

University of Mumbai

Website - mu.ac.in
Email id - dr.aams@fort.mu.ac.in
aams3@mu.ac.in



Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/467

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : Post Graduate Diploma in Mass Media & Journalism (English).
(One year) (Sem – I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. **9.2** have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. **9.3 (B) 11 (N)** and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. **6** that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Mass Media & Journalism (English) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24.**

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Mass Media Journalism (English)	O.GPA – 51 A	O.GPA – 52 A	One year

University of Mumbai

Website - mu.ac.in
Email id - dr.aams@fort.mu.ac.in
aams3@mu.ac.in



Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai - 400 032.
Tel. 022-68320033

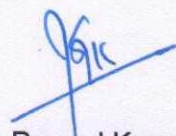
Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/467

Date : 24th March, 2025.

: 2 :

Regulation Nos	
Duration	R. GPA - 121
Intake Capacity	R. GPA - 122
Scheme of examination	R. GPA - 123
Standard of Passing	R. GPA - 124
Credit Structure	R. GPA - 125 A
	R. GPA - 125 B


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(B) 11 (N) /01/11/2023

M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for PG Diploma in Mass Media & Journalism (English)

(Garware Institute of Career Education and Development)

Semester- Semester I and II

Ref: GR dated 16th May,2023 for Credit Structure of PG

(with effect from the academic year 2023-24)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	O: <u>GPA- 51A</u> Title of the Course	Post-Graduate Diploma in Mass Media & Journalism (English) – PGDMMJ (E)
2	O: <u>GPA- 52A</u> Eligibility	Graduate in any faculty OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: <u>GPA - 121</u>	1 Year
4	R: <u>GPA - 122</u> Intake Capacity	50
5	R: <u>GPA -123</u> Scheme of Examination	50 Internal – Continuous 50 External- Sem End Exam
6	Standards of Passing R: <u>GPA - 124</u>	50% in each component
7	Credit Structure R: <u>GPA -125A</u> R: <u>GPA -125B</u>	Attached herewith
8	No. of Years / Semesters	One Year, Sem I & II
9	Program Level	P.G 6.0
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

1) Introduction:

Every day, every hour, something significant is taking place in some corner of the dynamic world we live in. Apparently, it is primarily the responsibility of the media to report all of these events and throw light on them for the mainstream audience. The expanding need for media practitioners and journalists is topping the chart, and candidates who want to earn their place in the media sector will require all of the requisite experience, expertise, and technical advice to get started. Journalism is the activity of gathering, assessing, creating, and presenting news and information. Basically, writing about recent developments. Mass communication is the study of spreading information to a large audience through various means of communication. We all are connected through a web of different means of communication. Whether it's the latest news around the world or news on cricket scores, we get to know about them. This is all because of mass media and technology. Mass communication is nothing but dispersing information to a huge number of people, i.e., the whole country or the world.

A PGD in Journalism (English) at Garware Institute of Career Education and Development, Mumbai, is specially designed for the curious learners of media, expressionism, and communication. It's a newly revised syllabus, generated by the industry-exposed personnel in the media sector, in tandem with media market standards; with emphasis on praxis or practical assignments and not just theoretical learnings as known, in this one-year diploma course. Working students also benefit from this weekend course, at large.

2) Objectives:

- a) Discourse appropriates of media systems and mass communication
- b) Produce reports/assignments
- c) Create and explain the rationale of work done
- d) Differentiate between theories and perspectives
- e) Demonstrate practices, and evaluate upon self-reflection

3) Course objectives:

- a) To enhance the communication skills and also English proficiency of the students,
- b) To develop a mindful understanding of mass communication,
- c) To prepare students with ethical values and sound knowledge of mass media, and
- d) To help students explore the recent trends in the journalism industry

4) Course outcomes:

- a) Discover the dynamics and variables that shape the consciousness of the media industry, too
- b) Imbibe to the principles of rationalism and master the art of deconstructing
- c) Adhering to the maxims of practical assignments
- d) Value the credibility of morals and follow up the responsibilities
- e) Garner better grammatical skills and effectualize communication skills
- f) Demonstrate working in a group and coordinate with the team (colleagues, and inst.)

