



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper I JMCPG201 Advertising

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 201	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 student should be able:

- To learn to differentiate between advertising, Public Relations, Publicity and Propaganda.
- To know of the various Theories of Advertising.
- To write effective copy in Advertisements.

### 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 Design advertisements for Print Media.
- The student should be able to Design advertisements for Electronic Media.
- The student should be able to Design advertisements for digital media.

  
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## JMCPG201 Advertising

### Unit I

Introduction to Advertising; Meaning and definition; Need, Nature, scope and functions; Types of advertising. New trends in Advertising; Advertising in global scenario

### Unit II

Advertising-A critical appraisal -Economic, cultural, Psychological and Social aspects of Advertising; Advertising Theories and Models

### Unit III

Advertising through Print, Electronic and Online media; Types of Media for advertising - Print, electronic, cyber, outdoor, Transit, direct; Specialty, POP/In- shop media, yellow pages, cinema, Traditional; Their Characteristics, Merits & Limitations

### Unit IV

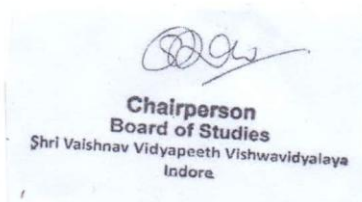
Advertising Department & Agency-Structure; Agency Functions, role & importance, Agency client relationship; Media planning and Buying; Agency Commission factors affecting Selection of advertising agency; Govt Ad dept in state and centre, MP Madhyam and DAVP

### Unit V

Branding- Brand image, identity; Advertising Budget; Campaign Planning-Variou stages of the campaign; Media Planning, Media Scheduling; Pre-Testing & Post-Testing.

### Text Books:

1. Kleppner, Otto(1980). *Fundamentals of Advertising*; Prentice Hall: New Jersey
2. Gupta, Sen (1990). *Brand Positioning*, New Delhi: Tata McGraw Hill
3. Hart, Norman (1990). *The practice of advertising*, London: Heinemann Publication
4. Mooij, Mariekae de; (1994). *Advertising Worldwide* (2nd edn.).UK: Prentice Hall.
5. Mohan, M(1989). *Advertising management concepts and cases*; New Delhi: Tata McGraw Hill.
6. Chunnawalla and K.C. Sethia (Latest Edition)*Foundations of Advertising: Theory and practice*,





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## Paper II JMCPG202

### Development Communication

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*				
JMCPG 202	JMC	Development Communication	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):

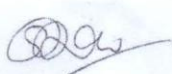
#### The students will be able:

To understand the nature and potential of communication for holistic social development

### 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 use tools of communication in social development

  
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## JMCPG202

### Development Communication

#### Unit-I

Introduction to Development Communication: Concept of Development - Definitions of Development -Philosophy of Development of Communication - Problems of Underdevelopment - Reasons for Development Communication - Characteristics of - Development communication

#### Unit-II

Theories on Development from Indian and Western perspective: Theories and Models of Communication for Development; Western Theories: Daniel Lerner, Everett M. Rogers, Wilbur Schramm  
Indian Theories

#### Unit-III

International Perspective; Methodological Framework and application: Communication Based assessment, Strategy design, Implementation and monitoring & evaluation

#### Unit-IV

Role of Media in Development: Components of Communication for Development - Role of Media in Development - The Mass Media - Interpersonal Communication - Folk/Traditional Media - Electronic media -Social Marketing – Social Advertising - Social Activists - People's Media/ Alternative Communication and Functioning


#### Unit-V

NGO- Importance and role in nation building, Contextualization of media in various development activities

Case studies - Environmental Issues: Population , Status of Women, Developmental issues in Current Media

#### References:

1. Melkote, Srinivas and Steeves Leslie (2001).*Communication for Development in the Third World*. New Delhi: Sage Publication
2. Chauhan, Meenakshi R. (1995)*Advertising- The social Ad Changes*. New Delhi: Ammol Publications Pvt Ltd.
3. Desmond A, D'Albero (1990) *Voice to the People*. (Chennai):sage publications
4. Mathur, Kanwar, B(1994) *Communication for Development and Social Change*. New Delhi: Allied Publications Ltd

  
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## Paper-III JMCPG203

### Media Planning and 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*				
JMCPG 203	JMC	Media Planning and 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 Objectives


. The students will be able:

- The objective of the course is to provide the learners exposure to media management concepts, tools, and techniques.
- To help them develop abilities and skills required for the performance of marketing functions.

