhi: Tata McGraw-Hill.3. Belasen, A. T. (2007). <i>The Theory and Practice of Corporate Communication: A Competing Values Perspective</i>. SAGE Publications.4. Fernandez, J. (2004). <i>Corporate Communications: A 21st Century Primer</i>. New Delhi: Response Books.5. Dolphin, R.R. (1999). <i>The Fundamentals of Corporate Communication</i>. Oxford: Butterworth Heinemann						

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION


 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	ALLIED COURSE/PAPER			CREDITS	3
Semester	IV	<< >> : << Paper I :Orientation to Societal Processes IV- Computer Skills Competencies >>			HOURS	45
OBJECTIVE:		To help students learn Computer Skills				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Importance of Technology in New Media Introduction to Computers <ul style="list-style-type: none">• Computer - Overview• Computer - Applications• Computer - Generations• Computer - Types• Computer - Components• Computer - CPU• Computer - Input Devices• Computer - Output Devices• Computer - Memory• Computer - RAM• Computer - Read Only Memory• Computer - Motherboard• Computer - Memory Units• Computer - Ports• Computer - Hardware• Computer - Software• Computer - Number System• Computer - Number Conversion• Computer - Data and Information• Computer - Networking• Computer - Operating System• Computer - Internet and Intranet					
UNIT-II	<< >>					15 hrs.
	Basic understanding of different software used in Media Role of Computers in Media <ul style="list-style-type: none">• Evolution of Digital media• Print Vs. Digital Media• The Digital Divide Available Digital Media					

UNIT-III	<< >>	15 hrs.
	Historical evolution of different media through technology enabled platforms	
	Applying new media concepts through various platforms	
	<ul style="list-style-type: none"> • Basics of programming • New media and programming • Web Technologies • HTML, ASP.NET, JSP Ubiquitous computing using mobile programming	
REFERENCES		
1. Paul Gilster (1998) <i>Digital Literacy</i> . Wiley, 1998. 2. Don Passey, Arthur Tatnall (2014) (Eds) <i>Key Competencies in ICT and Informatics</i> . Victoria University. 3. Joel Cayford, (2009) <i>Computer media: living and working with computers</i> . The University of Michigan. 4. Martin Lister, (2009). <i>New Media: A Critical Introduction</i> . New York: Roulledge. 5. Lai, F.Q., Hofmeister, D.R. (2004). <i>Fundamental Computer Skills</i> . Dubuque: Kendall Hunt		