Career opportunities as:

- a) Journalist (Political, Legal, Sports, Film, Business, Entertainment, Human Interest)
- b) Photographer
- c) Graphic Designer
- d) Writer (content, books, publication houses)
- e) TV anchor, Actor
- f) Radio Jockey, Podcaster
- g) Youtuber, social media marketing

5) Credit Structure

PG Diploma in Mass Media and Journalism - English

Year (1 Yr PGD in Mass Media and Journalism)	L e v e l	(1 Y r)	Major		RM	OJT / FP	R P	Cu m. Cr.	Degr e
			Mandatory*	Electives Any one					
I	6 . 0	Se m I	Mass Communication and Theories (4 Cr)	Course 1: Creative Writing (4 Cr) OR Course 2: Improving Writing Skills (4 Cr)	Disserta tion (Credits 4)	-	-	20	PG Diplo ma (After a 3 year degree)
			Principles and legal issues (4 Cr)						
			Editing (2 Cr)						
			Reporting & Current affairs (2 Cr)						
		Se m II	Public Relations (4 Cr)	Course 3: Advanced Reporting (4 Cr) OR Course 4: Advanced Editing (4 Cr)	FP (Broad cast Journa lism) (4 Cr)	20			
Digital Media Marketing (4 Cr)									
Cinema studies (2 Cr)									
Numerix (2 Cr)									
Cum. Cr. For PG Diploma			24	8	4	4	-	40	
Exit option: PG Diploma (40 Credits) after Three Year UG Degree Commerce, Science, Polytech, & Arts									

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Credit Structure of the program

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 50/100	Theor y Hours	Practi cal hours	Total Hours	Total Credi ts
SEMESTER I									
Major Mandatory									
	PGDMM JES1MJ P1	Mass Communication and Theories	50	50	100	60	--	60	4
	PGDMM JES1MJ P2	Principles and legal issues	50	50	100	60	--	60	4
	PGDMM JES1MJ P3	Editing	25	25	50	30	--	30	2
	PGDMM JES1MJ P4	Reporting & Current affairs	25	25	50	30	--	30	2
Open Elective (OE)									
	PGDMM JES1MJ P5A	Improving Writing Skills	50	50	100	60	--	60	4
OR									
	PGDMM JES1P5A	Creative Writing	50	50	100	60	--	60	4
Research Methodology (RM)									
	PGDMM JES1P6	Dissertation	200	--	200	--	120	120	4
		Total	400	200	600	240	120	360	20

SEMESTER II

Major Mandatory								
PGDMM JES2MJ P7	Public Relations	50	50	100	60	--	60	4
PGDMM JES2MJ P8	Digital Media Marketing	50	50	100	60	--	60	4
PGDMM JES2MJ P9	Cinema studies	25	25	50	30	--	30	2
PGDMM JES2MJ P10	Numerix	25	25	50	30	--	30	2
Elective Subjects (The learner may choose either one of them)								
PGDMM JES2MJ P11A	Advanced Reporting	50	50	100	60	--	60	4
OR								
PGDMM JES2MJ P11A	Advanced Editing	50	50	100	60	--	60	4
On Job Training Program (OJT)/Field Project (FP)								
PGDMM JES2P12	Broadcast Journalism	50	50	100	60	--	60	4
	Total	250	250	500	300	--	300	20
FINAL TOTAL		650	450	1100	540	120	660	40

Sem.- I

Detailed Syllabus

SEMESTER I	
Paper No.	Subjects
1.	Mass communication and Theories • Encoding and decoding • Forms of communication • Mass communication • Agenda-setting theory, users and gratification model • Magic bullet theory, Streisand effect • Cultivation theory, persuasion theory • Libertarian theory, authoritarian theory • Cognitive dissonance theory, framing theory • Role of film in society Learning Outcome: a) To explore various lenses of perspectives on mass communication b) To learn the theories of mass communication c) To decode the orientation of mass media functions Assignments: a) writing article/book review, b) analyzing any media theory with examples REFERENCES: 1. Handbook of Journalism and Mass Communication, by V S Gupta 2. Mass Communication in India, by D S Mehta 3. Mass Communication, by Keval Kumar 4. The rise and fall of mass communication, by William Benoit
2.	Principles and Legal issues • Ethical issues in journalism (paid news, fake news, partisan reporting, advertorial, sensationalism, hate news) • Objectives of journalism • Challenges faced by journalists • Global conventions on journalism and media • Features of the Indian constitution • Sedition act, defamation act • RTI, PIL

