

BA(Mass Communication) Semester - I

Course Code	Course Title	Credit
1	Writing Skills 1: Reporting (Practical)	3
Course Outcomes		
CO1: Student will understand reporting and develop news writing skills.		
CO2: Students will be able to do different types of city reporting.		
CO3: Students will learn how to develop sources, and do research and reference.		
2	Introduction To Journalism	3
Course Outcomes		
CO1: Student will understand the concept of journalism; functions scope, elements, models, role.		
CO2: Students will be thoroughly acquainted with the different types of journalism.		
CO3: Students will understand the qualities of a journalist and his role in society.		
CO4: Students will be exposed to different case studies in journalism and contemporary trends and issues in journalism.		
3	Fundamentals of Reporting	3
Course Outcomes		
CO1: The student will have an in-depth understanding of news: concept, types, news values and development of news sources.		

Course Code	Course Title	Credit
	<p>CO2: The students will understand news writing: structure, types, significance. CO3: The student will learn the process of writing for radio, television, news portals and social media. CO4: The student will have a good understanding reporting sections and the functions of the journalists there.</p>	
4	Current Affairs	3
	<p><u>Course Outcomes</u> CO1: The student will get a good understanding of the news and trends happening in politics, economics, sports, arts, culture and science at the international, national, regional, local and city level.</p>	
5	Communication Skill (Practical)	3
	<p><u>Course Outcomes</u> CO1: The student will have honed his communication skills in all arenas: listening, reading, writing, speaking and presentation skills CO2: The student will be able to successfully do public speaking, extempore speaking and participate in debates and elocution. CO3: The student will be trained in how to face job interviews and how to collect data for his presentations.</p>	
6A	Sport Journalism	3

Course Code	Course Title	Credit
or	<p><u>Course Outcomes</u></p> <p>CO1: The students' understand sports journalism; concept, history, types and significance on various media platforms.</p> <p>CO2: The students' will be able to write sports news reports, edit sports pages, do live reporting on radio and television.</p> <p>CO3: The students' will understand the terminology of sports journalism, the latest trends, sports blogs and news portals.</p> <p>CO4: The students' will also gain an understanding in the various sports organization, bodies and their importance for a sports journalist.</p>	
6B	<p>Lifestyle Journalism</p> <p><u>Course Outcomes</u></p> <p>CO1: The student will understand lifestyle journalism.</p> <p>CO2: The student will be able to write articles and blogs for lifestyle journalism.</p>	3
7A	<p>Ethics in Media</p> <p><u>Course Outcomes</u></p> <p>CO1: The students will understand the role of media, its responsibility and concept of ethics.</p> <p>CO2: The students will understand about ethical issues in all media: Print Media, Television, Radio, Social Media, New Media and in Public Relations and Advertising.</p> <p>CO3: The students will come to know about different regulatory and ethical bodies that concerned with media.</p>	3

Course Code	Course Title	Credit
-------------	--------------	--------

CO4: The students will be exposed to case studies in ethics in print media, TV, radio, film, social media and new media.

Media Management

Course Outcomes

CO1: The students will know the editorial department of newspaper and their management, and also know how advertising and circulation departments work.
 CO2: The students will know about the administrative set up in Doordarshan, Akashwani, news agencies, film units and FM radio.
 CO3: The students will be exposed to media policy, issues of media monopoly and other contemporary issues.

BA (Mass Communication) Semester - II

Course Code	Course Title	Credit
-------------	--------------	--------

8	Writing Skills 2: Feature Writing, Editorial Writing and Editing(Practical)	3
---	---	---

Course Outcomes

CO1: The student will understand features: analyse them, and write them; right from topic selection to finished feature.
 CO2: The student will learn to analyse editorials, understand their significance, learn how to write

Course Code	Course Title	Credit
	<p>them.</p> <p>CO3: The student will have learnt the basics of editing right from news selection to presentation.</p>	
9	Introduction to Mass Communication	3
	<p><u>Course Outcomes</u></p> <p>CO1: The student will get a fundamental understanding of the concepts of communication and mass communication.</p> <p>CO2: The student will understand the various models, hypothesis and theories of mass communication and journalism.</p>	
10	Fundamentals of Feature Writing, Editorial Writing And Editing	3
	<p><u>Course Outcomes</u></p> <p>CO1: The student will have conceptual clarity regarding features: various types, process, readability and features in different media platforms.</p> <p>CO2: The students will have the conceptual clarity regarding the salience of editorials, their structure, form and writing of an editorial as also editorial policy.</p> <p>CO3: The students will be able to understand the salience and significance of editing in a newspaper and the various terminology associated with it.</p>	
11	Perspective in Political Science and Public Administration	3

Course Code	Course Title	Credit
-------------	--------------	--------

Course Outcomes

CO1: The students will gain an insight into the India's freedom struggle.
CO2: The students will understand the Indian political system, the constitution, legislature, judiciary and executive wings.
CO3: The students will have indepth knowledge about civil services exams and organisations like the UPSC, NCSC, NCST, NCW, NHRC, NCM, NBCC and CVC.
CO4: The students will understand terminologies like justice, equality, freedom, affirmative action, and so on.