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	ALLIED COURSE/PAPER << >> : << Paper II: Language and Writing Skills IV- Elements of Design >>			CREDITS	3
Semester	IV				HOURS	45
OBJECTIVE:		To gain a fundamental appreciation regarding perspectives of Fine Arts				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Fine Arts <ul style="list-style-type: none">History of Arts – World and IndiaHistory of various regional Art in IndiaTheory of ArtsFundamentals of Visual ArtsPainting and Drawing (2D style)Sculpture and pottery (3Dstyle)Art in Digital styleGraphic designScreen printingStill LifeLandscape and clay modelingPortrait paintingApplied Art					
UNIT-II	<< >>					15 hrs.
	Critiquing current writing on Fine Arts <ul style="list-style-type: none">Understanding the various styles and jargons used in writing on Fine ArtsLearning to discern the quality of writing on Fine Arts.Reviewing articles, reports, studies on Fine Arts.Learning to give verbal and written reviews on many types of Arts, Art exhibitions and galleries.					
UNIT-III	<< >>					15 hrs.
	Evolving relevant writing for Fine Arts <ul style="list-style-type: none">Learning to write and report on many types of Arts, Art exhibitions and galleries.					
REFERENCES						
1. E. J. Sullivan. <i>The Art of Illustration</i> (1982). JBC Publishers & Distributors.						
2. David Crow, (2010). <i>Visible Signs : An Introduction to Semiotics in the visual Arts</i> . Singapore: AVA publishing.						
3. Peterson (2009) <i>College Guide for Visual Arts Majors</i> . Lawrenceville: Peterson.						
4. Anne Pasternak (2003) <i>Creative Time: 33 Years of Public Art in New York</i> . New York Press.						
5. College,O., Carpenter, R., Morey,C.R., Mather, F.J., Meeks, E.V. (1938) <i>Historical Aspects of Fine Arts</i> . Madison: University of Wisconsin						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	II	<< >> : << Paper III: Understanding a Medium IV- Popular Cinema >>			CREDITS	3
Semester	IV				HOURS	45
OBJECTIVE:		To gain fundamental understanding of Popular Cinema as a medium				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Understanding Popular Cinema <ul style="list-style-type: none">• Introduction to Cinema Studies• Fundamentals of Film Narrative• Introduction to Film Theories• Film History• Types of Cinema					
UNIT-II	<< >>				15 hrs.	
	Critiquing trends in scripts of popular cinema <ul style="list-style-type: none">• Introduction to Film Criticism and Analysis<ul style="list-style-type: none">✓ Interpreting and Evaluating a Film✓ Developments in contemporary Film Criticism✓ Case Studies					
UNIT-III	<< >>				15 hrs.	
	Evolving relevant writing competencies for screenplay <ul style="list-style-type: none">• Viewing, critiquing and developing content for short films					
REFERENCES						
1. Julia Hallam & Margaret Marshment, (2000). Realism and Popular Cinema. Manchester: Manchester University Press						
2. Rini Bhattacharya Mehta, Rajeshwari V. Pandharipande (Eds). (2011) Bollywood and Globalization: Indian Popular Cinema, Nation, and Diaspora. Delhi: Anthem Press.						
3. Yvonne Tasker (2000). Working Girls: Gender and Sexuality in Popular Cinema. New York: Routledge.						
4. Lisa Purse (2013). Digital Imaging in Popular Cinema. Edinburgh: University Press.						
5. David Cook, (1981) A History of Narrative Film. Norton						
6. Jon Hill and Pamela Gibsion. (1998) The Oxford Guide to Film Studies. Oxford University Press						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यशिवसुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529		ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>					
YEAR	II	ELECTIVE COURSE/PAPER		CREDITS	3
Semester	IV	<< >> : << Paper IV: Scope of Media Usage IV- Development Sector>>		HOURS	45
OBJECTIVE:		To familiarise students with Media usage in Development Sector			
COURSE CONTENT / SYLLABUS					
UNIT-I	<< >>				15 hrs.
	Understanding Development Sector <ul style="list-style-type: none">• Meaning, nature and scope of Development• History of Development Communication• Importance of Development Communication• Theories of Development Communication• Process of Development Communication• Role of Media in Development Communication				
UNIT-II	<< >>				15 hrs.
	Contemporary Media Trends in the Development Sector <ul style="list-style-type: none">• Print Media and Development• Broadcast Media and Development• New Media and Development				
UNIT-III	<< >>				15 hrs.
	Critiquing the Current Media and Media Practices in the Development Sector <ul style="list-style-type: none">• Exposure to the Various Developmental Work with Media's Role• Identifying the Advantages and Limitation of Media Practices in Development Sector• Hands on training on Developing Communication Packages for Developmental Work• Building Packages of Development Communication				
REFERENCES					
1. Nair, K.S. & White, S. (1994). <i>Perspectives on Development Communication</i> . Sage Publications.					
2. Gupta, V.S. (1999). <i>Communication Technology, Media Policy And National Development</i> . New Delhi: Concept Publishing Company.					
3. Prasad, K. (2009). <i>Communication for Development: Reinventing Theory and Action (Vol. 1 & 2)</i> : New Delhi: B.R.World of Books.					
4. Mody, B. (2003). <i>International and Development Communication: A 21st-Century Perspective</i> . Sage Publications.					
5. Locksley, G. (2009). <i>The Media and Development: What's the Story?</i> Washington : The World Bank					

