

**B.A.+M.A.(Journalism and Mass Communication)
Dual Degree Program 2017-22**

**PAPER-1
JMCB401**

MEDIA MANAGEMENT

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 401	JMC	MEDIA MANAGEMENT	60	20	20	0	0	4	1	0	5

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 make the students aware about the different ownership patterns.
- To make students aware of the need and importance of Media management.
- To make students aware of the various media houses.

Course Outcomes(COs):

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

- Students will learn how an organization can use the media for their own advantage.
 - The students should be able to analyze, enhance and evaluate performance.
 - Students will understand the importance of content in any media.
- They will learn media marketing Techniques.

**JMCB401
Media management**

Unit I

Media Management: Concept and Perspective, Concept of management, Functions and Principles of good management

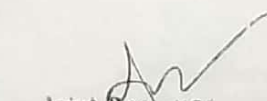
Unit II

Characteristics of media industries, Mission and vision of Media Organizations; Functions of various Departments of these media organizations ;Ownership patterns in media; Inflow of capital in Indian media; Major heads of income



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Unit III

Media and content – the purpose of content in a strategic media organization; How content affects business decisions and how business decisions affect content; Ways in which content contributes or inhibits competitive advantage; Content ranges from personalised information to mass messages, and includes news, advertising and entertainment.

Unit IV


Structure and functioning of Radio and Television channel; Role of editorial, technical, marketing and HR sections; Recruitment, hiring and training of staff. Legal, ethical and social responsibility in Media management.

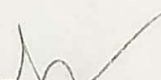
Unit V

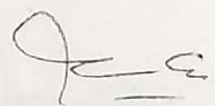
Channel management, F.M channels, T.V Channels, Community Radio station Media marketing techniques; Ad collection and corporate strategies; Space and time selling

Suggested Readings

1. Westley Bruce(2009) *News Editing*, Cambridge, US: The Riverside Press.
2. Ravindran, R.K(2002). *Handbook of Reporting and Editing*: New Delhi: Anmol Publications
3. Gibson, Martin(1984). *Editing in the Electronic Era*: Iowa State University Press
4. Rivers, William L(2000). *The Mass Media: Reporting, Writing, Editing*: Harper & Row publishers
5. Rao, L.R.Madhav(1984). *New Assignment in Journalism*, New Delhi: Anmol Publishers
6. B.K. Chaturvedi(2009). *Media Management*, New Delhi: Global Vision publishing house
7. Boguslaw Nierenberg(2000). *Media Management*, New Delhi: Jagiellonian university Press
8. Sylvie, George, wicks Leblanc, Jan Hollifield(2001). *Media Management*, New Delhi: Routledge Communication series


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**Paper II
JMCB402**

Digital and Social Media

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB402	JMC	Digital and Social Media	60	20	20	0	0	4	1	0	5

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 deepen students knowledge of theories and approaches that deal with how Internet and social media (blogs, micro blogs, wikis, social networking sites, file sharing sites, user-generated content sites, ect) shape society and are shaped by society and power structures at an advanced level.
- To advance students critical reflection capacities about the kind of society we live in and about the role of digital media in contemporary society.
- To know what is Digital media.
- To know of the ethics of social media
- To differentiate between information and communication..

Course Outcomes(COs):

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

- Students will be able to systematically and critically discuss, evaluate, and reflect on the key issues, debates, principles, concepts, and theories of Internet Research;
- They will be able to employ and apply a wide range of concepts relating to Internet, social media and society;
- They will develop an understanding and an ethical and critical appreciation of the importance of the Internet and social media in contemporary society;
- Students will be able to use social media to disseminate journalistic information to the public.

**JMCB402
Digital and Social Media**

Unit I

Social Media- a new paradigm; The Digital Experience – mobile, cyberspace, online apps; Digitization of media; Media convergence; Social impact of Web

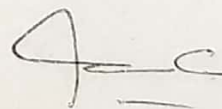


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Unit II

Web as a medium of communication; Communication and Information Technology; Web and its use in different media; Internet, Intranet, www.

Unit III

Social media: Facebook, Twitter, LinkedIn, whatsapp etc . Information Overload; Blog.

Unit IV

The changing landscape; why newspapers and broadcast outlet are on the web; Interactivity; Hyperlinks; Weblogs; Citizen Journalism; Ethics for Online Journalism.

