



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

SEMESTER III



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper I
JMCB301

Indian Constitution and Politics

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 301	JMC	Indian Constitution and Politics	4	1	0	5	60	20	20	0	0

***Teacher Assessment** shall be based components like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the prevailing political system
- To know the relation between politics and media
- To understand about Indian Constitution

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to know the functioning of the political system.
- The student should be able to develop critical and analytical abilities.
- The student will be able to know about the importance of International relations and the functioning of international organizations.
- Students will have detailed information about Constitution of India



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

Paper I JM CB301

Indian Constitution and Politics

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 301	JMC	Indian Constitution and Politics	4	1	0	5	60	20	20	0	0

Unit 1

Basic elements of Indian Constitution, Preamble, Fundamental Rights, Duties, Directive Principles, Centre-State Relationship, Parliament, Judiciary, Emergency Powers, Amendment

Unit II

Concepts of Rights, Liberty, Equality, Justice, Duties and Obligations, Nation, State, Government, Power and Authority

Unit III

Concept, Definitions and Importance of Political Science; Relations of Political Science with other Social Sciences; Importance of studying Political Science for media students

Unit IV

State and its Institutions: Legislature, Executive and Judiciary; Functions of Indian Democracy; Parliament to Panchayats; Structure of Bureaucracy;

Unit V

Introduction to various political parties in India; National, regional and others.

Suggested Readings:

1. Muni, S.D(1992) *India and Nepal*,New Delhi:Konark Publisher,
2. Gopal, Madan(1990), *India through the Ages*,Delhi: Publication Division
- Dubey, Muchkund(2015),*Political Issues*,New Delhi:Orient Blackswan Pvt Ltd
3. Chander, Prakash,31st Edition(2015) *International Politics*,New Delhi:Cosmos Bookhive Pvt Limited
4. Mukherjee, Subrata,Ramaswamy Sushila(2004),*A History of Political Thought*.Delhi:Prentice Hall of India
5. Verma, S.P(1975)*Modern Political Theory*.Delhi:Vikas publisher
6. Kothari, Rajan(2012)*Politics in India*,New Delhi:Orient Blackswan
7. Dutt, V.P(1999)*India's Foreign policy in a changing world*,New Delhi:Vikas Publisher
8. Kennedy, Paul(1984)*World Politics in Twentieth Century*,New Delhi:Prentice Hall
9. Kashyap, Subhash,second edition(1984)*Our Constitution*,New Delhi:National Book Trust



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper II
JMCB302
Television Production

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 302	JMC	Television Production	3	0	2	4	60	20	20	0	50

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based on components like Quiz/Assignments/Project/Participation in Class(Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television Writing
They will have knowledge about the working of T.V News Room
Students will know The Basic Camera Shot



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper II
JMCB302

Television Production

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 302	JMC	Television Production	3	0	2	4	60	20	20	0	50

Unit-I

Understanding the medium – Nature & Importance; Objectives and Principles of TV Broadcasting; Distinguishing Characteristics of TV as compared to other Media

Unit-II

TV Programme formats: Types & Needs; Fictional programs; Soap Operas; Sitcoms; Serial & Films; News based Program; Talk; Discussion; Interview, Reality Show and Chat Shows

Unit-III

TV Production ; Basic Shots; Camera Angles; Ideas; Visualizations & production scripts; Pre-production and post-production activities; Grammar of visuals; Video editing concepts and principles

Unit-IV

Elements of TV News; Basic Principles of TV News Writing; Sources of TV News; Types of TV News Bulletins and their Structure; Planning and conducting of various types of interviews: Factual, Opinion and Ideas.

