



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

PAPER – I
JMCB 201
Reporting and Anchoring

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 201	JMC	Reporting and Anchoring	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

- To know the origin and growth of Journalism in India
- To provide the students in depth knowledge of press and other 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 apply the knowledge in different theories and characteristics of journalism.
- The student should be able to develop critical and analytical abilities.

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JMCB 201	JMC	Reporting and Anchoring	5	0	0	5	60	20	20	0	0

Unit I

Definition, scope, concept & principles of news reporting, Organizing a news story: 5W's and 1H; Inverted pyramid, Types & techniques of news reporting, Functions of reporting: Interview, collection of data, research, Qualities & Responsibilities of a reporter.

Unit II

Principles of news selection, Use of archives, Sources of news; Use of internet. Language and News, principles of writing; Basic differences between the Print, Electronic and Online journalism; Yellow Journalism; Citizen Journalism.

Unit III

Introduction to different types of reporting: Specialized Reporting: Political Reporting; Crime and Legal affairs Reporting; Public affairs Reporting; Human Interest Stories; Business Reporting; Science Reporting, Sports Reporting; Film Reporting; Environment and Human Rights; Page-3 Reporting; Interpretative and Investigative Reporting; Online Reporting & civic issues

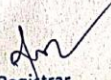
Unit IV

Characteristics of Professional Voice, Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/ corporate videos, VO for Radio, Voice Modulation, Body language, Studio autocue reading & Recording the voice, Talk Show Host/ Moderator- Legal pitfalls (what NOT to say)

Unit V

Anchoring; Target audience and Research in Public Speaking; The Voice and the Microphone; Breathing and articulation; Voice and its function; Pitch/tone/intonation/inflection/ fluency


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Suggested Readings -

1. Flemming, Carole. (Latest Edition). **Introduction to Journalism**. New Delhi: Vistaar Publications.
2. Hilliard, Robert L. (2011). **Writing for Television, Radio and New Media**. Belmont, California: Wadsworth.
3. Hohenberg, J. (Latest Edition). **The Professional Journalist**. California: Holt Rinehart & Winston.
4. Itule, Bruce D. Anderson, Douglas and Simon, James. (2006.) **News Writing and Reporting for Today's Media**. Mc Graw Hill Publication.
5. Keeble, Richard and Reeves Ian. (Latest Edition). **The Newspaper's Handbook**: New York: Routledge Publication.
6. Rodmann, George. (Latest Edition). **Mass Media in a Changing World**. McGraw Hill
7. Shrivastava, K.M. (2012). **News Reporting and Editing**. Sterling publisher.
8. Stein, M.L. et al. (2006). **News writer's Handbook: An Introduction to Journalism**. Blackwell Publishing.


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2020-2025

Paper II
JMCB202
Radio 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 202	JMC	Radio 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 student will be able:

- To lay the foundation of skills required for radio broadcasting both writing and production skills.
- To develop techniques for conducting effective interviews.
- To build understanding of the skills of professional radio production.

Course Outcomes (COs):

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

- A student should be equipped to produce audio content for any medium, including radio.
- The students should be able to research the background and related issues
- The students should be able to develop questions that anticipate what the listener wants to know.


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JMCB 202	JMC	Radio Production	4	0	2	5	60	20	20	0	50

Unit I

Writing for radio- Spoken language writing, writing for programmes, Writing for Radio Commercials, Illustrating copy with sound effects, News writing: Structuring Radio-Copy; Editing, Reporter's copy-compiling radio news bulletins, programmers, Writing intro to bytes, Writing headlines: Teasers and Promos.

Unit II

Generic element: content and format, Spot light, Talk, Review, Discussion, News Reel; Interactive programs; Special audience programs; Structuring a Radio report, News Capsuling and radio commentary, Special audience programs, Studio interviews, studio discussions, phone- in programmes, Current Affair Programmes.


Unit III

Role and responsibilities of a Presenter, Do's and Don'ts for a Presenter, Modulation and Voice quality, Voice training –Effective use of voice, interview techniques pronunciation, Codes and ethics in broadcasting, Qualities of a good RJ, Voice Culture: Pitch Tempo and Pacing, Sound effect: Stereo and mono sound.

Unit-IV

Production process and techniques, Aspects of sound recording, Types of microphones and their usage, field recording skills, radio feature production, radio documentary production, Studio chain, live studio broadcast with multiple sources-news production;


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B.A. + M.A. (Journalism and Mass Communication)
2020-2025

Unit-V

Recording of programs; Selection of Sound Effects, Editing and mixing techniques, Process of planning, Scheduling and Transmission; Evaluation of programs and quality Control

Suggested Readings-

1. Awasthy, G.C. (1965). **Broadcasting in India**. Mumbai: Allied publishers.
2. Chatterji, P.C. (1988). **Broadcasting in India**. New Delhi: Sage Publication
3. Masani, Mehra. (1997). **Broadcasting and People**. New Delhi: National Book Trust.
4. Luthra, H.R.(1986). **Indian Broadcasting**. New Delhi: Publication Division
5. Crook. Tim. (Latest Edition). **Radio Drama; Theory and Practice**. London: Sage Publication


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2020-2025

Paper III
JMCB203
Photography

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 203	JMC	Photography	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:

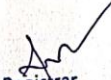
- To understand the concept, scope and significance of Photography in media
- To understand the concept the techniques of Photo Journalism and provide an opportunity to pursue their areas of interest.

