



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper I JMCPG101 Print 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*				
JMCPG 101	JMC	Print Journalism	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 print medium and history of journalism.
- To understand different beats in Reporting.
- To know different styles of news writing.-Introduce them to essential concepts in newspaper reporting.-Ensure that they have a thorough understanding of jargons in Print.

### Course Outcomes (COs):

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

- The students would have good understanding of the facets of Print Journalism which will help them in broadcast, web and other emerging forms of journalism.
- The students would be able to find a space for themselves in mainstream journalism.

  
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## JMCPG101 Print Journalism

### Unit I

Introduction to Journalism: Concept, Objective and Functions; Functions of Journalism: Credible-Informational Journalism and Critical Investigative-Adversarial Journalism; Various types of journalism: Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Community Journalism, Development Journalism, Citizen Journalism, Entrepreneurial Journalism; Yellow Journalism, PR Journalism, Tabloid Journalism;

### Unit II

Concept of news: Definition and development of news values; Collection of news: source of information, observation and research; Elements of news; Structure of news; Precaution for news writing; Hard news and soft news.

### Unit III

Concept of Reporting; Types of reporting; Kinds of Beat; Magazine journalism, Types of Magazine Reporting techniques for newspaper and magazine, Meaning and characteristics of a reporter/correspondent, their function; Qualities of reporter; Function & quality of Sub-Editor

### Unit IV

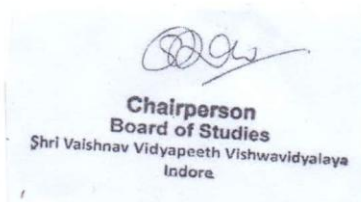
Reporting of Central/State Governments and Ministries; Parliamentary/State Assembly reporting; Reporting of sports, court and crime, IT, Science and Technology, Agriculture, Business, Education, Art and Culture, Social Issues/General Issues, Environmental Issues; Political reporting, investigating, indepth reporting

### Unit V

Editing Meaning and significance, Editing principles, tools and techniques; News room functions; Headline meaning, significance and types; Effective headline writing: characteristics and techniques. News agency & its Function, Various News Agencies.

### Text Books


- Nivan, Swati. (Latest Edition) *Headlines from the heart land: Reinventing the Hindi public sphere*, New Delhi: SAGE Publication
- Dick, Jill. (Latest Edition) *Freelance writing for newspaper*, New Delhi: A&C publication
- Kothari, Gulab(Latest Edition) *Newspaper Management in India*, Rajasthan: Rajasthan Patrika





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- Dixit S.N.(Latest Edition) *Journalism: Reporting, Writing and Editing*, New Delhi: Pearl Books
- Saxena, Soni (Latest Edition) *Headline writing*, New Delhi: Sage publication
- Chaturvedi, B.D(Latest Edition) *The ethics of reporting the news*, Rajasthan: ABD Publication
- Sharma, Diwakar (Latest Edition) *Modern Journalism: Reporting and Writing*, New Delhi: Deep and Deep publication.

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper II JMCPG102

### Introductions to Communication Theories and Models

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 102	JMC	Introductions to Communication Theories and Models	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.

#### Educational Objectives (CEOs):


The students will be able:

- To understand the meaning & features of different mediums of communication.
- To build the theoretical background necessary to understand models of communication.
- To develop media and communication literacy; awaken creativity.

#### 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 make effective oral presentations on a variety of topics on communication theories and models.
- The students should be able to apply basic and advanced human communication theories and models to academic and professional situations.
- The student should be able to demonstrate the different media of communication

  
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## JMCPG102

### Introductions to Communication Theories and Models

#### Unit I

Nature and Characteristics of Communication-Definition of communication; nature scope and process; Human needs of communication & functions of communication; Types of communication; Process of Communication; Concept of 'Mass'; Concept of target audience; Types of audience.

#### UNIT II

Communication flows: step -one, step -two, multi – steps; Barriers of communication; Verbal and non-verbal communication; Models (SMCR, Shannon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model.

#### UNIT III

Hypodermic needle; two step & Multistep; Commercial; Play theory; Uses & Gratification; Selective exposure; Perception & Retention theory; Individual difference theory.

