



Kavikulaguru Kalidas Sanskrit University, Ramtek
Diploma in Sanskrit Journalism & Mass Communication

Program Curriculum (Syllabus)

1	Name of the Program	Diploma in Sanskrit Journalism & Mass Communication
2	Program Abbreviation	DSJMC
3	Name of the Faculty	Faculty of Education & Other Branches of Learning
4	Name of the Board of Study	Board of Studies in Media, Communication & Journalism
5	Name of the Department	-
6	Assessment Type	University Assessment/ College Assessment
7	Examination Type & Paper Pattern	80:20
8	Separate Passing	Yes
9	Program Type	Professional
10	Program Duration	One Year
11	Total Credits	10
12	Total Hours	180
13	Intake Capacity	Not applicable
14	Medium of Instruction	Marathi, Hindi, English, Sanskrit
15	Medium of Examination for MCQ	Marathi, English
	Medium of Examination for Theory/ Project/ Internship	Marathi, Hindi, English, Sanskrit
16	External Students Admission	Yes
17	Age Limit (if required)	Not applicable
18	Eligibility	H.S.S.C. in any stream
19	Total Marks	400
20	Note	-

Marking Schemes

Program Code	Program Title	L/W	T/P/W	Internal (Pract/ Desir / Viva/ Oral/ Test/ Sessional etc.)		Theory		Other		Subject Total		No. of Credits
				A		B		C		A + B + C		
				Max	Passing	Max	Passing	Max	Passing	Max	Passing	
DSJMC	Diploma in Sanskrit Journalism & Mass Communication			60	21	240	84	100	35	400	140	10

Paper Code	Paper Title	L/W	T/P/W	Internal (Pract/ Desir / Viva/ Oral/ Test/ Sessional etc.)		Theory		Other		Subject Total		No. of Credits/Hours
				A		B		C		A + B + C		
				Max	Passing	Max	Passing	Max	Passing	Max	Passing	
One Year												
DSJMC P- I	Introduction to Sanskrit Journalism			20	7	80	28	-	-	100	35	2/40
DSJMC P- II	Personal Grooming & Communication Skills			20	7	80	28	-	-	100	35	2/40
DSJMC P- III	Basics of Journalism & Media			20	7	80	28	-	-	100	35	2/40
DSJMC P- IV	Internship/E- Internship & Project			-	-	-	-	100	35	100	35	4/60
	Total			60	21	240	84	100	35	400	140	10/180

Types of Questions

No. of Questions	Type of Question	Unit Compulsory from all the four units	Marks Distribution
2 Questions from each unit As per Examiner Choice	Long Question/ Short Questions/ Short Notes/ Objectives/ Reference to context/ Or Any other Type	Unit 1	20
		Unit 2	20
		Unit 3	20
		Unit 4	20
		Total = 80	
Practice No.	Practice Type	Unit	Marks Distribution
01	Assignment All Units	Paper 1,2,3	10
02	VIVA	On curriculum	10
			Total = 20
Internship / E Internship/ Project	Paper IV	As per course requirement	Total 100

Aim:

The Aim of the program is to produce Journalists & Writer with Sanskrit knowledge.

Objectives:

To introduce basic principles of Journalism to Sanskrit Students.

To enhance the skill of news reporting of Sanskrit Students.

To improve confidence in students for stage daring, anchoring.

To create job opportunity for Sanskrit students in the field Journalism.

To make a common platform for Sanskrit & Journalism

Note – Nature of Internship - This course offers Practical Training Program through Internship/E-Internship program & Project for students to have a practice of writing skills, making news in various languages. Students can themselves choose the Print Media/Electronic Channel/ Media Firms/House for internship.

Duration – 1 Months (2 hours daily)

Outcome –

- To provide integrated knowledge of Sanskrit journalism & Mass Communication.
- To produce Professionals as well as to make available experts in Sanskrit & Journalism.
- Provide opportunities and employability skills to Sanskrit students in the field of Journalism & Mass Communication

Curriculum

Diploma in Sanskrit Journalism & Mass Communication

Paper 1 – Introduction to Sanskrit Journalism - Marks 100

Unit I - History of Journalism

Unit II - Introduction to Sanskrit Journalism, History & Development

Unit III – Sanskrit Journalism in Nagpur – History & Salient features

Unit IV – Media code & Ethics, New Media & Cyber Journalism

Reference books

- History of Sanskrit Journalism, Dr. Baladevanand Sagar.
- Bharatiya Patrakarita ka itihās, J. Natrajan
- Patrakarita ka Brihad Itihās, Vani Publication, Delhi
- Sanskrit Journalism – History & Modern forms, Dr. Baldevanand Sagar
- A Century of Sanskrit Journalism, Hiralal Shukla, Alok Prakashan, 1969

Paper 2 – Personal grooming & Communications skills - Marks 100

Unit I – Introduction – Introduction to communication, Basic forms of communication, process of communication, principals of effective communication.