Unit V

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers
Merits and Demerits of Cyber Journalism over traditional newspapers and magazines;
Socio-economic impact of Cyber journalism.

Suggested Readings

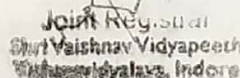
1. Callahan, Christopher(1990). *Journalist's Guide to the Internet*, London: Oxford press
2. Andrew, Bonim(2000). *Web: ABC of the Internet*, New Delhi: Sage Publications
3. Danis, P. Curtin(2000). *Information Technology*, New Delhi: Sage publications.
4. Madan, Anil (1990). *I lustrated World of Internet* Madan: Anmol Publishers
5. Preston, Gralla(2000). *How the Internet Works*, London: Oxford press
6. Lister, Martin(2009). *New Media – A critical Introduction*. New Delhi: Routledge,
7. Saxena, Sunil (1999). *Web journalism*, New Delhi: Tata Mcgraw Hill Education Pvt. Ltd
8. Ltd
9. Sussex,(2010). *Web Journalism, A New form of Citizenship*, New Delhi: Academic Press
10. Press
11. James, G. Stovall(2000). *Web journalism, Practice and promise of a New Medium*: Oxford press
12. *Medium*: Oxford press
13. Richard, Craig(2008). *Online Journalism, REPORTING, Writing and Editing for New media*, New Delhi: Pearson Education



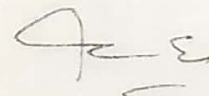
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40

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**Paper III
JM CB 403
ADVERTISING**

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JM CB 403	JMC	ADVERTISING	60	20	20	0	0	4	1	0	5

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:

- The students will have knowledge of Advertisements appearing in different Media.
- They will know about the various type of Advertising.
- They will come to know of the structure of Ad Agency.

Course Outcomes(COs):

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

- They will be able to differentiate between advertising, Public, Relations, Publicity and Propaganda.
- The students will come to know of the various Theories of Advertising.
- They will be able to write effective copy in Advertisements.

**Advertising
JM CB 403**

Unit I

Introduction to Advertising; Origin and growth of Advertising; Types of advertising; Print, Electronic and Web media of advertising; Functions of advertising;

Unit II


Advertising as a business; Origin & growth of Ad-agencies; Various departments of Ad-agency and their functions; Advertising and PR.



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Unit III

Theories of advertising: Motivation theory, DAGMAR, hierarchy-of-effects; AIDA, Consumer behavior; Advertising appeals and objectives; Planning an ad-campaign; Brand management; logo, packaging, brand image, slogan, trademark.

Unit IV

planning of advertising; Product positioning; Target Audience; Tone of Voice, Brand image, The proposition- the brand positioning statement, Advertising and marketing mix.

Unit V

Characteristics of effective ad copy, Copy writing for Print, Television and Radio; Elements of an ad; Creative ad copy; Ethics in advertising; Role of creativity in advertising

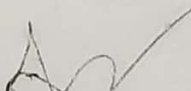
Suggested Readings

1. Wright, Winter, Zeigler (2000)**Advertising** New Delhi: Sage publishers
2. Moriarty, Sandra E (2003)**Creative Advertising**, London: Oxford Press
3. Chunawala and Sethia (2003)**Advertising Principles&Practice**, London: Oxford press
4. Kumar Kewal J(2003)**Mass Communication in India**, New Delhi: Jaico Publishing
5. Max Suther Land(2000)**Advertising in the Mind of Consumer**, New Delhi: Sage publishing
6. Monle Lee(2000) **Johnson Principles of Advertising**: New Delhi: Viva Books Pvt.Ltd.
7. DavidA.Parker,RajivBatra (1980).**Advertising Management**, New Delhi: Practice Hall
8. Bellur V.V(2003) **Reading in Advertising** Bombay: Himalaya Publishing Management House.



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Paper-IV
JMCB404(Optional I)
Professional Photography

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 404	JMC	Professional Photography (Optional I)	60	20	20	0	50	4	0	2	5

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 know of the History of Photography
- To know of the legal and Ethical aspects of Photography
- To know of the types of films, filter and lenses

Course Outcomes (COs):

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

- The students will be able to know the basic principles of photography.
- The students will have knowledge about the different types of light.
- The students will come to know cropping and editing of Photograph.
- The students should be able to differentiate between the shutter speed ,Film speed.