#### UNIT IV

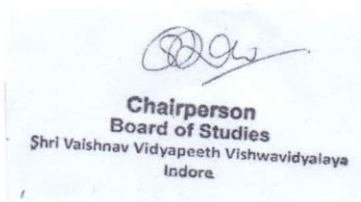
Definition Mass Communication, Meaning, Need, Functions, Types, Elements of Mass Communication; Dependency model, Agenda Setting & Effect Model, Model of Gate Keeping

#### UNIT V

Press Theories, Media for Mass Communication: Print media, Electronic media; Medium for Mass Communication: Oral, Traditional and Folk.

#### Suggested Readings

1. Mc Quail, Dennis (Latest edition). *Mass communication Theory*, New Delhi: Sage Publication.
2. Berger, Asa Arthur (Latest edition). *Essentials of mass communication*. New Delhi: Sage Publication
3. Emery E. Ault, P. H, Agree W.K (Latest Edition). *Introduction to Mass Communication*-. New York: Dodd, Mead and Co.Inc.
4. Kumar Keval J. (Latest Edition). *Mass Communication in India*. New Delhi; Jaico publishing co.
5. Wilber Schramm. *Mass Media and National Development* .Urbana .:University of lionis Press.
6. Tubbs, Moss (latest edition).*Human Communication Principles and contexts*.
7. *Norms of Journalistic Conduct*- edition 2005(Press Council of India)





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## Paper III (Optional I) JMCPG103 Development of 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 Examiners Assessment*					
JMCPG 103	JMC	Development of Media (Optional I)	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 understand an overview of the press and media in India as well as the development of media in the country
- To understand the issues related to the development of media in India.

### 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 development of cinema in India.
- The student should be able to understand how media is working for development.
- The student should be able to understand history of development of AIR, Doordarshan and Prasar Bharti in India.

  
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## JMCPG103 Development of Media

### UNIT I

Development of Press: Origins of Newspapers in India; Role of the language press in the freedom movement; Gandhi as a journalist & Gandhi as a communicator; Important Newspapers; eminent journalists during the freedom movement in India.

### UNIT II

Development of Radio Brief history of Radio in India, AIR, Prasar Bharti, Community Radio, and Satellite Radio & Current Scenario

### UNIT III

Development of Television in India Brief history of television in India. Television industry after liberalization in India. Recommendations of various committees for radio and television.

### UNIT IV

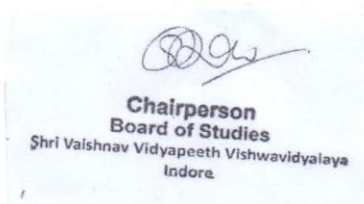
Development of Cinema in India Brief history of Cinema in India: Silent era, The Golden Age: Sohrab modi, Raj Kapoor and Guru Dutt; The Angry young man age, The 'New wave' Cinema; Regional Cinema; Impact of cinema on society.

### UNIT V

Development of Digital Media Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups, Chat rooms, bulletin board services, Information Superhighway.

### Suggested Readings


1. Ahuja, B.N. Surjith(Latest Edition).*History of Indian Press – Growth of Newspaper in India*. New Delhi:
2. Bhargava, Motilal(Latest Edition). *Role of Press in the Freedom Movement*, New Delhi: Reliance.
3. Rao, M Chalapati (Latest Edition).*The Press in India* , New Delhi:
4. Barua, Vidisha.(Latest Edition).*Press and Media Law Manuel* New Delhi: Universal Publication
5. *Faizan Mustafa* (Latest Edition). *Freedom of Information*, New Delhi: Kanishka Publishers Distributers.
6. Chatterjee P.C (Latest Edition).*Broadcasting in India*, New Delhi: Sage Publication
7. Chowla N.L. (Latest Edition). *Listening and Viewing*, New Delhi: Sage Publication
8. Mehra, Massani(Latest Edition).*Broadcasting and the People*, New Delhi: National Book Trust





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9. *Keval, J Kumar (Latest Edition). Mass Communication in India, New Delhi: Jaico Publishing house*

  
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## Paper III (Optional II) JMCPG103 New Media Application

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 103	JMC	New Media Application (Optional II)	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 understand New Media and its application.
- To understand the differences between Traditional and New media, the evolution of each, and the effects of one on the other.