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION


 सय्यसिंहसुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	III	CORE COURSE/PAPER			CREDITS	3
Semester	V				<< >> : << Paper I: Orientation to Societal Processes V- Human Rights and Media>>	
OBJECTIVE:		To gain a fundamental understanding Human Rights and Media				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Basic Understanding of Human Rights <ul style="list-style-type: none">What are Human Rights – Exploring different understandingsHuman Rights TheoriesInternational Conventions for Human Rights protectionContemporary Human Rights Situations and IssuesKey agencies in the international human rights scenario					
UNIT-II	<< >>					15 hrs.
	Understanding the role of Media in consolidating Human Rights <ul style="list-style-type: none">Relationship between media and human rightsRole of media in promoting human rightsCurrent debates on interaction between news media and human rights					
UNIT-III	<< >>					15 hrs.
	Critiquing Human Rights story in Media <ul style="list-style-type: none">Hands-on exercises in the form of case studies in order to understand media representation of human rights issues					
REFERENCES						
1. Ekaterina Balabanova. (2015) The Media & Human Rights: The Cosmopolitan Promise NewYork: Routledge.						
2. Asian Media Information and Communication Centre (2000) Media and Human Rights in Asia: An AMIC Compilation. Asian Media Information and Communication Centre.						
3. Lieve Gies (2015) Mediating Human Rights, Media, Culture & Human Rights Law. New York: Routledge.						
4. International Council on Human Rights Policy (2002) Journalism, Media and the Challenge of Human Rights Reporting. Switzerland: International Council on Human Rights Policy.						
5. Papademas, D. (2011). Human Rights and Media. UK: Emerald						

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	III	CORE COURSE/PAPER << >> : << Paper II: Language and Writing Skills V- Perspectives of Journalistic Writing >>			CREDITS	3
Semester	V				HOURS	45
OBJECTIVE:		To learn about Perspective of Journalistic Writing				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>					15 hrs.
	Understanding Professional Journalistic writing in different media <ul style="list-style-type: none">• Writing for Print Media<ul style="list-style-type: none">✓ News Reporting✓ Feature writing✓ Business writing✓ Press Release✓ Writing interview questions• Writing for Broadcast Media<ul style="list-style-type: none">✓ Writing news script for Television✓ Writing scripts for various programmes on Television✓ Writing news script for Radio✓ Writing scripts for various programmes on Radio• Writing for New Media<ul style="list-style-type: none">✓ News writing on Social Media / websites✓ Feature writing✓ Business writing✓ Writing Blogs					
UNIT-II	<< >>					15 hrs.
	Differences between Journalistic and Creative writing <ul style="list-style-type: none">• Understanding journalistic writing<ul style="list-style-type: none">✓ Journalistic writing definition✓ Journalistic writing style✓ Journalistic writing features✓ Journalistic writing techniques✓ Journalistic writing process• Understanding Creative writing<ul style="list-style-type: none">✓ Creative writing definition✓ Creative writing style✓ Creative writing features✓ Creative writing techniques✓ Creative writing process					
UNIT-III	<< >>					15 hrs.
	Studying the profiles and the work of prolific journalists <ul style="list-style-type: none">• Exposure to various genres of writings of renowned journalists and creative writers• Critiquing and giving feedback on the selected works of journalists and creative writers• Developing content on various journalistic and creative topics					
REFERENCES						

1. Mencher, M. (2010). *News Reporting and Writing*. McGraw – Hill publishers
2. Bender, J.R.; Davenport, L. D.; Drager, M.W. & Fedler , F. (2011). *Reporting for the Media*. Oxford University Press
3. Sharma, D. (2005). *Modern Journalism Reporting and Writing*. New Delhi: Deep and Deep Publications Pvt. Ltd.
4. Agarwal, V.B. (2006). *Essentials of Practical Journalism*. Concept Publishing Company.
5. Phillips, A. (2007). *Good Writing for Journalists*. London: Sage Publication


