



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)
2020-2025

Paper I
JM CB301
Film Appreciation

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 301	JMC	Film Appreciation	4	0	2	5	60	20	20	0	50

*Teacher Assessment shall be based components like Quiz/Assignments/ Project/Participation in Class.
(Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):

The students should be able:

- To understand the prevailing political system
- To know the relation between politics and media
- To understand about Indian Constitution

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 know the functioning of the political system.
- The student should be able to develop critical and analytical abilities.
- The student will be able to know about the importance of International relations and the functioning of international organizations.
- Students will have detailed information about Constitution of India

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Course contents:

Unit I

Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mise'en'scene, Deep focus, Continuity Editing, Montage.

Language of Cinema II – Focus on Sound and Color: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound, Difference between story, plot and screenplay

Unit II

Film Form and Style

German Expressionism and Film Noir, Italian Neorealism, French New-Wave
Genre and the development of Classical Bollywood Cinema

Unit III

Alternative Visions

Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV

Hindi Cinema

Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

The Indian New-Wave

Globalization and Indian Cinema, The multiplex Era

Film Culture

Unit V – Project

Review of any film on the basis of –

- Visuals (shots, colors)
- Music
- Editing
- Storyline

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Recommended Screenings or clips

- o Rear Window by Alfred Hitchcock (Language of Cinema)
- o Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- o Man with a Movie Camera by Dziga Vertov
- o Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- o Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- o Pather Panchaliby Satyajit Ray
- o The hour of the Furnaces by Fernando Solanas

Unit IV

- o Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- o Pyaas by Guru Dutt

Suggested Readings:

- Andre Bazin, —The Ontology of the Photographic Image from his book What is Cinema Vol. I Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
- Sergei Eisenstein, —A Dialectic Approach to Film Form from his book Film Form: Essays in Film Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63
- Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford: Blackwell Publishers: 2000, 83-91 & 123-129.
- Richard Dyer —Heavenly Bodies: Film Stars and Society in Film and Theory: An Anthology Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
- Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
- Global Bollywood by Anandam P. Kavoori and Aswin Punanambekar Eds. New York: New York University Press. 2008

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Paper II
JM CB302
Video Production

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 302	JMC	Video 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 on components like Quiz/Assignments/Project/Participation in Class (Given that no component shall exceed 10 marks.)

.Course Educational Objectives (CEOs):

The students should be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

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 know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television Writing
They will have knowledge about the working of T.V News Room
Students will know The Basic Camera Shot


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Unit-1 Basics of Video Production

- Introduction of Video production
- Steps of Pre production and Production
- Steps of post-production
- Importance of idea of generation
- Concept and research for video production

Unit-2 Video Camera

- Introduction to Video camera and its types
- Video Camera: parts and their functions
- Basic shots and Camera Angle
- Camera Movements
- Importance of tripod in Video Shooting

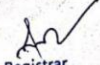
Unit-3 Video Editing

- Grammar of visual media
- Editing Equipment
- Liner Video Editing
- Non-Linier Editing
- Use of Chroma, and Special Effects'

Unit-4 Video Lighting

- Purpose of Lighting
- Lighting Equipment
- Types of Lighting
- Mounting Device for Lighting
- Lighting controlling Intensity


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Unit-5 Set Designing

- Scenery and set Design
- Importance of set Design in video production
- Role of Art Direction team in set design
- Outdoor and Indoor set design
- Importance of Research in set Design, recent trends in set design

Suggested Readings :

1. Hakemulder, Jan R(2010) **Broadcast Journalism**,New Delhi: Anmol Publications,
2. Trewin, Janet(2009) **Presenting on TV and Radio**, New Delhi: Focal Press
3. Hyde, Stuart(2008) **TV & Radio Announcing**,New Delhi: Kanishka Publishers
4. Boyd, Andrew(2010), **Techniques of Radio and Television**, New Delhi:Focal Press, India.
5. Rich, Underwood(2007) **Shooting TV News: Views from Behind the Lens**.New Delhi: Oxford: Focal Press
6. Bryce, Button(2002) **Nonlinear Editing: Storytelling, Aesthetics and Craft**.NewDelhi:Berkley: CMP Books,
7. Steven, E. Browne(2002) **Video Editing: A Post Production Primer** .Amsterdam :Focal Press
8. Mathew, R Kerbel(2000)**If it bleeds,it leads-An anatomy of Television News**. New Delhi:Westview press.
9. Stephen, Cusion(2012)**Television Journalism** New Delhi: Sage Publications
10. Steward, Peter(2014)**Broadcast Journalism**.NewDelhi:Focal press
11. Boyd, Andrew(2013) **Broadcast journalism,techniques of Radio and Television News**. New Delhi: Sage publications
12. Kumar, Mukesh and Kashyap Shyam (2010), **Television Ki Kahani**. Gupta Dr. Sanjeev (2012), **Mass Communication**. Ghaziabad: Shruti Books


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Paper III
JM CB303
Media and Culture Studies

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 303	JMC	Media and Culture Studies	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 on components like Quiz/Assignments/ Project/Participation in Class (Given that no component shall exceed 10 marks.)

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Media and Culture Studies

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 303	JMC	Media and Culture Studies	5	0	0	5	60	20	20	0	0

Unit I

Introduction to Cultural Studies, Introduction to Media Studies, Mass Culture, Popular Culture, Folk Culture.

Unit II

Application and Approaches: Media and Culture, Frankfurt School: Critical Theories, Audiences: Active and Passive audience, Classification of audience (Age, gender, demography), Uses and Gratification Approach, Reception Studies.

