



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

JMCB201 Basics of Media Writing

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 201	JMC	Basics of Media Writing	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 student will be able:

- To learn how to write, edit and report content for print and online media platforms.
- To learn how to respond creatively to challenges and apply principles of writing.

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 variety of mass media writing, including news stories and press releases, advertisement copy, script for film, scrip for documentary.
- Students should be able to create new media products, including blogs, podcasts, Web sites and multi-media.


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Paper IV JMCPG104

Basics of Media Writing

UNIT I

Meaning and importance of communication language; Essentials of mass media writing, Concept of creative language; Use of creative writing in the field of media.

UNIT II

Feature Writing: News Feature, Personality Feature, Human Interest Stories; Book Review, Film review, Television Program Reviews; Photo Feature and Caption Writing

UNIT III

Article and Editorial Writing; Writing for Public Relations: Press Release, Minutes of Meeting, Memo, Reports and Writing for House Journals

UNIT IV


Basics of Writing for Television and Radio; Script writing for various Radio and TV Programmes; Copy writing for Print Ads and Publicity Materials; Script Writing for Radio and TV Ads

UNIT V

Elements of Translation; Types of translation; Techniques of translation; Translating different items; Translating articles; Translating creative writing of about 500 words(Transcreation Practice)

Suggested Readings:

1. ehfM;k ys[ku fl)kar vkSj O;ogkj] MkW-pUnzizdk'k feJ] lat; izdk'kuA
2. n'';&JO; ,oa tulapkj ek/;e MkW- d`.k dqekj jRrw] jktLFkku fgUnh xazFk vdknehA
3. Parthasarthy, R (Latest Edition). *Here is the News Reporting for The Media*, Sterling Publishers, Private Limited.
4. White, T (Latest Edition). *Basic TV Reporting News Writing, Reporting and Producing*, Focal Press.


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JMCB202 Radio Production

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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 202	JMC	Radio Production	60	20	20	0	50	4	0	2	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 student will be able:

- To lay the foundation of skills required for radio broadcasting both writing and production skills.
- To develop techniques for conducting effective interviews.
- To build understanding of the skills of professional radio production.

Course Outcomes (COs):

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

- A student should be equipped to produce audio content for any medium ,including radio.
- The students should be able to research the background and related issues
- The students should be able to develop questions that anticipate what the listener wants to know.


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JMCB202 Radio Production

Unit I

Writing for radio- Spoken language writing; writing for programmes; Writing for Radio Commercials; Illustrating copy with sound effects; News writing - Structuring Radio-Copy; Editing, Reporter's copy-compiling radio news bulletins, programmers; Writing intro to bytes; Writing headlines; Teasers and Promos; Using sound bites and ambience sound.

Unit II

Generic element: content and format; Spot light, Talk, Review, Discussion, News Reel; Interactive programs; Special audience programs; Structuring a Radio report, News Capsuling and radio commentary; Special audience programs, Studio interviews-studio discussions-phone- in programmes; Current Affair Programmes.

Unit III

Role and responsibilities of a Presenter, Do's and Don'ts for a Presenter; Modulation and Voice quality, Voice training –Effective use of voice; interview techniques pronunciation; Codes and ethics in broadcasting; Qualities of a good RJ; Voice Culture – Pitch Tempo and Pacing, sound effect; Stereo and mono sound.

Unit-IV

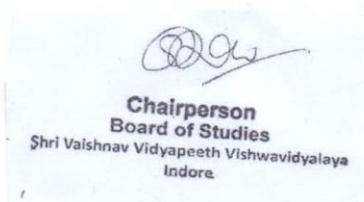
Production process and techniques; Aspects of sound recording; Types of microphones and their usage; field recording skills; radio feature production; radio documentary production; Studio chain; live studio broadcast with multiple sources-news production;

Unit-V

Recording of programs; Selection of Sound Effects; Editing and mixing techniques; Process of planning; Scheduling and Transmission; Evaluation of programs and quality Control

Suggested Readings-


1. Awasthy, G.C. (1965). *Broadcasting in India*. Mumbai: Allied publishers.
2. Chatterji, P.C. (1988). *Broadcasting in India*. New Delhi: Sage Publication
3. Masani, Mehra. (1997). *Broadcasting and People*. New Delhi: National Book Trust.
4. Luthra, H.R.(1986). *Indian Broadcasting*. New Delhi: Publication Division.