	• Contempt of court • Copyright act • Sting operation and legal issues • Media institutions (ASCI, NBA, PCI) Learning Outcome: a) To explore the ethical features of media b) To examine the legal concerns affecting the prospects of media c) To learn the various vital qualifications of journalistic operations Assignments: a) filing a RTI on a local concern, or PIL, b) Writing a news summary of any topic with case studies References: 1. Journalism: principles and practice, by Tony Harcup 2. Elements of Journalism, by Bill Kovach 3. The New Ethics of Journalism, by Kelly McBride 4. Living Journalism, by Rich Martin
3.	Editing • Role of an editor, subeditor • How to edit, proofread • Copywriting • Publishing a newspaper • Video editing and applications • Picture editing and applications • Audio editing and applications Learning Outcome: a) To realize the significance of the right editing b) To adopt to technical skills of editing c) To have a hands-on approach on editing Assignments: Hand drawn designs, development of logo, website design, newsletter, Electronic Daily Mailers, Social Media Designs, Video Content and Advertisement designs etc. REFERENCES:

1. Adobe Page Maker 7.0 Classroom in a book; BPB Publication.
 2. Art and production; Sarkar, N.N.
 3. Newspaper Layout & Design: A Team Approach; Daryl & Moen.
 4. Windows reference manual with office.
- (Visit to corporate sites, Presentations, Demos by suppliers).

Web resources:

Tools in Photoshop:

http://help.adobe.com/en_US/photoshop/cs/using/photoshop_cs5_help.pdf

<https://gra617.expressions.syr.edu/wp-content/uploads/2012/07/PhotoshopTools.pdf>

Classification of Typeface:

<http://www.designishistory.com/1450/type-classification/>

Tools in Corel Draw:

<https://support.corel.com/hc/en-us/articles/215822588-The-Curve-Tools-in-CorelDRAW>

Color wheel and color theory:

<http://www.pelfusion.com/color-wheel-classifications-emotional-effects-and-color-theory/>

Elements and Principles of design:

<http://www.johnlovett.com/test.htm>

<http://www.incredibleart.org/files/elements2.htm>

4.	Reporting and Current Affairs • Inverted Pyramid style • Importance of 5W and 1H • Lead, Headlines, Sub-headlines, Op-eds • Human interest stories • Citizen journalism • Writing for sports, business, entertainment • Vlog • Contemporary issues (current affairs; GK) Learning Outcome: a) To imbibe the reporting standards b) To learn the values of reporting and journalism c) To adhere to the basic standards of report writing Assignments: a) report writing on a local story, b) activity of citizen journalism, c) blogging REFERENCES : 1. Reporting India, by Prem Prakash
----	--

5.	Creative Writing • Writing a script (tv series, movies) • Doing a voice-over, narration • Nutgraf • Polishing grammar skills • Book review, film review • Social media writing • Difference between effective and ineffective writing, give examples Learning Outcome: a) To adopt writing skills, scripting, and review writing b) To imbibe important grammatical and writing standards c) To learn the basics of writing efficiently OR Improving writing skills • Essentials of grammar and applied grammar • Sentences, and punctuation • Voice – Active and Passive • Verbs, Nouns, Adverbs, and Adjectives • Avoiding jargons • Idioms • Writing an essay, features, editorial • Content writing; writing a blog, writing for social media Learning Outcome: a) To unlearn and relearn grammatical knowledge b) To shape the writing style and skills c) To reflect on basic communication approaches Assignment: a) proof reading, b) copy writing, c) writing a script References: <table border="0" style="width: 100%;"> <tr> <td style="width: 70%;">1.</td> <td style="width: 30%; text-align: right;">Advanc</td> </tr> <tr> <td>e writing skills for students, by Phil Williams</td> <td></td> </tr> <tr> <td>2.</td> <td style="text-align: right;">The Art</td> </tr> <tr> <td>of writing, by Peter Yang</td> <td></td> </tr> <tr> <td>3.</td> <td style="text-align: right;">Wren</td> </tr> <tr> <td>and Martin Grammar Book</td> <td></td> </tr> </table>	1.	Advanc	e writing skills for students, by Phil Williams		2.	The Art	of writing, by Peter Yang		3.	Wren	and Martin Grammar Book	
1.	Advanc												
e writing skills for students, by Phil Williams													
2.	The Art												
of writing, by Peter Yang													
3.	Wren												
and Martin Grammar Book													
6.	Dissertation •Research Design: Purpose and convenient sampling, Inferential, descriptive analysis, casual studies, etc.												