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	III	CORE COURSE/PAPER << >> : << Paper III: Understanding a Medium V- Digital Media >>			CREDITS	3
Semester	V				HOURS	45
OBJECTIVE:		To familiarise students with Digital Media as a medium				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Basics of Digital Media <ul style="list-style-type: none">History of Digital MediaWhat do we mean by digital media?<ul style="list-style-type: none">✓ What is Digital Media device✓ What is digital media production✓ What is digital media and communication✓ What is digital technology in MediaHow is digital media different from traditional media?Features and Characteristics of digital mediaContent and production in digital media					
UNIT-II	<< >>				15 hrs.	
	Evolution of Digital Media Production of Digital Content <ul style="list-style-type: none">Exposure to key Digital SoftwareComparison of process between Digital and Traditional MediaEconomics of Digital MediaFuture Scope of Digital Media					
UNIT-III	<< >>				15 hrs.	
	Emerging trends in Digital Media <ul style="list-style-type: none">Exposure to various types of Digital Media<ul style="list-style-type: none">✓ Audio-video content✓ Photo content✓ Use of Social and Online Tools in JournalismHands on Training on Digital Writing, Photography, and Filmmaking					
REFERENCES						
1. Creeber, G. & Martin, R. (2009). <i>Digital Cultures: Understanding New Media</i> . McGraw-Hill International.						
2. Siapera, E. (2012). <i>Understanding New Media</i> . SAGE Publications.						
3. Logan, R. K. (2010). <i>Understanding New Media: Extending Marshall McLuhan</i> . New York: Peter Lang Publishing.						
4. Ward, M. (2012). <i>Journalism Online</i> . CRC Press.						
5. Lev Manovich (2001). <i>What is New Media? In The Language of New Media</i> . Cambridge:MIT Press. pp. 19-48						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 <p>The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529</p>		ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>				
YEAR	III	ELECTIVE COURSE/PAPER << >> : << Paper IV: Scope of Media Usage V -Translation and Current Affairs Analysis >>	CREDITS	3
Semester	V		HOURS	45
OBJECTIVE:		To help students know about Translation and Current Affairs Analysis		
COURSE CONTENT / SYLLABUS				
UNIT-I	<< >>			15 hrs.
	Understanding the importance of Translation <ul style="list-style-type: none">• Importance of Translation in Literature• Importance of Translation in Education• Importance of Translation in Communication and Media Translation Theory and Practice <ul style="list-style-type: none">• Nature and scope of Translation• Social Functions of Translation• Link Theory of Translation to Practice			
UNIT-II	<< >>			15 hrs.
	Understanding the Importance of Knowledge of Current Affairs <ul style="list-style-type: none">• Role of knowledge of Current Affairs in Communication and Media• Knowledge of Current Affairs in Various Fields• Methods of Current Affairs Analysis			
UNIT-III	<< >>			15 hrs.
	Application of Translation and Current Affairs in News and Media practices <ul style="list-style-type: none">• Practical Assignments on Translation for Current Affairs and News• Discussions and Debates on Current Affairs and News			
REFERENCES				
1. Grossman, E. (2010). <i>Why Translation Matters</i> . Yale: Yale University Press				
2. Sadiq, S. (2010). <i>A Comparative Study of four English Translations of Surat Ad- Dukhan on the Sementic Level</i> . NewCastle: Cambridge Scholars Publishing.				
3. Andersman,G., Rogers, M. (2002) <i>Translation Today: Trends and Perspectives</i> . Clevedon: MultiLingual Matters Ltd				
4. Bynne, J. (2006). <i>Technical Translation Usability Strategies fro Translating Technical Documentation</i> . The Netherlands: Springer				
5. Newmark, P. (). <i>About Translation</i> . Clevedon: MultiLingual Matters Ltd				