### Course Outcomes

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

- Demonstrate understanding of media management.
- Apply the concept of media management in business operations.
- Develop an understanding of the linkages of media management and other functions of an organization

  
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## JMCPG203

### Media Planning and Management

#### Unit I

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

#### Unit II

Characteristics of media industries, Mission and vision of Media Organizations; Functions of various Departments of these media organizations

#### Unit III

The function of media planning in advertising; Role of Media planner, Media planning process; Challenges in media planning,

#### Unit IV

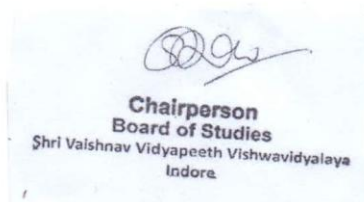
Criteria for selecting the media vehicles: Reach; Frequency; Cost efficiency, Cost per Thousand, Cost per rating, Waste, Circulation, Pass-along rate (print)

#### Unit V

Media timing: Flight, Pulsing, Scheduling, Comparing and Evaluating continuity of media options/choices; Media plan evaluation

#### Suggested Readings:

1. Sylvie, George Ann Hollifield, C. Ardyth Broadric Sohn. (Latest Edition). *Media management: a casebook approach*.
2. Pringle, Peter K. Michael, F. Starr (Latest Edition). *Electronic Media Management*, New Delhi:Sage Publication
3. Alan, B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth (Latest Edition). *Handbook of media management and economic*. New Delhi: Sage Publication
4. Dennis, F. Herrick (Latest Edition). *Media Management in the Age of Giants: Business Dynamics of Journalism*. New Delhi:Sage Publication
5. Menon, Arpita (Latest Edition). *Media Planning and Buying*: New Delhi:Sage Publication
6. John, R Rossiter (Latest Edition). *Advanced Media Planning*: New Delhi:Sage Publication





# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper-IV JMCPG204 Radio Production

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*				
JMCPG 204	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):

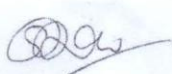
The students will be able to:

- To lay the foundation of skill a required for radio broadcasting, both writing and production skills.
- To make students aware of the basics of radio production and the production techniques for different radio programs

### 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 equipped to produce audio content for any format of radio program.
- The students should be able to understand nuances radio journalism and apply it in field.

  
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## JMCPG204 Radio Production

### UNIT I

Radio as a verbal medium: strength and weakness; radio and public service broadcasting; Radio for social change and development; Alternative radios; community Radio,

### UNIT II

Types of Radio- Programs Brief introduction to main categories of radio programs : music-light, classical, folk and tribal music; Talk shows, Discussion, interviews, quiz, story and poetry recitation; Drama

### UNIT III

Radio Programs Planning and Production, Program planning; roles of listener's responses in program planning; audience research and feedback in program planning; fixed- point-chart, schedule of program and its importance; Microphones; importance; live phone program; Composition of programs; news, music, and spoken words; Study and experiments, Issues of community radio in India; Campus radio.

### UNIT IV

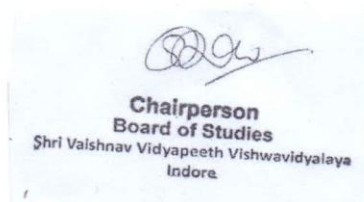
Radio News- Basic principles of radio news in India and abroad; Qualities and requirements of radio news reader; Role of radio news during disaster situations; Radio news for rural people; Studio production of radio. news capsule and radio commentary.

### UNIT V

Radio Broadcasting as Entertainment-Commercial radio and entertainment radio. FM Radio Stations; Presentation of entertainment program; Modulation and projection of the voice; Role of RJ in entertainment program for radio; Qualities and requirements for RJ. Study of successful radio stations and radio programs especially for entertainment.

### Suggested Readings

1. Anil Kak (Latest edition). *Essentials and Practice of Radio Management*- Mohali: JPC Ltd., Area,
2. Carole Fleming, (Latest edition). *The Radio Handbook* , London: Routledge
3. Mcleish ,(Latest edition). *Radio Production* , Wranasi: Vishvidhyalaya Publication,)
4. Paul Chanteler & Peter Stewart ,(Latest edition), *Basic Radio Journalism*, Wranasi : Vishvidhyalaya Publication.
5. Ravindran, R.k. (Latest edition). *TV and Broadcast Journalism*, Anmol Publications Pvt Ltd
6. Maesand M. Vereammen (Latest edition). *Digital Audio Technology*-Jan Focal Press








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7. Sreedher, R. (Latest edition). *Radio Vision-Multimedia through Digital Radio* – UNESCO publications, 2002)
8. Eapen K.E (Latest edition). *Role of Radio in Growth & Development* (Report of a Seminar, Bangalore: MassMedia Education research and Information Center.

  
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## Paper V JMCPG205 Art of Photography

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 205	JMC	Art of Photography	60	20	20	0	50	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 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

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## JMCPG205

### Art of 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

#### 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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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper –VI JMCPG206 Field Study and Seminar

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*				
JMCPG 206	JMC	Field Study and Seminar	0	0	0	30	20	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):

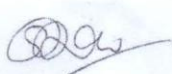
The students will be able to:

- To exposing the students on various field study concepts
- To provide an opportunity for students to apply theoretical concepts in real life situations

### Course Educational Outcome-

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 manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- The student will be able to acquire research skills and capabilities to take up the project work.

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper -VI JMCPG206

### 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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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper -VII JMCPG207 Comprehensive Viva Voce

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 207	JMC	Comprehensive Viva Voce	0	0	0	30	20	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):

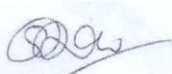
#### The students will be able to:

- 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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