### 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 respond creatively to New Media platforms such as Social media and web media
- The student should be able to write report and edit content for print and online media platform.

  
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## JMCPG103 New Media Application

### Unit I

Introduction to New Media; Meaning and characteristics; Types; Interactivity and New Media

### Unit II

New Media Technologies and Applications; Digitization of media; Media convergence; Online broadcasting technologies- webcasting, podcasting, online radio, Satellite radio; Video conferencing and its use

### Unit III

New Media and E- Governance; New Media and National Security

### Unit IV


New Media and Social Change; Activism in Cyber space, ICT's and Gender; ICT and Social Inclusion

### Unit V

Social Relationship and Identity - Online and Offline, Concepts of Virtual world; Ideas of Virtual Space Vs Real Space, Youth and Social Networking, Ethical issues with Social Networking

### Suggested Readings:

1. Kahn, R and D Kellner, (2004). "*New Media and Internet Activism: From The Battle of Seattle to Blogging*" New Media & Society, Vol. 6, No. 1, 87-95
2. Feenberg A. and M. Bakardjieva, (2004). "*Virtual community: No killer implication*" New Media and Society Vol 6(1): 37-43.
3. Castells, Manuel (2004) *The Network Society: a cross-cultural perspective, Edward Elgar*, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3- 45. )
4. Gill, S.S (2004). *India's Information Revolution: A Critique*, Delhi
5. Lewis, Peter M. and Jones, Susan, (2006) . "*From the Margins to the Cutting Edge: Community Media and Empowerment*", (eds.) Cresskill, NJ: Hampton, 256 pp
6. Van Dijk, J. A. G. M (2005) "*The Network Society : Social Aspects of New Media*", New Delhi: Sage Publications,

  
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## Paper IV JMCPG104 Basics of Media Writing

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 Exams	Teachers Assessment*				
JMCPG 104	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 Reviews; Photo Feature and Caption Writing

#### UNIT III

Article and Editorial Writing; Writing for Public Relations: Press Release, Minutes, 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

#### Suggested Readings:

1. Parthasarthy, R (Latest Edition). *Here is the News Reporting for The Media*, Sterling Publishers, Private Limited.
2. White, T (Latest Edition). *Basic TV Reporting News Writing, Reporting and Producing*, Focal Press.

  
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## Paper V JMCPG105 Theatre and Communication

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 Examiners Assessment*					
JMCPG 105	JMC	Theatre and Communication	0	0	0	30	20	0	0	4	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 student will be able to:

- To understand the theatre as a medium of mass communication..
- To learn how to act and communicate

### 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 express the emotion and understand acting.
- Students should be able to understand and perform Drama and theatre.

  
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## JMCPG105 Theatre and Communication

1. Direction, Acting, Stage Management, Lights, Sound, Props, Sets, Costumes, Marketing, Work-in -progress performance.
2. Theatre as Self-Expression, Devising a Message,
3. Writing a Script; Designing a Set, Performing a Scene
4. Elements of Aesthetics
5. Performing a Nukkad Natak.
6. Performing a Drama.

  
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## Paper VI JMCPG106 Printing 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 106	JMC	Printing Production	0	0	0	30	20	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):


The student will be able:

- To understand print as a medium of mass communication.
- To help the students to understand Production of news paper, magazine, newsletter.
- To help students know different styles of print production.

### 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 good understanding of the facets of Print production.
- The students will be able to find a space for themselves in mainstream journalism.

  
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## JMCPG106 Printing Production

1. Individual production of one newspaper. (Minimum of tabloid size)
2. Individual production of a magazine.
3. Report of events and seminars.
4. General field visit, report three places.
  1. Interview skill
  2. Submission of two journalistic, in-depth ,written interviews of any two eminent personalities

  
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## Paper VII JMCPG107 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 107	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 give answers to the many subjects studied
- To read and understand every subject in Depth

### Course Outcomes (Cos)

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

- Knowledge of all subjects
- Answering the questions asked to the students.

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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