Unit-V

Role of Video Editor and Producer in TV News; Structure and working of news room of a Television Channel, PCR, Duties and Functions of TV News Editor, Correspondents and Stringers

Suggested Readings :

1. Hakemulder, Jan R(2010) *Broadcast Journalism*, New Delhi: Anmol Publications,
2. Trewin, Janet(2009) *Presenting on TV and Radio*, New Delhi: Focal Press
3. Hyde, Stuart(2008) *TV & Radio Announcing*, New Delhi: Kanishka Publishers
4. Boyd, Andrew(2010), *Techniques of Radio and Television*, New Delhi:Focal Press, India.
5. Rich, Underwood(2007) *Shooting TV News: Views from Behind the Lens*.New Delhi: Oxford: Focal Press
6. Bryce, Button(2002) *Nonlinear Editing: Storytelling, Aesthetics and Craft*.New Delhi:Berkley: CMP Books,
7. Steven, E. Browne(2002) *Video Editing: A Post Production Primer* .Amsterdam :Focal Press
8. Mathew, R Kerbel(2000)*If it bleeds,it leads-An anatomy of Television News*. New Delhi:Westview press



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

9. Stephen, Cusion(2012)*Television Journalism* New Delhi: Sage Publications
10. Steward, Peter(2014)*Broadcast Journalism*.New Delhi:Focal press
11. Boyd, Andrew(2013) *Broadcast journalism,techniques of Radio and Television News*.
New Delhi: Sage publications
12. Kumar, Mukesh and Kashyap Shyam (2010), *Television Ki Kahani*. Gupta Dr.
Sanjeev (2012), *Mass Communication*. Ghaziabad: Shruti Books



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper III
JMCB303
Media and Culture Studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 303	JMC	Media and Culture Studies	4	0	0	4	60	20	20	0	0

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based on components like Quiz/Assignments/ Project/Participation in Class(Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The student should be able to know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television Writing They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper III
JMCB303

Media and Culture Studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 303	JMC	Media and Culture Studies	4	0	0	4	60	20	20	0	0

Unit I

Understanding Culture Mass Culture, Popular Culture, Folk Culture, Media and Culture

Unit II

Critical Theories, Frankfurt School, Media as Cultural Industries, Impact of Political Economy on Media

Unit III

Representation of Media as Texts Signs and Codes in Media Discourse Analysis, Concept of signifier & signified, Representation of nation, class, caste, culture and gender issues in Media

Unit IV

Audiences, Types of Audiences , Uses and Gratification Approach, Sub Cultures; Music, Fandom

Unit V

New Media and Cultural forms

Media and Technologies, i)Folk Media as a form of Mass Culture, live performance; Audience in live Performance ii) Media technologies, Technological Determinism; Tribal, International Cross culture communication

Suggested Readings

1. Fiske , John(1982), *Introduction to Communication Studies*, Routledge
2. McQuail Dennis, 2000, (fourth Edition). *Mass Communication Theory*. London: Sage Publication
3. Stevenson Nick, (2002) *Media Cultures*, New Delhi: Sage Publication.



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper IV
JMCB304
Public Relations

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 304	JMC	Public Relation	4	1	0	5	60	20	20	0	0

***Teacher Assessment** shall be based on components like: Quiz/Assignments/Project/Participation in Class, given that no component shall exceed 10 marks.

.Course Educational Objectives (CEOs):

The student will be able to:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

Paper IV JM CB304 Public Relations

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 304	JMC	Public Relation	4	1	0	5	60	20	20	0	0

Unit I

Concept and definitions of public Relations; Types of Public; External & Internal, Need and scope of public relations; Growth and development of PR with special reference to India

Unit II

Public relations and Advertising; propaganda and public relation; publicity and public relation; Tools of public relations, Public Opinion and Pressure Groups, Identifying Target Audience.

Unit III

PR agency- structure and functions; process of public relations; Public relation transfer process.

Unit IV

Public Relations campaigns; Careers in PR; Media relations; Community Relations. Government Relations.

Unit V

Corporate communication and Public Relations; Similarities and differences; PR in various sectors such as police, Hospital, education industries. Corporate social Responsibility, PR in corporate and social sector, E public Relations, Social media and PR, House journal and exhibition, Transit Media

Suggested Readings

1. Scott, Cutlip, Allen, Center and Glen, Broom (2000) *Effective Public Relations*. New Delhi: Sage publishers
2. James B, Grunig and Tood (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
3. Leonard, Saffir, (2000). *Power Public Relation*. New Delhi: Prosinness Books,
4. Banik, G.C. (2006). *PR and Media Relations*. Mumbai: JAICO
5. Philip, H (Latest Edition). *Public Relations: A Practical Guide to Basics*: Oxford Press
6. Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi L: Manas Publication



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)

Paper V
ML301
Environment and Energy studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 304	JMC	Environment and Energy studies	4	0	0	4	60	20	20	0	0

Teacher Assessment shall be based components like Quiz/Assignments/ Project/Participation in Class, given that no component shall exceed 10 marks.

