

**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

**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

**B.A.+M.A.(Journalism and Mass Communication) Dual Degree Program 2018-23**



**Chairperson  
Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
**Registrar**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

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 channels; 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

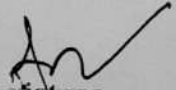
#### Suggested Readings

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



Chairperson  
Board of Studies

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



Registrar

Shri Vaishnav Vid

Indore



**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	0	0	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):**

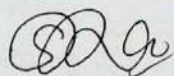
The students will be able:

- To 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):**

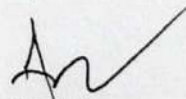
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- 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.



**Chairperson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

**B.A.+M.A.(Journalism and Mass Communication) Dual Degree Program 2018-23**

**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

**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, Blog, Instagram Information Overload;

**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.

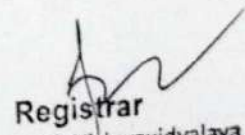
**Suggested Readings**

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). *Illustrated 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. Sussex,(2010). *Web Journalism, A New form of Citizenship*, New Delhi: Academic Press
9. James, G. Stovall(2000). *Web journalism, Practice and promise of a New Medium*: Oxford
10. press
11. Richard, Craig(2008). *Online Journalism, REPORTING, Writing and Editing for New media*, New Delhi: Pearson Education



**Chairperson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**JMCB 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*				
<b>JMCB403</b>	<b>JMC</b>	<b>ADVERTISING</b>	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.

**JMCB403  
Advertising**

**Unit I**

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

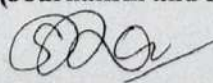
**Unit II**


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

**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 .

**B.A.+M.A.(Journalism and Mass Communication) Dual Degree Program 2018-23**

  
**Chairperson**  
Board of Studies

  
**Registrar**  
Shri Vaishnav Vidyapeeth Vishwavidyalaya

#### 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.



**Chairperson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**JMCB404**  
**Media Law and Ethics**

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*				
<b>JMCB 404</b>	<b>JMC</b>	<b>Media Law and Ethics</b>	60	20	20	0	0	4	0	0	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

- The student will be able to give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media in India.
- The student will be able to study of legal and ethical issues in the media
- The student will be able to develop a working knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

**Course Outcomes (COs):**

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

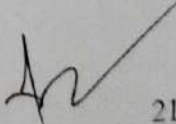
- The student should be able to recognize ethical issues inherent in mass communication theory and practice.
- The student should be able to identify, use, compare, and contrast major ethical approaches and decision-making strategies;
- The student should be able to apply critical thinking skills to ethical dilemmas;
- The student should be able to analyze media messages, issues, and cases in terms of their ethical implications;
- The student should be able to develop personal and professional codes of ethics for himself and his performance as a media professional

**B.A.+M.A.(Journalism and Mass Communication) Dual Degree Program 2018-23**

  
**Chairperson**

**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
**Registrar**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

**JMCB404**  
**Media Law and Ethics**

**Unit I**

Freedom of speech and expression (Article 19(1) (a) and Article 19(1)2); Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights; Media ethics and cultural dependence

**Unit II**

Live reporting and Ethics; Legality and Ethicality of Sting Operations; Phone Tapping etc, Ethical issues in Social media; Discussion of important cases, some related laws- Relevant sections of Broadcast Bill; NBA guidelines

**Unit III**

Rights and Duties of the Editor, Printer and Publisher– Editorial autonomy and Independence.

**Unit IV**

Codes and Ethical Guidelines by regulatory bodies; Self-Regulation by media; Debates on morality and accountability of media; Media, Social Responsibility and Economic Pressures; Media reportage on marginalized sections- children, Dalits, Tribals, Gender

**Unit V**

The Press and Registration of Books Act 1867; Copy Right Act–Periodical Changes, Official Secrets Act of 1923; Press council act 1978; The working journalists act 1955; Obscenity; Censorship and Contempt of court, Defamation, Ethics and code of conduct of Media

**Suggested Readings**

1. Basu, D.D. (Latest Edition). *Introduction to the Constitution of India*. Prentice-Hall of India.
2. Bhatiya, Sita. (Latest Edition). *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*.
3. Fackler, Mark. et. al. (Latest Edition). *Media Ethics- Cases and Moral Reasoning*. Longman.
4. Frankena, William K. (Latest Edition). *Ethics*. Prentice Hall India. (2002).
5. Kashyap, Subhas. (Latest Edition). *Indian Constitution*. New Delhi: National Book Trust.
6. Singh, P.P. et. al. (Latest Edition). *Media, Ethics and Laws*. Anmol.
7. Umrigar, K. D. . (Latest Edition). *Laws of the Press in India*. New Delhi: National Book Trust.



**Chairperson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

Shri Vaishnav



**JMCB405**  
**Corporate 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*				
<b>JMCB 405</b>	<b>JMC</b>	<b>Corporate Communication</b>	60	20	20	0	0	4	0	0	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, giving that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

- To enable the students to understand the concept, scope and significance of corporate communication and its techniques, give them an exposure to contemporary media 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

**JMCB405**  
**Corporate Communication**

**Unit I**

Corporate Communication; Concept, Definition, Nature, Scope, Differentiation between Corporate Communication and Publicity, Propaganda, Advertising and Lobbying

**Unit II**

Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication, Corporate Communication Consultancy and Counseling

**Unit III**

Tools of Corporate Communication; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations.

**Unit IV**

Corporate Communication and Management, Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, CSR, Case Studies

## Unit V

Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. , Corporate Communication Research, Evaluation of Corporate Communication Program

### Suggested Readings:

1. Alan T. Belasan.( Latest Edition). *Theory & Practice of Corporate Communication: A Competing Values Perspective* State University of New York: SAGE Publications.
2. Paul. A Argenti, Janis Forman. (Latest Edition). *The Power of Corporate Communication: Crafting the Voice and Image of your Business*: Mc Graw Hills Professional.
3. Richard Dolphin, Taylor & Francis . (Latest Edition). *Fundamentals Of Corporate Communication* : CIM Professional Development.



**Chairperson  
Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**JMCB406**  
**Comprehensive Viva Voce**

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*				
JMCB406	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)**

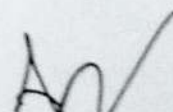
- The students will be able to answer about different subjects to the examiner.
- Students will read and understand each subject in depth.

A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subjects.



**Chairperson**  
**Board of Studies**

Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



**Registrar**

Shri Vaishnav

Vishwavidyalaya  
Indore