Unit II – Business Manners – Body language, gestures, dialogue skills, feedback skills, telephone dialogue, telephone etiquette and participating in business meetings.

Unit III – Presentation skills – Tools of presentation, Effective guidelines for presentation, limitations to a good presentation, interactive presentation, overcoming boredom factors in presentation.

Unit IV – Group Communication & Art of effective listening - Introduction, significance of group communication, problems in group communication, leadership skills, motivational forces, Meetings: Types of meetings, their advantages and disadvantages, conduct of meetings, chairman's functions, role

and responsibilities. Listening skills, Blocks to effective listening, improving listening skills, use of silence in communication.

Reference Books

- Advance Journalism, Aclarsh Kumar, Har anand Publication, New Delhi .
- David Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
- Denis Mcquail, Mass Communication Theory, Third edition, Sage publication, 1994.
- John Comer Communication Studies, Longman, London, 1981
- J Kumar, Mass Communication in India, Vilkas Publication, Delhi, 1994
- Little John.S.w,, Theories of Human Communication, Longman, London.

Paper 3 – Basics of Journalism & Media - Marks 100

Unit I – Introduction: Mass Communication & Society –

- **Mass Communication:** Meaning & purpose, scope & relevance to society, Role of mass communication in developing societies – social changes, democracy and developmental journalism.

Unit II – Introduction to Media –

- **Print Media** – Organizational structure, Newspapers/Magazines Management : circulations, advertising, editorial, library, production, storekeeping
- **Electronic Media** – Development of Radio and TV in India, Satellite TV and emerging media landscape, Entry of private FM broadcasters in India.

Unit III – News reporting and Coverage of various beats –

- **News resources-** Types, credibility, protection sources, pitfalls and problems in reporting
- **Beats** – Crime, District Courts, Civil Administration, Local Politics, Civil bodies, Health, Education, Culture/Festivals,. Entertainment, Business Reporting, Development Reporting, Rural Reporting, Legal Reporting, Crime Reporting
- **Editing** – Techniques of Editing, News room organization & operation.

Unit IV – Writing for Newspapers, Television & Radio:

- **Writing for Print Media** – Principles of writing news stories, articles, opinion and editorial writing for different Print Media.
Writing for Television - News/program, TV anchoring, techniques of holding interview, group discussions and making presentations, preparation of scripts for selected television programs.
- **Writing for Radio** – Radio News/Program writing and editing Radio scripts.

Reference Books

- Bever S.H., The Sociology of Mass Media Communication .The Social Review, The University of Illinois, Staffordshire, 1960.
- David K Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
- Denis Mcquail, Mass Communication Theory, Third edition, Sage publication, 1994.
- Denis Mcquail and Svin Windhal, Communication Models, Longman, London, 1981
- James Watson, Dictionary of Communication and Media studies.
- John Comer, Communication Studies, Longman, London, 1981
- Keval J Kurnar, Mass Communication in India, Vikas Publication, New Delhi ,1994
- Little John.S.W., Theories of Human Communication, Longman, London.
- Marshal McLuhan, Understanding Media.
- Reed h. Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975,
- Warren K. Agee, Introduction to, Mass Communication, New York, 1960.
- Wilbur Schramm, The process of Effect of Mass Communication.
- Mass communication theory, Mc-well Denis, London
- Sanchar Madhyam Lekhan, Gaurishankar Raina, Vani prakashan
- Dr. prithvi raj pandey, patrakarita:parivesh evam pravrutiya, Lokabharati Prakashan, Allahabad
- Hamara Samvidhan, Subhash Kaslryap, National Book trust, Delhi, India
- Advance Journalism, Adarsh umar, Har anand Publication, New Delhi
- Editors on editing, NBT, New Delhi

Paper IV - Internship/E-Internship & Project - Marks 100