	•Research Methods: Content Analysis, Survey, Experimental and Exploratory; Need for research in media and Advertisements of programs and products; An overview of different research methods and theories of communication. •Social Media Research: Accessibility of digital media, Mobile applications and Behavioral Research; Use of research in understanding consumer behavior and application of research in digital marketing. • Effectively use of Research: In Public Relations, Marketing and planning advertising strategies; Case studies of research and techniques in different media platforms; Stages of the Research Process and Research ethics. •Media Research Analytical Skills: Application using software; Software for Interpretation of Data- ELAN, SPSS, NVIVO; Research Report Writing and Publishing. Submission/Assignment: Black book (50-100 pages) and a viva to be followed Reference Books: 2. Research Methodology, Dr. Aditham Bhujanga Rao; Excel Books. 3. Research Methodology, Dr. B. D. Kulkarni, Everest Publishing. 4. Media Research Analytical Skills & Techniques: Dr. P. J. Mathew Martin, Blue Rose Publishers, New Delhi. 5. Research Methods in Social and Behavioral Sciences, Russel Jones: Senauer Associates. 6. Methods in social research: W J Goode, P K Hatt; McGraw-Hill. 7. Mass Media Research- An Introduction: Roger D. Wimmer, Joseph R. Domnik. Thomson and Wadsworth Publication (www.wadsworth.com). 8. Research Methodology- Methods and Techniques, C. R. Kothari. New age International Publishers (www.newagepublishers.com).
--	---

Sem.- II

7.	Public Relations • Public relations and practices • Role of PRO, PR agencies • Grunig and Hunt's 4 models • PR planning, execution, management • Marketing communication • Managing a PR event • Media planning, evaluation, output measurement • Types of PR • Corporate communication Learning Outcome: a) To learn the significance of public relations b) To adopt the skills of advocacy and outreach c) To develop PR communication skills. Assignment: a) interview with PR, b) PR activity for the inst., etc REFERENCES: 1. Excellence in Public Relations and Communication Management. Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 2. The Unseen Power: Public Relations, a History. Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 3. Public Relations Theory: Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 4. Crisis Communications: A Casebook Approach. Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 5. Public Relations in Asia: An Anthology Book by Krishnamurthy Sriramesh, Thomson, 2004. 6. Foundations of Communication Theory. Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 7. Strategic Planning for Public Relations. Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 8. Corporate Public Relations: A New Historical Perspective. Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987
8.	Digital Media Marketing • Prolusion of digital marketing • SEO, and web analytics • Creating a website, etc • Tools of digital marketing, communication • Content strategies, and influence of AI (artificial intelligence)

	• E-mail marketing • Social media etiquettes; netiquettes Learning Outcome: a) To uplift the communication skills online b) To infuse the idea of social media marketing c) To direct and guide the technical skills. Assignment: a) making a site and sharing/marketing, b) checking SEO, c) marketing a social media page/account References: 1. Digital Marketing, by Simon Kingsnorth 2. Digital Marketing, by Stephanie Diamond 3. Epic content marketing, by Joe Pullizi
9.	Cinema Studies: History of cinema • Film theories: apparatus, auteur, queer, marxist, screen, schreiber, etc • Film movement: Italian neorealism, parallel, Japanese new wave, L.A. rebellion, etc • Role of censorship and scope of cinema freedom • The rise of OTT platforms • Writing a film review • Documentary films Learning Outcome: a) To spark the interest in cinematic expression b) To alter the consciousness of film studies and outlook c) To inject critical lenses into reviewing the films Assignment: a) writing a movie review, b) making a documentary, c) writing a review of OTT series References: a) On directing film, by David Mamet b) The film book, by Ronald Bergan c) Independent Cinema, by D K Holm
10.	Numerix • Data Journalism, algorithms • Fractions, proportion • Using statistics