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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2020-2025

Paper III
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Photography

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JM CB 203	JMC	Photography	4	0	2	5	60	20	20	0	50

UNIT I

Brief history of photography, Types of photographic cameras and their working principles (Pin-hole, SLR, TLR, D-SLR), Understanding the mechanisms of Photography: Aperture (f-stop), Shutter Speed, ISO, White balance.

UNIT II,

Composition: Rule of third, leading lines, Rooms, Camera Angles and shots, Frame: Types of frame and sizes. Lenses: types and their purpose.

UNIT III

Understanding light and Shadow, Natural light and Artificial Light, The Nature of Light: Direct Light, Soft light, Hard light; Directional Light, Colour theory: Brightness, Contrast, Mid tones, Highlights, Shadow, mood and texture.

UNIT IV

Lighting equipment: Soft boxes, umbrellas, Fresnel, Skimmers, reflectors. Three Point Lighting Technique and Metering for Light, different Filters, Flash: Types and uses.

UNIT V

Brief History of Photojournalism: Global & Indian, Application & Ethics of photographing a subject & editing the image.


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2020-2025

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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2020-2025

Paper IV
HU201
Foundation English II

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
HU 201	II	Foundation English II	3	0	2	4	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:

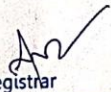
- To prepare them for participation in seminars, group discussions, paper presentation and general personal interaction at the professional level.
- To provide an adequate mastery over communicative English, reading and writing skills, secondarily listening and speaking skills.

Course Outcomes (COs): The students should be able to:

- Improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- express his /her ideas and thoughts in speech or writing,
- Bridge the language gap vital to their success.
- Communicate effectively.


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B.A. + M.A. (Journalism and Mass Communication)
2020-2025

Paper IV
HU 201
Foundation English II

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
HU 201	II	Foundation English II	3	0	2	4	60	20	20	0	50

COURSE CONTENTS:

UNIT I

Communication: Objectives of Communication, Formal and Informal Channels of Communication, Advantages and Disadvantages, Extra personal communication, Interpersonal communication, Intrapersonal communication, Principles of communication.

UNIT II

Developing Reading Skills – Reading Comprehension, Process, Active & Passive Reading, Reading Speed Strategies, Benefits of effective reading, SQ3R reading technique.

UNIT III

Vocabulary Building: Using Dictionaries and Thesaurus, Synonyms, Antonyms, Homophones, One Word Substitution, Affixation: Prefixes & Suffixes, Derivation from root words, Jargon, Scientific Jargon, Word Formation.

UNIT IV


Developing Writing Skills: Planning Drafting and Editing, Developing Logical Paragraphs, Report Writing: Importance of Report, Characteristics of Good Report, Types of Report, Structure of a Report.

UNIT V

Professional Skills: Negotiation Skills, Telephonic Skills, Interview Skills: Team building Skills and Time management


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2020-2025

Practical:

- Listening
- Linguistics and Phonetics
- Telephonic Conversation
- Mock Interview
- Group discussion
- Extempore
- Debate

Suggested Readings

- Ashraf Rizvi.(2005).Effective Technical Communication. New Delhi:Tata Mc Graw Hill
- Prasad, H. M.(2001) How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill.
- Pease, Allan. (1998).Body Language. Delhi: Sudha Publications.
- Morgan, Dana (1998).10 Minute Guide to Job Interviews. New York: Macmillan

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B.A. + M.A. (Journalism and Mass Communication)
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Paper V
JMCB204
Field Study and Seminar

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 204	JMC	Field Study and Seminar	0	0	8	4	0	0	0	60	40

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 (CEO'S):

- To excel in problem solving and programming skills in the various computing fields.
- To visit the various media organizations and understand their working.
- Students will enrich themselves with knowledge after attending the seminar.

Course outcomes (CO'S)

- The student should be able to understand the working of newsroom of different media organizations.
- Students will understand how the different departments function in a media organization.
- Students will understand the reporting of seminar proceedings.

They will come to know about how to write seminar papers and present them

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2020-2025

Paper V
JMCB 204
Field Study and Seminar

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 204	JMC	Field Study and Seminar	0	0	8	4	0	0	0	60	40

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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Paper VI
JMCB205
Comprehensive Viva Voce

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 205	JMC	Comprehensive Viva – Voce	0	0	0	2	0	0	0	50	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 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)

1. The students will be able to answer about different subjects to the examiner.
2. 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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