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	III	CORE COURSE/PAPER << >> : << Paper I: Orientation to Societal Processes VI- Media and Popular Culture >>			CREDITS	3
Semester	VI				HOURS	45
OBJECTIVE:		To help students learn about Media and Popular Culture				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Basic Understanding of History of Media <ul style="list-style-type: none">• Understanding the History of Transformations in Media• Understanding Socio-Historical Aspects of Media• Understanding the effects of Media as Technology and Media as Cultural Form• Understanding the Theoretical Perspectives on the Role and Power of Media in Society in Influencing Social Values, Political Beliefs, Identities and Behaviors of People• Understanding the Challenges Contemporary Media Producers Face					
UNIT-II	<< >>				15 hrs.	
	Basic Understanding of Popular Culture <ul style="list-style-type: none">• Understanding Culture and Popular Culture• Why study Popular Culture• Emergence of Popular culture in 20th Century• Different theoretical Approaches to Popular Culture• Understanding the Political and Ideological dimensions of Popular Culture• Understanding the concepts of Race, Gender, Class with regard to Popular Culture					
UNIT-III	<< >>				15 hrs.	
	Media and Popular Culture <ul style="list-style-type: none">• Exposure to Various Media Texts to Analyse and Explore the Meaning with Regard to Various Social Issues.• Discerning Representation of Various Population in Media• Giving Presentations on various Production and Consumption aspects of media and Popular Culture					
REFERENCES						
1. Kundra, S. (2005). <i>Media Management</i> . Anmol Publications Pvt. Ltd.						
2. Sylvie, G.; Wicks, J.L.; Hollifield, C.A.; Lacy, S. & Sohn, A. B. (2012). <i>Media Management: A Casebook Approach</i> . Routledge publications.						
3. Kohli-Khandekar, V. (2012). <i>The Indian Media Business</i> (3rd Ed.). SAGE Publications.						
4. Thomas, P.N. & Nain, Z. (Eds.) (2004). <i>Who Owns the Media? Global Trends and Local Resistance</i> . Zed Books.						
5. Grossberg, L., Wartella, E., Whitney, D.C., Wise, J.M. (2006). <i>Media Making: Mass Media in Popular Culture</i> . London: Sage Publication						


DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यसिद्धिसुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	III	CORE COURSE/PAPER << >> : << Paper II: Language and Writing Skills VI- Perspectives of Writing for Digital Platforms >>			CREDITS	3
Semester	VI				HOURS	45
OBJECTIVE:		To help students learn about writing for online platforms				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Understanding Content Writing <ul style="list-style-type: none">• Basics of Content Writing• Types of Content Writing<ul style="list-style-type: none">✓ Writing Content for Web Pages✓ Writing Content for Google and Yahoo✓ Writing Content for Search Engines, Blogs and Social Platforms• Understanding Search Engines and their Functions• Understanding the Basics of Business, Service and Product Analysis• Keywords Search for Content Writing					
UNIT-II	<< >>				15 hrs.	
	Difference Between Mainstream Journalistic Writing and Content Writing <ul style="list-style-type: none">• Understanding Basics of Writing• Understanding Structure of Writing (Before Writing)• Checklist (Post Writing)• Understanding the Difference in Writing Styles Between Print Journalism and Digital Journalism• Key Points While Writing for Print Journalism and Digital Journalism					
UNIT-III	<< >>				15 hrs.	
	Effective Content writing <ul style="list-style-type: none">• Exposure to Various Types of Content Writings & Journalistic Writings• Critically Analysing the Various Types of Content Writing & Journalistic Writing• Hands on Practice on Content Writing & Journalistic Writing• Assignments on Content Writing and Journalistic Writing					
REFERENCES						
1. Whittaker, J. (2012). <i>Web Production for Writers & Journalists</i> . London: Routledge.						
2. Baehr, C.M. & Schaller, B. (2010). <i>Writing for the Internet: A Guide to Real Communication in Virtual Space</i> . USA: Greenwood publishing group.						
3. Ingre, D. (2002). <i>Survivor’s Guide To Technical Writing</i> . London: CENGAGE South – Western Educational Publishing.						
4. Ross-Larson, B. (2002). <i>Writing For The Information Age</i> . New York: W.W. Norton & Company.						
5. Renkins, J. (2017). <i>Effective Web Writing</i> . North Carolina: Lulu.com						