	• Determining interest rates • Reading and analyzing numbers, graphs • Interpretation of data in sports, business, and political news Learning Outcome: a) To enhance the reading skills of numbers and statistics, or graphs b) To deconstruct and decode the numerical skills c) To comprehend the importance of data journalism Assignment: a) analyzing a sports story, b) writing a blog on market issue, etc References: 1. Numericals, by Richard Hamming 2. Numericals' elements, by Radhey Gupta
11.	Advanced Reporting • Importance of storytelling • Memes and pop culture • Writing for flyers, billboards, research papers, etc • Listics • Reporting on mental health, caste issues, gender issues, etc • Fighting fake news Learning Outcome: a) To advance the knowledge and studies of reporting b) To enhance the scope of reporting and other journalistic skills c) To encourage the values of verifying news, sensitizing reporting, etc OR Advanced Editing • Avoiding cliches • Style sheet • Page making, page layout, elements of editing • Newspaper management, circulation, readership • Recording a podcast • Photography, photojournalism • Quark Xpress/DTP Learning Outcome: a) To advance the knowledge and studies of editing b) To imbibe the editing skills and other relevant technical skills c) To raise the standards of editing knowledge and know-how Assignments: a) reporting, b) editing, c) photojournalism, d) memeing

	References: 1. Handbook of reporting, by V S Gupta 2. Beat Reporting, by Surbhi Dahiya
12.	Broadcast Journalism History of broadcast journalism in general • Visual communication • Source of news reporting • Production process • Packaging a news story • Importance of graphics and other effects Learning Outcome: a) To explore the vitality of broadcasting b) To unearth the qualifications of TV, and radio broadcasting c) To employ the broadcasting skills Assignment: a) making a news, b) doing graphics, etc References: 1. Broadcast Journalism, by Jane Chapman 2. Broadcast Journalism, by Andrew Boyd

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and SemesterEnd Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \sum CG / \sum C$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \sum CG / \sum C$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that

Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester- End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

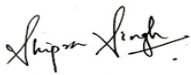
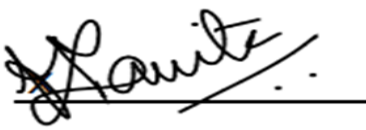
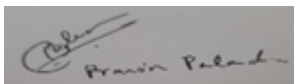
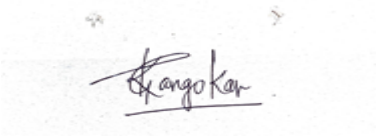
- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

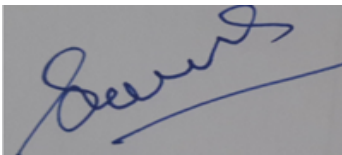
OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

University of Mumbai's
Garware Institute of Career Education and Development
Board of Studies – Committee members
PG Diploma in Mass Media and Journalism (English)
Date- 11 July, 2023 & Time- 11.30 am

Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED	
2	Smt. Shilpa Borkar Placement Officer, UM-GICED.	
3	JAIMINE NANDKISHOR ANITA Courses Coordinator	
4	SHIPRA SANGRAM SINGH	
5	VANITA VISVANATH	
6	PRAVIN BHASKAR PALANDE	
7	GAURI KANGOKAR	

8	RAJIV B SHARMA	
---	----------------	--

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for (P.G Diploma in Mass Media and Journalism - English)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce One-year part time P. G Diploma in Mass Media and Journalism. The course provides students with both the rudiments of media studies and the most advanced theories of journalism. Understand the grammar of reporting and editing. Explore how media represents people, places, ideas, issues and events to different audiences/consumers. Produce the critical mind that enables the student to engage media actively in life, rather than to be passive recipients of messages.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2010.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is One year (Two Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	Some advertising career options are as Creative Writer, Media Producer, Journalist, Advertising Executive, Author, Copywriter, Script Writer, Photographers, Graphic Designers, Visual Art Director, Actor, Public Relation Officer, Product Promoter, Market Researcher.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies