



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

SEMESTER I



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

JMCB 101 Growth and Development of Media

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 101	JMC	Growth and Development of Media	4	1	0	5	60	20	20	0	0

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 student will be able:

- To understand the concept of Media
- To understand how the different media developed
- To understand the evolution of Radio, Television, Print, Film and Digital media.

Course Outcomes (COs):

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

- The student will be able to differentiate different medium their evolution, nature and characteristics
- The student should be able to lay the foundation required for professional journalism.



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

Paper I
JMCB101
Growth and Development of Media

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 101	JMC	Growth and Development of Media	4	1	0	5	60	20	20	0	0

UNIT-I

Brief history of newspaper

Indian press before and after freedom movement; Indian press and Indian freedom movement; print media in nineteenth century; Types of newspapers; contents; characteristics; Magazines; Characteristics and types; Books as a medium of communication ;Types of books; Types of newspapers; contents; characteristics; Magazines; Characteristics and types; Print media in India: an overview; Books as a medium of communication ; Types of books; book publishing in India.

UNIT-II

Brief history of Radio

Radio as medium of Mass Communication; All India Radio; Prasar Bharti; Development of Private Radio Channels; Change in programming trends in India; Community Radio.

UNIT-III

Brief history of Cinema

Early efforts- Film as a Mass Medium; Historical Development of Indian films- silent era, talkies - parallel Cinema- commercial cinema; Documentaries; Issues and problems of Indian cinema;

UNIT-IV

Brief history of T.V. Broadcasting

Evolution and growth of Electronic media:- a brief history of telecasting in India; Nature and characteristics of the medium;Growth and development of private channels in India, Introduction to major news channels



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

UNIT-V

Emergence of Digital Media

Emergence of Digital Media; Need and importance of Digital media; Nature and scope of digital Media

Suggested Readings

1. Julie Hedgepeth Williams, James D. Startt, William. (Latest Edition). *The History of American Journalism*, New Delhi: Sage Publication
2. HR Luthra. (Latest Edition). *Indian Broadcasting*, New Delhi: Sage Publication
3. Kumar, Kewal J. (Latest Edition). *Mass Communication in India*, New Delhi: Sage Publication
4. Bhatt, SC. (Latest Edition). *Satellite Invasion*. Delhi: Gyan Publicatio



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

PAPER – II
JMCB102
Reporting and Anchoring

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 102	JMC	Reporting and Anchoring	4	1	0	5	60	20	20	0	0

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 student will be able

- To know the origin and growth of Journalism in India
- To provide the students in depth knowledge of press and other Media.

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 apply the knowledge in different theories and characteristics of journalism.
- The student should be able to develop critical and analytical abilities.



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

PAPER – II
JMCB102
Reporting and Anchoring

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 102	JMC	Reporting and Anchoring	4	1	0	5	60	20	20	0	0

Unit I

News: meaning, definition, nature; The news process: from the event to the reader; Hard news vs. Soft news; Basic components of a News story; Journalistic jargon- including dateline, credit line, byline, print line.

Unit II

Organizing a news story: 5W's and 1H; Inverted pyramid; Criteria for newsworthiness, Principles of news selection; Use of archives; Sources of news; Use of internet. Language and principles of writing; Basic differences between the Print, Electronic and Online journalism; Yellow Journalism; Citizen Journalism.

Unit III

Specialized Reporting: Political Reporting; Crime and Legal affairs Reporting; Public affairs Reporting; Human Interest Stories; Business Reporting; Science Reporting, Sports Reporting; Film Reporting; Environment and Human Rights; Page-3 Reporting; Interpretative and Investigative Reporting; Online Reporting; Interviewing; Column writing; Writing a report on any given topic.

Unit IV

Characteristics of Professional Voice, Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos, VO for Radio, Voice Modulation, Body language, Studio autocue reading & Recording the voice, Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Unit V

Anchoring; Target audience and Research in Public Speaking; The Voice and the Microphone; Breathing and articulation; Voice and its function; Pitch/tone/intonation/inflection/ fluency

Suggested Readings -

1. Flemming, Carole. (Latest Edition). *Introduction to Journalism*. New Delhi: Vistaar Publications.
2. Hilliard, RobertL. (2011). *Writing for Television, Radio and New Media*. Belmont, California: Wadsworth.
3. Hohenberg, J. (Latest Edition). *The Professional Journalist*. California: Holt Rinehart & Winston.
4. Itule, Bruce D.Anderson, Douglasand Simon, James. (2006.) *News Writing and Reporting for Today's Media*. Mc Graw Hill Publication.
5. Keeble, Richard and Reeves Ian.(Latest Edition). *The Newspaper's Handbook*: New York: Routledge Publication.
6. Rodmann, George.(Latest Edition). *Mass Media in a Changing World*. McGraw Hill
7. Shrivastava, K.M. (2012). *News Reporting and Editing*. Sterling publisher.
8. Stein, M.L. et al. (2006). *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Paper III JM CB103

Introduction to Communication and Mass Communication

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 CB103	JMC	Introduction to communication and mass communication	4	1	0	5	60	20	20	0	0

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 student will be able:

- To make students aware about the need, importance and scope of communication.
- To make the students understand about the models of communication.
- To enable the students to understand the concept, scope and significance of mass communication and its techniques

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 communication in their practical life.
- The students should be able to apply principles of communication I persuasive forms of communication like advertising, public Relations, publicity, and propaganda.

The students become good communicators and apply communication in the field of media



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Paper III JM CB103

Introduction to Communication and Mass Communication

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 CB103	JMC	Introduction to communication and mass communication	4	1	0	5	60	20	20	0	0

Unit I

Introduction to Communication

Communication: Definition, Meaning, Nature, characteristics, Elements, Need and scope; Types of Communication-Intrapersonal, Interpersonal, Group and Mass Communication; Verbal and Non Verbal communication;

Unit II

Mass Communication-

Tools of Mass Communication: Newspapers, magazines, Radio, Films, Advertising, Public Relations, Traditional and Folk Media, Seven C's of communication, Barriers to Communication; Noise in communication

Unit III

Basics of Mass Communication

Meaning & Definition; Functions of Mass Communication; Characteristics, Need, Importance, & features, Mass communication; Audience and its nature, Types of Audience

Unit IV

Models of Communication

Berlo's Model, Shannon Weaver Model, Osgood and Schramm model, Lasswell's Model, Frank Dance's Model, Newcomb's model

Unit V

Theory's of Mass Communication

Lazarfield two step flow; Dependency theory; Agenda setting model; Hypodermic Needle



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Theory, Uses and Gratification Theory, Model of gate keeping, Normative Theories, Play Theory, Perception & Reception Theory, Selective Exposure Theory

Suggested Readings

1. Michael, Ruffner and Michael Burgoon. (Latest edition). *Interpersonal Communication*: University of Illinois Press.
2. Wilbur, Schramm and Donald F. Roberts.(1971). *The process and Effects of Communication*: University of Illinois Press.
3. Fiske , John(1982), *Introduction to Communication Studies*, Routledge.
4. McQuail Dennis, 2000, (fourth Edition). *Mass Communication Theory*. London: Sage Publication
5. Harold Lasswell, 1995, *The Structure and Function of Communication in Society*.
6. Narula,Uma.(2006). *Handbook of Communication: Models, Perspectives and Strategies*: Atlantic Publications.
7. Kumar, Kewal J. (Latest Edition). *Mass Communication in India*, New Delhi: Sage Publication



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Paper IV HU101 Foundation English I

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
HU101	1	Foundation English I	3	0	2	5	60	20	20	0	0

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:

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- Enable students to acquire English Language Skills to further their studies at advanced levels.
- prepare students to become more confident and active participants in all aspects of their undergraduate programs

Course Outcomes (COs): The students should be able to:

- Enhance confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express oneself.



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

Paper IV
HU101
Foundation English I

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
HU101	1	Foundation English I	3	0	2	5	60	20	20	0	0

COURSE CONTENTS:

UNIT I

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication Verbal and Non Verbal Communication Barriers to Communication.

UNIT II

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

UNIT III

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, S-V Agreement, Preposition, Article, Types of Sentence, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

UNIT IV

Business Correspondence : Business Letters, Parts & Layouts of Business Letter, Resume and Job application , Application Calling/ Sending Quotations/ Orders/ Complaints. E-mail writing.

UNIT V

Précis Writing, Noting: The Purpose of Notes, Methods of Note-Taking, General Principles of Good Notes. Drafting: Notice, Agenda and Minutes. Advertisement: Importance, Types, Various Media of Advertising. Slogan Writing.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Practical:

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role play
- Oral Presentation – Preparation & Delivery using Audio – Visual Aids with stress on body language and voice modulations.

Suggested Readings

- Adair, John (2003). *Effective Communication*. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991). *A Practical English Grammar*(4th ed). Newyork: Ox- ford IBH Pub
- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Paper V JM CB 105 Basics of Computer Applications

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 105	JMC	Basics of Computer Application	4	0	2	5	60	20	20	0	50

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 student will be able:

- To excel in problem solving and programming skills in the various computing fields.
- To impart knowledge about the various components of a computer and its internals
- To understand the importance of the hardware-software interface.

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 understand the organization and working principle of computer hardware components.
- The student will be able to trace the execution sequence of an instruction through the processor.
- The students should be able to apply their knowledge in solving number system.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Paper V JM CB 105 Basics of Computer Applications

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 105	JMC	Basics of Computer Application	4	0	2	5	60	20	20	0	50

Unit I

Introduction to Computers – Block diagram of a computer, History and generation of computers, types of computer – analog, digital, hybrid, parts of computer – hardware & software, input and output devices, storage devices, memory, characteristics of computer, Types of software; operating system – Introduction, functions, types.

Unit II

Networking

What is computer network, Types of Networks, Network Connecting devices, Network topologies, What is Internet, Internet: advantages and disadvantages, cyber world, cyber crime and cyber law.

Unit III

MS – Word – word processor, various editing features, various menus – File, Edit, View, Insert, Format, Tools, Table, Window, Help and options available, Hyperlink, Header Footer, Mail Merge, Table feature, Inserting Objects, advantages of word processor.

Unit IV

MS – Excel – Spread Sheet, various packages – Lotus 1-2-3, Excel, Features of spread sheet, Inserting chart, Hyperlink, Header and Footer, Data Functions, Goal seek, Pivot Table & Report, Auditing features.

Unit V

MS – PowerPoint – Introduction to PowerPoint, Various types of slides, various animation features, effects, Inserting objects in a slide, various slide show reviewing options, slide design, slide design, slide show, slide Transition.



Shri Vaishnav Vidyapeeth Vishwavidyalaya

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

Suggested References:

1. Sanjay, Saxena.(Latest Edition). *A first course in computers*. New Delhi: Sage Publications.
2. P. K. Sinha (Latest Edition). *Computer Fundamentals*. New Delhi: Sage Publications.
Ron, Nasfield (Latest Edition). *Ms – Office*:New Delhi: BPB Publications