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 सत्यं शिवं सुन्दरम् Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards		
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>							
YEAR	IV	CORE COURSE/PAPER				CREDITS	3
Semester	VI	<< >> : << Paper III: Understanding a Medium VI- E-environment Internship>>				HOURS	45
OBJECTIVE:		To gain understanding about E-environment					
COURSE CONTENT / SYLLABUS							
UNIT-I	<< >>					15 hrs.	
	Understanding E-governance <ul style="list-style-type: none">• Definition of E-governance• Goals and Objectives of E-governance• Pillars of E-Governance• Evolution and History of E-Governance in India• Models of E-Governance						
UNIT-II	<< >>					15 hrs.	
	Strengths and Challenges of E-Governance Practices <ul style="list-style-type: none">• Models of E-Governance• Advantages of E-Governance• Challenges of E-Governance• E-Governance and Change• Mobile Governance						
UNIT-III	<< >>					15 hrs.	
	Case Studies in E-Governance (practical project work – term paper) <ul style="list-style-type: none">• Digital India Program• National E-Governance Plan• Aadhar (Unique Identification Authority of India)• E-Banking• MyGov Citizen Portal• GEM (Government e-marketplace)						
REFERENCES							
1. Pugh, C. (2002) <i>Sustainability, the Environment & Urbanisation</i> . London: Earthscan Publication Ltd.							
2. Mcleod,J. & Hare, C. (2010). <i>How to Manage Records in the e-Environment</i> . London: Routledge.							
3. Miler, J. (2012). <i>Emerging Issues in the E-Environment</i> . Oxon : Routledge.							
4. Lester,L. (2010) <i>Media and Environment: Conflict, Politics and the News</i> . Cambridge: Polity Press.							
5. Craig,L.L., Everette,E.D. (1991). <i>Media and the Environment</i> . Washington: Island Press							

DEPARTMENT OF JOURNALISM AND COMMUNICATION
FACULTY OF JOURNALISM AND COMMUNICATION

 THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA सत्यमेव जयते Estd. 1948		The Maharaja Sayajirao University of Baroda Faculty of Journalism and Communication , Department of Journalism and Communication Near Computer Centre, D.N.Hall Campus, Pratapgunj, Vadodara- 390002. Contact details: 0265-2786529			ACADEMIC YEAR 2017 onwards	
<<Bachelor of Journalism and Mass Communication>> : <<3 years Degree Course>>						
YEAR	IV	ELECTIVE COURSE/PAPER << >> : << Paper IV: Scope of Media Usage VI- Research fieldwork >>			CREDITS	3
Semester	VI				HOURS	45
OBJECTIVE:		To gain fundamental understanding of Research				
COURSE CONTENT / SYLLABUS						
UNIT-I	<< >>				15 hrs.	
	Understanding Communication Research <ul style="list-style-type: none">• What is Research• Significance of Research• Types of Research• Process of Research• Review of Literature and its Importance• Methods in Research• Attributes of a Good Researcher• Ethics in Research					
UNIT-II	<< >>				15 hrs.	
	Understanding Application of Communication Research <ul style="list-style-type: none">• Areas of Communication Research• Techniques of Sampling• Research Tools• Data Collection• Data Analysis and Interpretation• Writing Research Report					
UNIT-III	<< >>				15 hrs.	
	Effective Communication Research <ul style="list-style-type: none">• Exposure to various Research Works and Papers• Analysing and Critiquing Research Projects and Papers• Writing a Research Proposal					
REFERENCES 1. Ahuja, R. (2001). <i>Research Methods</i> . Jaipur: Rawat Publications. 2. Baker, T. (1994). <i>Doing Social Research</i> . Singapore: McGrawHill. 3. Barbour, R. (2008). <i>Introducing Qualitative Research: A student Guide to the Craft of doing Qualitative Research</i> . New Delhi: Sage Publications. 4. Bell, J. (1999). <i>Doing Your Research Project: A guide for first time researchers in education and social science</i> . United Kingdom: Open University Press 5. Plooy, G.M. (2001). <i>Communication Research: Techniques, Methods, Application</i> . Lansdowne: Juta & Co.Ltd.						