



**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**B.A. + M.A. (Journalism and Mass Communication)**  
**2018-2021**

**Paper I**  
**JMCB601**  
**Global Media**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 601	JMC	Global Media	5	0	0	5	60	20	20	0	0

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:

1. To enable the students to understand the concept, scope and significance of global media and its techniques, so that the student can get an exposure about the international media and policies and use it in their work area

**Course Outcomes (COs):**

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

- Students will come to know of different international media.
- Students will come to know the cultural, economic and social dimensions of international communication.

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JMCB 601	JMC	Global Media	5	0	0	5	60	20	20	0	0

**Unit-1 Media**

- Media, Types of Media
- Concept of Global Media
- The historical concept of media globalization
- The global news agencies
- Growing Global monopolies and their impact on news, NWICO, MacBride Report

**Unit-2 Global News Media**

- International Journalism
- The need for depth research, operating in hostile conditions.
- International Laws and the role of Western Media in defining human rights, and rethinking the concepts of human rights from a Third World media perspective
- Asian Region-Focus on Agencies in Asia, Case Study of Japan which has the greatest rate of news diffusion world-wide, china and state control news, India-mixed pattern
- Challenges to International Journalism.

**Unit-3 Global Market**

- Global Market Place
- Requirement of Global market place
- Types of Global Markets, doing business abroad
- Global media environment, electronic, print, web and people media
- Global Media Economics

**Unit-4 Digital Media and Globalization**

- Digital Media Discourse in Global Context- Digital Connectivity
- Introduction the concept of time, space and place

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- Global Audience changing needs
- Overview of Digital Media in China, Japan, U.S., India
- Impact of Global Politics

**Unit-5 Global Media Impact in India**

- Hegemony of International Media Mughals
- Transactional Media and India
- Global media and the promotion of the cult of stars
- Hollywood's foray into film industry
- Impact of Global Media in Indian Policies.

**Suggested Readings:**

- Ingrid, Volkmer. (2001) . *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
- William, Hachten. (2002). *World News Prison*. Iowa: Iowa state press.
- Tehri, Rantaner. (2006). *Globalization and Media*. London: Sage Publications.
- Howard, H Frederick. (1993). *Global Communication & International Relations*.
- Anos, Owner.Thomas ,(2006). *Transnational media and controlled Markets*. New Delhi: Sage publications.
- Cees Hamlink ,(1996). *The Politics of World Communication*. London: Sage publicati

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Paper II  
JMCB602  
Documentary Production

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 602	JMC	Documentary Production	4	0	2	5	60	20	20	0	50

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:

- Make script for documentary
- Shoot a full length documentary
- Use proper music for their documentary

**Course Outcomes (COs):**

- Students will be able to film making at a proper level
- They will also know the various aspects of documentary making and things related to it.

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JMCB 602	JMC	Documentary Production	4	0	2	5	60	20	20	0	50

**JMCB602**  
**Documentary Production**

**Course contents:**

**Unit 1:** Understanding the Documentary, Introduction to Realism Debate Observational and Verite documentary,

**Unit 2**  
Introduction to Shooting styles, Introduction to Editing styles Structure and scripting the documentary

**Unit 3-** Documentary Production Pre-Production Researching the Documentary Topic Research: Library, Archives, location, life stories, ethnography

**Unit 4**  
Writing a concept: telling a story Treatment Writing a proposal and budgeting

**Unit 5**  
Selecting topic for Documentary, preparing scrip for selected topic, Shooting for documentary

**Suggested Readings:**

- 1 Kamplipur, Ahyar. (Latest Edition). *Global Communication*. New Delhi: Wadsworth Publication .
2. Dr. K. Chandrakanan & Dr. S. Palaiswamy.(Latest Edition). *Advances in Communication Technology*. New Delhi: Indian Publisher Distributor.
3. Belmont C.A .(Latest Edition). *Technology Communication Behavior*. New Delhi : Wadsworth Publication.
4. Zettle, Herbert. (Latest Edition). *Video Basics*. New Delhi : Wadsworth Publication.
5. Ramesh Babu. (Latest Edition). *Glocalization*. New Delhi : SAP Publication House.
6. Jan R. Hakemulder, Ray AC DE Jough, P.P.Singh(Latest Edition). *Broadcast Journalism*. New Delhi : Anmol Publication.

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**Paper III**  
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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 603	JMC	Multi Media Journalism	4	0	2	5	60	20	20	0	50

**Multi Media Journalism**

**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 understand the multi media journalism
- To study various aspects of multi-media and how it is being used in journalism

**Course Outcomes (COs):**

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

- Students will come to know what is multi-media journalism.
- They will come to know of the challenged and opportunity related to multi - media journalism.

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Paper III  
JM CB603

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 603	JMC	Multi Media Journalism	4	0	2	5	60	20	20	0	50

**Multi Media Journalism**

**Course contents:**

**Unit 1**

Introduction to Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

**Unit 2**

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and notetaking, Interviewing Techniques.

**Unit 3**

Photograph Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and outline as an important part of storytelling. placements & Visual Design

**Unit 4**

Audio & Video Content Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

**Unit 5**

Mobile journalism Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive user's vs linear narratives, elements of an interactive writer. Final project

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incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

**Suggested Readings:**

1. Gupta, V.S. (Latest Edition). *Communication and Development*. New Delhi: ConceptPublication.
2. Ganesh, S.(1995). *lectures in Mass Communication* :New Delhi India Publishers.
3. Murthy, D V R.(Latest Edition). *Development Journalism, What Next?* New Delhi: Kanishka Publication.
4. Melkote, Srinivas R. & H. Leslie Steeves. (Latest Edition). *Communication for Development in The Third World*.New Delhi: Sage Publications.
5. Joshi, Uma. (Latest Edition). *Understanding Development Communication*. New Delhi: Dominant Publishers

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**Paper IV**  
**JMCB604**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 604	JMC	Field Study and Seminar	0	0	8	4	0	0	0	60	40

**Field Study and Seminar**

**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:

- This paper has an objective of exposing the students on various field study concepts
- provide an opportunity for students to apply theoretical concepts in real life situations
- enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- The Paper will help to acquire research skills and capabilities to take up the project work.

**Paper -IV**  
**JMCB604**  
**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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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 605	JMC	Dissertation	0	0	8	4	0	0	0	60	40

**Paper V**  
**JMCB605**  
**Dissertation**

**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):**

Students are assigned to a faculty. Under the supervision and direction of the faculty they will fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis. Students are to present the final report in the presence of independent body consisting of the HOD/Coordinator, Guiding Faculty and an external examiner.

**Course Outcomes (COs):**

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

- Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
- Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
- Engage in systematic discovery and critical review of appropriate and relevant information sources
- Appropriately apply qualitative and/or quantitative evaluation processes to original data.

  
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- Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources
- Communicate research concepts and contexts clearly and effectively both in writing and orally

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Paper V  
JM CB605  
Dissertation

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 605	JMC	Dissertation	0	0	8	4	0	0	0	60	40

**Unit-I**

First Report

Proposal for the research- present the final proposal for acceptance of the topic for dissertation. This has to take place after consultations with the guide.

**Unit-II**

Review of Literature

Work on the Review of Literature and present a reviewed paper as part of the Journal Club.

**Unit-III**

Methodology

Learn about the research design and tools for data collection and submit the report.

**Unit-IV**

Data Analysis

Use SPSS or theoretical basis for analysis of the data collected.

**Unit-V**

Introduction

Writing of the introduction to the dissertation. Final submission

The dissertation after incorporating the changes will be submitted to the guide.

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