12	Computer Skills (Practical)	3
----	-----------------------------	---

Course Outcomes

CO1: The student will learn typing skills in Gujarati & English and get an understanding of the use of computers in print media.
CO2: The students will learn usage of software like Corel draw, Photoshop and InDesign
CO3: The students will learn how to make layouts in the above software.

13A	Traditional Media	3
-----	-------------------	---

Course Outcomes

or
CO1: Student will understand about the different forms of folk media of India and their impact on different types of society.
CO2: Students will get to know how folk media is being used in film and television.
CO3: Students get aware about tribal folk form: folk songs, folk theatre of Gujarat
CO4: Student will learn to write the script for different traditional media.

Course Code	Course Title	Credit
13B	Media and Culture	3
	<p><u>Course Outcomes</u></p> <p>CO1: Student will understand about the culture in society and different cultural forms. CO2: Students will get to know the relationship between media and society. CO3: Students will also understand the impact of media on societal culture.</p>	
14A	Development Journalism	3
or	<p><u>Course Outcomes</u></p> <p>CO1: The students will have understood development journalism: genesis , evolution, theories, models, policies and experience of developing nations. CO2: The students have an insight into development reporting in print media, of issues pertaining to women, environment, health and literacy. CO3: The students will learn how the development journalism on radio and television.</p>	
14B	Science Journalism	3
	<p><u>Course Outcomes</u></p> <p>CO1: The students will understand the concept of science vis a vis allied concepts, its significance in society and the relevance of research in science. CO2: The students will learn reporting, writing and editing in science journalism: science supplements, popular science magazines, science programmes CO3: The students will develop awareness of relevant issues in science like pollution, global warming, climate change and so on .</p>	

BA(Mass Communication) Semester - III

Course Code	Course Title	Credit
15	Writing Skills : Radio And Television(Practical)	3
Course Outcomes CO1: The students would have learnt writing skills for various formats of radio and TV programmes. CO2: The students will be able to write for radio: jock talk, news, interviews and links. CO3: The students will be able to write for television: anchoring, short story, interviews and story board.		
16	Introduction to Radio	3
Course Outcomes CO1: The students will learn the difference about private FM and All India Radio and their shows. CO2: The students will learn about different government committees for radio: their importance and relevance today. CO3: The students will also have the knowledge about international radio: BBC, VOA, Ceylon Radio, etc. CO4: The students will learn the basics of radio recording and editing.		
17	History Of Mass Media	3

Course Code	Course Title	Credit
-------------	--------------	--------

Course Outcomes

CO1: Students will gain an understanding of the genesis and evolution of radio in the world and India.
 CO2: Students will gain an understanding of the genesis and evolution of television in India.
 CO3: Students will learn also about the genesis and evolution of World cinema as well Indian cinema.

18	Constitution of India	3
----	-----------------------	---

Course Outcomes

CO1: Students will get the basic idea about structure of the Indian Constitution, fundamental rights and the structure of the Indian polity as envisaged in it.
 CO2: Students will understand the concept of Executive, Judiciary and Executive.
 CO3: Students will understand the significance of ethical standards that are imperative for mass media and the specific code of conduct for a journalist
 CO4: Students will be able to understand the constitutional institutions and the emergency provisions.

19	Production Skill For Radio (Practical)	3
----	--	---

Course Outcomes

CO1: Students will understand different types of radio programme formats and will learn how to listen and understand radio.
 CO2: Students will develop their anchoring skills for radio programmes: jock-talk, story-telling, news, links, sparklers and jingles and others.
 CO3: Students will also learn to edit all radio programmes on editing software.