Unit III

Representation of Media as Texts, Signs and Codes, Genres, Representation of nation, class, caste and gender issues in Media

Unit IV

Communication between cultures and traditions, Intercultural communication and mass media, Intercultural communication and international implication.

Unit V

Folk Media as a form of Mass Culture, Audience in live Performance, Media technologies, New Media and Cultural forms.

Suggested Readings

1. Fiske, John(1982), **Introduction to Communication Studies**, Routledge
2. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
3. Stevenson Nick, (2002) **Media Cultures**, New Delhi: Sage Publication.

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Paper IV
JM CB304
Public Relations

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 304	JMC	Public Relation	5	0	0	5	60	20	20	0	0

*Teacher Assessment shall be based on components like: Quiz/Assignments/Project/Participation in Class, given that no component shall exceed 10 marks.

Course Educational Objectives (CEOs):

The student will be able to:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.

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Paper IV
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Public Relations

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 304	JMC	Public Relation	5	0	0	5	60	20	20	0	0

Unit I

Concept and definitions of public Relations; Types of Public; External & Internal, Need and scope of public relations; Growth and development of PR with special reference to India

Unit II

Public relations and Advertising, Propaganda and Public relation, Publicity and Public relation, Tools of public relations, Public Opinion and Pressure Groups, Identifying Target Audience.

Unit III

PR agency- structure and functions, Process of public relations, Public relation transfer process.

Unit IV

Public Relations campaigns, Careers in PR, Media relations, Community Relations, Government Relations.

Unit V

PR in various sectors such as police, Hospital, education industries. Corporate social Responsibility, PR in corporate and social sector, E public Relations, Social media and PR, Press Release, House journal and exhibition,.

Suggested Readings

1. Scott, Cutlip, Allen, Center and Glen, Broom (2000) **Effective Public Relations**. New Delhi: Sage publishers
2. James B, Grunig and Tood (1984) **Hunt Managing Public Relations**, New York: Holt Rinehart and Winton
3. Leonard, Saffir, (2000). **Power Public Relation**. New Delhi: Prosiness Books,
4. Banik, G.C. (2006). **PR and Media Relations**. Mumbai: JAICO
5. Philip, H (Latest Edition). **Public Relations: A Practical Guide to Basics**: Oxford Press
6. Ashok Arya (Latest Edition). **Dynamics of PR**, New Delhi L: Manas Publication


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ML307 ENVIRONMENTAL MANAGEMENT AND SUSTAINABILITY

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment ^{it*}	END SEM University Exam	Teachers Assessment ^{it*}				
ML-307	Compulsory	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

*Teacher's Assessment shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To create awareness towards various environmental problems.
2. To create awareness among students towards issues of sustainable development.
3. To expose students towards environment friendly practices of organizations.
4. To sensitize students to act responsibly towards environment.

Examination Scheme

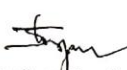
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The course will give students an overview of various environmental concerns and practical challenges in environmental management and sustainability.
2. Emphasis is given to make students practice environment friendly behavior in day-to-day activities.


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COURSE CONTENT

Unit I: Introduction to Environment Pollution and Control

1. Pollution and its types (Air, Water, and Soil): Causes, Effects and Control measures
2. Municipal Solid Waste: Definition, Composition, Effects
3. Electronic Waste: Definition, Composition, Effects
4. Plastic Pollution: Causes, Effects and Control Measures

Unit II: Climate Change and Environmental Challenges

1. Global Warming and Green House Effect
2. Depletion of the Ozone Layer
3. Acid Rain
4. Nuclear Hazards

Unit III: Environmental Management and Sustainable Development

1. Environmental Management and Sustainable Development: An overview
2. Sustainable Development Goals (17 SDGs)
3. Significance of Sustainable Development
4. Environment Friendly Practices At Workplace and Home (Three Rs' of Waste Management, Water Conservation, Energy Conservation)

Unit IV: Environmental Acts

1. The Water (Prevention and Control of Pollution) Act, 1974: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
2. The Air (Prevention and Control of Pollution) Act, 1981: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
3. The Environment (Protection) Act, 1986: Objectives, Definition of important terms used in this Act, Details about the act.
4. Environmental Impact Assessment: Concept and Benefits

Unit V: Role of Individuals, Corporate and Society

1. Environmental Values
2. Positive and Adverse Impact of Technological Developments on Society and Environment
3. Role of an individual/ Corporate/ Society in environmental conservation
4. Case Studies: The Bhopal Gas Tragedy, New Delhi's Air Pollution, Arsenic Pollution in Ground Water (West Bengal), Narmada Valley Project, Cauvery Water Dispute, Fukushima Daiichi Disaster (Japan), Ozone Hole over Antarctica, Ganga Pollution, Deterioration of Taj Mahal, Uttarakhand flash floods

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Suggested Readings:

1. Rogers, P.P., Jalal, K.F. , Boyd, J.A.(Latest Edition) . An Introduction to Sustainable Development. Earthscan
2. Kalam, A.P.J. (Latest Edition) .*Target 3 Billion: Innovative Solutions Towards Sustainable Development*. Penguin Books
3. Kaushik , A. and Kaushik (Latest Edition).*Perspectives in Environmental Studies*. New Delhi: New Age International Publishers.
4. Dhameja, S.K. (Latest Edition). *Environmental Studies*. S.K. Kataria and Sons.New Delhi
5. Bharucha,E. (Latest Edition). *Environmental Studies for Undergraduate Courses*. New Delhi: University Grants Commission.
6. Wright, R. T. (Latest Edition). *Environmental Science: towards a sustainable future* .New Delhi: PHL Learning Private Ltd.
7. Rajagopalan, R. (Latest Edition). *Environmental Studies*. New York: Oxford University Press.



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