.Course Educational Objectives (CEOs):

The students will be able:

- To understand sources of information required for addressing environmental challenges
- To identify a suite of contemporary tools and techniques in environmental informatics
- To apply literacy, numeracy and critical thinking skills to environmental problem-solving.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- The students should be able to apply the principles of ecology and environmental issues that apply to air, land and water issues on a global scale.
- The students should be able to develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment.
- The students should be able demonstrate ecology knowledge of a complex relationship between predators, prey, and the plant community.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

Paper V ML301

Environment and Energy Studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 304	JMC	Environment and Energy studies	4	0	0	4	60	20	20	0	0

Unit I

Environmental Pollution and control Technologies: Environmental Pollution & Control: Air pollution: Primary and secondary pollutants, Automobile and industrial pollution, Ambient air quality standards. Water Pollution: Sources & Types, Impacts of modern agriculture, Degradation of Soil. Noise Pollution: Sources and Health hazards, standards, Solid waste management composition and characteristics of E-Waste and its management. Pollution Control Technologies: Wastewater Treatments methods: Primary, Secondary and Tertiary.

Unit II

Natural Resources: Classification of Resources: Living and Non-living Resources, Water Resources: Use and overutilization of surface and groundwater, floods and droughts, Dams: benefits and problems, Mineral Resources: use and exploitation, environment effects of extracting and using mineral resources, Land Resources: Forest Resources, Energy Resources: Growing energy needs, Renewable energy sources, case studies.

Unit III

Ecosystem: Definition, scope and Important Ecosystem. Classification, Structure and function of an ecosystem, Food chains, food webs and ecological pyramids. Energy flow in the ecosystem, Biogeochemical cycles, Bioaccumulation, Ecosystem Value, Devices and Carrying Capacity, Field Visit.

Unit IV

Biodiversity and its Conservation: Introduction- Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India- Values of Biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value. Biodiversity at global, National and local levels. India as mega diversity nation- Hot-spots of Biodiversity-Threat to Biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Conservation of biodiversity: Insitu and Ex-situ conservation. National Biodiversity Act.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

Unit V

Environmental Policy, Legislation & EIA: Environmental Protection Act, Legal aspects Air Act-1981, Water Act, Forest Act, Municipal solid waste management and handling rules, biomedical waste management and handling rules, hazardous waste management and handling rules. EIA: EIA structure, methods of baseline data acquisition. Overview on Impact of air, water, biological and Social-economical aspects. Strategies for risk assessment, Concepts of Environmental Management Plan(EMP).

Suggested Readings:

- Agrawal. K.C., (latest edition). *Environment Biology*, Bikaner: Nidi Pub. Ltd.
Brunner, R.C. (latest edition) *Hazardous Waste Incineration*. New Delhi: McGraw Hill Inc.
Clank, R.S. (latest edition) . *Marine Pollution, Oxford* (T.B): Clanderson Press
Dr. A.K. (latest edition) *Environmental Chemistry*, New Delhi: Wiley Western Ltd.
Erach, Bharucha (2005). *Environmental Studies for Undergraduate* course by for University Grant Commission.
R. Rajagopalant (2006). *Environment Studies*. New Delhi: Oxford University Press.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.A. + M.A. (Journalism and Mass Communication)

Paper VI JM CB306 Comprehensive Viva Voce

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB306	JMC	Comprehensive Viva Voce	0	0	0	2	0	0	0	30	20

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ***Teacher Assessment** shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able to:

- To provide an opportunity for students to apply theoretical concepts in real life situations
- The Paper will help students to answer different subjects to the examiner

Course Educational Outcome (CEO)

- The students will be able to answer about different subjects to the examiner.
- Students will read and understand each subject in depth.

A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subject.