Course Code	Course Title	Credit
20A	Community Radio	3
or	<p><u>Course Outcomes</u></p> <p>CO1: The students will learn about the concept of community radio both in India and the world. CO2: The student will learn about the significance of community radio through different case studies. CO3: The student will get an idea on how community radio perform the important role in the development of society.</p>	
20B	Development Communication	3
	<p><u>Course Outcomes</u></p> <p>CO1: The student will understand the meaning and relevance of development and developmental issues. CO2: The student will understand the role of communication in development of a nation and will learn how to apply communication concepts in preparing a development communication strategy for topical issue. CO3: The student will get an overview about the role of government and other agencies in development communication.</p>	
21A	General Knowledge and Current Affairs	3
or	<p><u>Course Outcomes</u></p> <p>CO1: The student will have learnt about current trends in politics and society CO2: The student will have understood about international, regional, local and national in economics, sports, arts, science and culture.</p>	

Course Code	Course Title	Credit
21B	Literature and Journalism	3

Course Outcomes

CO1: Students will learn literature's significance and role in the society.
 CO2: Students will come to know how literature is adapted in cinema, theatre, television and radio
 CO3: Students will learn about the similarities and differences journalism and literature
 CO4: Students will get an insight into biographies of prominent litterateurs like Zaverchand Meghani, Kavi Narmad and Bhagwati Kumar Sharma.
 CO5: Students will learn writing certain forms of fiction and nonfiction: new journalism, features, scripts and dialogues.

BA (Mass Communication) Semester - IV

Course Code	Course Title	Credit
22	Television Production Skills (Practical)	3

Course Outcomes

CO1: Developing student's skills in television writing and production
 CO2: Students will understand a studio set up, outdoor shooting and usage of camera, lights and other equipment.
 CO3: Students will learn the practical aspects of shooting of news, news based programme, chat show, talk show.

Course Code	Course Title	Credit
	CO4: Students will learn the practical aspects of editing of television programmes on computer software.	
23	Introduction To Television	3
	<p><u>Course Outcomes</u></p> <p>CO1: Student will be able to understand television's as a communication medium. CO2: Student will be able to understand television studio set up and the concept of private broadcasting. CO3: Student will learn different the concept of pre production, production and post production of television.</p>	
24	History of Print Journalism	3
	<p><u>Course Outcomes</u></p> <p>CO1: Students will understand the origin and development of the press in India CO2: Students will understand the major trends in growth of Indian press and its role in freedom movement and social reform of Indian society. CO3: Students will come to know the role and importance of different news agencies.</p>	
25	Perspective in Sociology and Gender Issues	3

Course Code	Course Title	Credit
	<p><u>Course Outcomes</u></p> <p>CO1: Students will understand basic concepts, importance, and terminology of sociology. CO2: Students will know the basics of psychology and social psychology. CO3: Students will come to know the basic concepts of gender issues.</p>	
26	<p>Translation 1 (Practical)</p> <p><u>Course Outcomes</u></p> <p>CO1: Student will be able to translate news agency copy and press notes from English to Hindi/Gujarati.</p>	3
27A	<p>Communication Research</p> <p><u>Course Outcomes</u></p> <p>CO1: Student will be able to understand the significance of research in society and understand the process of research. CO2: Student will be able to understand the approaches, methods and the applications of research.</p>	3
or		
27B	<p>Women and Media</p> <p><u>Course Outcomes</u></p> <p>CO1: Students will understand the history and genesis of women's issues in India. CO2: Students will understand women's socio economic condition in India.</p>	3

Course Code	Course Title	Credit
	CO3: Students will be able to understand how women and their issues are depicted in various mass media.	
28A	Social Media Studies	3
or	<p data-bbox="363 583 638 613"><u>Course Outcomes</u></p> <p data-bbox="363 626 1635 657">CO1: Students will understand the concept of social media and its various aspects.</p> <p data-bbox="363 660 1635 727">CO2: Students will be able to understand the concept of social media platforms, portals, blogs and networking sites.</p>	
28B	Introduction to Web Series	3
	<p data-bbox="363 883 638 914"><u>Course Outcomes</u></p> <p data-bbox="363 922 1635 953">CO1: Students will understand the genesis and development of web series and its various genres.</p> <p data-bbox="363 956 1635 987">CO2: Students will learn to read a web series with all their creative aspects.</p> <p data-bbox="363 990 1635 1065">CO3: Students will understand the basics of web series format, production and post-production technicalities including writing episodes for web series.</p>	

BA(Mass Communication) Semester - V

Course Code	Course Title	Credit
29	New Media: Writing and Production Skills (Practical)	3
Course Outcomes		
CO1: Students will have knowledge of different types of social media writing. CO2: Students will be able to prepare newsblog, audio blog and content for online news portal. CO3: Students will be able to do content writing for social media.		
30	Introduction to New Media	3
Course Outcomes		
CO1: Student will understand the characteristics and technology of new media. CO2: Students will understand social media, e-journalism, online journalism and learn how to blog. CO3: Student will have developed a basic understanding of cyber laws and cyber crimes.		
31	Fundamentals of Film Studies	3
Course Outcomes		
CO1: Students will be able to understand films as a means of mass communication and gain an insight into its grammar. CO2: Students will be able to understand world cinema and national cinema.		