JMCB404
Professional Photography

Unit I

History of photography; Picture appreciation; Legal and Ethical aspects of Photography; Digital Camera: Components and types of Camera ;Types of photo Lens; Types of Filters .

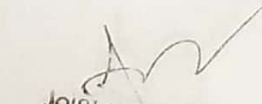
Unit II

Principles of Photography; Understanding the working of a professional camera; Types of still camera; Point and shoot, Compact or Auto-focus, Polaroid, Traditional SLR, DSLR, still, professional camera;

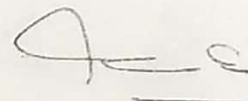


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Unit III

Sources of Light; Natural and Artificial; Technique and skill of using various light sources and elements to create special effects; Depth of Field and Depth of focus; Relationship between shutter speed, film speed and aperture for different genres of photography.

Unit IV

Principles of photo composition; Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Unit V

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance.


Suggested Readings

1. Tim O'Sullivan, Brian Dutton, Philip Rayner (2003)*Digital Photography*:Sage publications
2. John, Rice(2003).*Creating Digital Content*: , New Delhi: Tata Mcgraw hill
3. David, E.Reese, Mary E.Beadle, Alan R. Stephenson & Brian Mckernan (2010). *Studying the Media100 Ways to Take Better Photographs*, New Delhi: Tata Mcgraw Hill
4. Katharina, Grimme(2003).*Advanced Digital Photography*, New Delhi: Sage Publishers
5. Kumar, Vinod (2012) , *Photo Journalism*, Bhopal: MCU
6. Gupta, Dr. Sanjeev (2010), *Mass communication*, Gaziabad: Shruti Books,

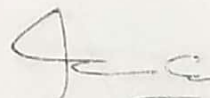


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**Paper IV
JM CB404(Optional II)
Photo Journalism**

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JM CB 404	JMC	Photo Journalism (Optional II)	60	20	20	0	50	4	0	2	5

*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:

- The students will come to know the structure of Camera.
- The student will be able to differentiate between different lenses and understand their characteristics.
- They will come to know about the legal and ethical aspects of photography.

Course Outcomes (COs):

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

- The students will have knowledge about the different professional organizations.
- The students will be able to differentiate between the types of camera, films, lenses and filters.
- The students should be able to explain the role of lighting in a photograph.
- The students should be able to explain about the essentials of a press photograph.

JM CB404

Photo Journalism

Unit I

Introduction to Photo camera; Camera parts and their functions, Different Lenses and their Characteristics, Camera Perspective & Movement, Operating Techniques

Unit II

Press photography, Tools and techniques of press photography, Challenges of press photography, Equipments for press photography, Qualities of a good press photographer

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Unit III

Objectives of Lighting, T.V lighting equipments and techniques, Fundamental lighting concepts, Types of lights, Studio lighting Procedures,

Unit IV

Principles of photo composition; Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Unit V

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance .Story telling via photograph


Suggested Readings

1. Anderson , Gary H(1993). *Video Editing and Post Production* London:Focal Press,
2. Gupta, R. G(2000). *Audio and Video Systems*, New Delhi: Tata Mc Graw – Hill
3. Millerson , Gerald(2003) *Video Camera Techniques* (Media Manuals), Focal Press: London.
4. Musberger, Robert B(2008). *Single-camera Video Production*, New Delhi:Tata Mcgraw Hill

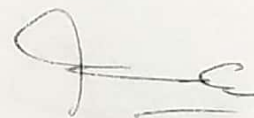


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**Paper V
JMCB405**

Field study and Seminar

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers (Assessment*)				
JMCB 405	JMC	Field Study and Seminar	0	0	0	60	40	0	0	8	4

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):

- 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):

- 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.

**Paper V
JMCB405**

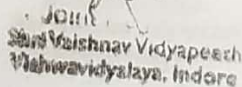
Field Study and Seminar

Field study and Seminar is an integral part of academic curriculum of the Department. It is an initiative to bridge the gap between knowledge and application through a series of interventions that will enable students to gain insights and exposure. The field work and Seminar serves the twin purposes of providing critical economic and business insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.



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