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5. Crook. Tim. (Latest Edition). *Radio Drama; Theory and Practice*. London: Sage Publication


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JMCB203 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*					
JMCB203	JMC	Photography	60	20	20	0	50	4	0	2	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 understand the concept, scope and significance of Photography in media
- To understand the concept the techniques of Photo Journalism and provide an opportunity to pursue their areas of interest.

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 capture meaningful photographs in the field of journalism.
- The students will be able to understand different genres in photography


JMCPG203 Photography

UNIT I

Brief history of photography; Understanding the mechanisms of Photography; composition – rule of third, leading lines, Rooms, Camera Angles, Frame, Types of frame sizes.

UNIT II

Types of photographic cameras and their working principles (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop), Shutters Speed


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UNIT III

Understanding Light and Shadow; Natural light and Artificial Light ;The Nature of Light- Direct Light, Soft light, Hard light; Directional Light; Brightness; Contrast, Mid tones, Highlights, Shadow and Silhouettes.

UNIT IV


Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors) Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

UNIT V

Photojournalism-Brief History – Global & Indian, Application & Ethics, Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc

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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HU201 Foundation English II

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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*					
HU201	II	Foundation English II	60	20	20	0	0	3	0	2	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): The students will be able to:

- To prepare them for participation in seminars, group discussions, paper presentation and general personal interaction at the professional level.
- To provide an adequate mastery over communicative English, reading and writing skills, secondarily listening and speaking skills.

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

- Improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- express his /her ideas and thoughts in speech or writing,
- Bridge the language gap vital to their success.
- Communicate effectively.

COURSE CONTENTS:


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UNIT I

Communication: Objectives of Communication, Formal and Informal Channels of Communication, Advantages and Disadvantages, Extrapersonal communication, Interpersonal communication, Intrapersonal communication, Principles of communication.

UNIT II

Developing Reading Skills – Reading Comprehension, Process, Active & Passive Reading, Reading Speed Strategies, Benefits of effective reading, , SQ3R reading technique.

UNIT III

Vocabulary Building: Using Dictionaries and Thesaurus, Synonyms, Antonyms, Homophones, One Word Substitution, Affixation: Prefixes & Suffixes, Derivation from root words, Jargon, Scientific Jargon, Word Formation.

UNIT IV

Developing Writing Skills: Planning Drafting and Editing, Developing Logical Paragraphs, Report Writing: Importance of Report, Characteristics of Good Report, Types of Report, Structure of a Report.

UNIT V


Professional Skills: Negotiation Skills, Telephonic Skills, Interview Skills: Team building Skills and Time management

Practical:

- Listening
- Linguistics and Phonetics
- Telephonic Conversation
- Mock Interview
- Group discussion
- Extempore
- Debate

Suggested Readings

- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Prasad, H. M.(2001) *How to Prepare for Group Discussion and Interview*. New Delhi: Tata McGraw-Hill.
- Pease, Allan. (1998).*Body Language*. Delhi: Sudha Publications.
- Morgan, Dana (1998).*10 Minute Guide to Job Interviews*. New York: Macmillan.


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JMCB205 Field Study and Seminar

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 205	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.


JMCB205 FIELD STUDY AND SEMINAR

Course educational objectives (CEO'S):

- To excel in problem solving and programming skills in the various computing fields.
- To visit the various media organizations and understand their working.
- Students will enrich themselves with knowledge after attending the seminar.

Course outcomes (CO'S):

- The student should be able to understand the working of newsroom of different media organizations.
- Students will understand how the different departments function in a media organization.
- Students will understand the reporting of seminar proceedings.
- They will come to know about how to write seminar papers and present them..


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JMCB205

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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JMCB206 Comprehensive Viva Voce

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			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB206	JMC	Comprehensive Viva Voce	0	0	0	50	0	0	0	0	2

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 subjects.


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