Course Code	Course Title	Credit
	CO3: Students will be able to understand the pre-production, production and post-production process of film making.	
32	Perspective in Economics and Development	3
	Course Outcomes	
	CO1: The student will have a good basic understanding of the economic issues of the nation.	
33	Translation 2 (Practical)	3
	Course Outcomes	
	CO1: Student will be able to translate features, editorials, advertisement, interpretative articles and articles about news analysis from English to Hindi/Gujarati.	
34 A	New Wave Cinema	3
or	Course Outcomes	
	CO1: Students will understand the different movements in international cinema and its impact on Indian cinema.	
	CO2: Students will have a good understanding of new wave cinema and will understand the contribution of several prominent new wave cinema auteurs.	
34B	History of Gujarati Journalism	3

Course Code	Course Title	Credit
-------------	--------------	--------

Course Outcomes

CO1: Students will have gained an insight into the significance of Gujarati Journalism.
CO2: Students will get an overview of the contribution of Gujarati journalism to social reforms and India's independence struggle.

35A	RJing And Anchoring Skills (Practical)	3
-----	--	---

Course Outcomes

or
CO1: Skill development in anchoring for different types of public shows and for television.
CO2: Skill development in RJing for Radio.

35B	Digital Marketing (Practical)	3
-----	-------------------------------	---

Course Outcomes

CO1: Students will understand the concepts and be able to do digital marketing.
CO2: Students will learn about recent marketing trends on different platforms.
CO3: Students will understand about guest blogging.

BA (Mass Communication) Semester - VI

Course Code	Course Title	Credit
36	Skills in Public Relation (Practical)	3
<p>Course Outcomes</p> <p>CO1: Students will learn to write press notes, prepare newsletters and organize press conferences.</p> <p>CO2: Student will have learnt presentation skills.</p> <p>CO3: Students will learn to prepare short audio-visual production.</p>		
37	Introduction to Public Relations And Advertising	3
<p>Course Outcomes</p> <p>CO1: Students will understand public relations: concepts, types, publics, tools, ethics.</p> <p>CO2: Students will understand advertising: concept, role, types, functions and strategies.</p>		
38	Fundamentals Of Media Law	3
<p>Course Outcomes</p> <p>CO1: Students will understand the basic concepts of crime and civil wrong, types of crime, freedom of speech and brief history of media law.</p> <p>CO2: Students will be knowledgeable about basic laws pertaining to media like contempt, copyright, RTI etc as well as those for other media.</p>		

Course Code	Course Title	Credit
	CO3: Students will understand the significant laws applicable to women, children, sedition, terrorism and other contemporary issues as is needed for a journalist.	
39	Perspective in Environment Studies	3
	Course Outcomes CO1: Students will understand the structure of eco system, environment and natural resources. CO2: Students will learn about problems like pollution, climate change and disasters and the different acts pertaining to the environment. CO3: Students will have learnt contemporary environmental issues and the role media can play in highlighting and solving them.	
40	Skills In Advertising (Practical)	3
	Course Outcomes CO1: Student will be able to write devise strategies and write copy for advertisements. CO2: Students will learn to do graphic design and layout of advertisements. CO3: Students will be able to do basic advertising research	
41A	Skills in Public Relation (Practical)	3
or	Course Outcomes CO1: Student will have understood the diversity of cinema in India and its significance. CO2: Students will have understood the genesis, evolution and trends in regional cinema vis a vis	

Course Code	Course Title	Credit
	Hindi CO3: Students will have viewed important films from regional cinema.	cinema.
41B	International Communication	3
	Course Outcomes CO1: The student will get an insight into international communication: role and salience. CO2: The student would have understood the role of UNESCO and the MacBride commission recommendations. CO3: The student will learn concepts like nonaligned news pool, cultural imperialism and democratization of information.	
42A	Photography Skills (Practical)	3
or	Course Outcomes CO1: Students will learn about camera, composition, framing and shots. CO2: Students will have learnt lighting, framing and editing techniques. CO3: Students will have learnt to take professional level photographs.	
42B	Creative Writing (Practical)	3
	Course Outcomes CO1: Students will have understood creativity and its salience in writing of both fiction and nonfiction. CO2: Student will understand creative writing in both fiction and non-fiction: forms, process,	

**Course
Code**

Course Title

Credit

language

CO3: Students will be able to creatively write basic fiction and non fiction.

usage.