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

Paper I
JMCB401
MEDIA INDUSTRY MANAGEMENT

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 401	JMC	Media Industry Management	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 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

302Students will learn how an organization can use the media for their own advantage.
303The students should be able to analyze, enhance and evaluate performance.
304Students will understand the importance of content in any media.

They will learn media marketing Techniques.

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Paper I
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MEDIA INDUSTRY MANAGEMENT

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY End University Exam	THEORY Two Term Exam	THEORY Teacher's Assessment	PRACTICAL End University Exam	PRACTICAL Teacher's Assessment
JMCB 401	JMC	Media Industry Management	5	0	0	5	60	20	20	0	0

Course contents:
UNIT - 1
- Media Management: Concept and Perspective
- Concept, origin and growth of Media Management
- Fundamentals of management
- Management School of Thought

UNIT - 2
- Media Industry: Issues & Challenges
- Media industry as manufacturers- Manufacturing Consent, news and content management.
- Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts
- Changing Ownership patterns

UNIT - 3
- Structure of news media organizations in India.
- Role responsibilities & Hierarchy
- Workflow & Need of Management
- Shift Patterns, Circulation & Guidelines

UNIT – 4
Media Economics, Strategic Management and Marketing, Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics, Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

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UNIT - 5
Case Studies
- Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.
- Indian and International Media Giants- Case Studies

Suggested Readings
- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method , Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisations

- B.K Chaturvedi(2009).*Media Management*, New Delhi: Global Vision publishing house

- Boguslaw Nierenberg(2000).*Media Management*,New Delhi:Jagiellonian university Press

- Sylvie,George,wicks Leblanc,Jan Hollifield(2001).*Media Management,* New Delhi: Routledge Communication serie

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Paper II
JMCB402
Electronic News 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 402	JMC	Electronic News Production	4	0	2	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 students will be able:

1. 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.
2. To advance students ´critical reflection capacities about the kind of society we live in and about the role of digital media in contemporary society.
3. To know what is Digital media.
* of digital 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;

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Paper II
JMCB402

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 402	JMC	Electronic News Production	4	0	2	5	60	20	20	0	50

Electronic News Production

Unit-1 Basics of News Production
- How Electronic News differ from Print?
- Role of Audio-Visual Inputs
- How News production differs from other production
- Importance of Editing in electronic News Production
- Electronic Media as a tool of Development

Unit -2 Television News Production
- Terminology for Broadcast news
- Elements of television News, Fundamentals of Camera Operation
- Importance of lighting in video production, Audio and sound control in video.
- Digital Editing techniques and principles, performing technique for reporters
- Electronic news Gathering

Unit-3 Radio News Production
- Introduction to Radio as a Mass Medium
- Types of News Bulletin
- Compilation of News: Pool Copy, Compiling News Bulletins.
- Radio Programme production: Basics Equipment
- Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Gateway, music, silence etc.

Unit-4 Web News Production
- Structure of a Web Newsroom
- Responsibilities of content team members
- Online Reporting
- Writing for Web
- Content for e-paper, web radio and web television.

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Unit-5 Current News Trends in Electronic News
- Live News Reporting
- Citizen Journalism
- Talk Show
- Panel Discussion
- Ground Reporting

Suggested Readings
- Callahan, Christopher(1990). *Journalist's Guide to the Internet,* London: Oxford press
- Andrew,Bonim(2000).*Web: ABC of the Internet,*New Delhi: Sage Publications
- Danis, P. Curtin(2000).*Information Technology* ,New Delhi: Sage publications.
- Madan, Anil (1990).*I lustrated World of Internet* Madan: Anmol Publishers
- Preston, Gralla(2000). *How the Internet Works,* London: Oxford press
- Lister, Martin(2009).**New Media – A critical Introduction.** New Delhi: Routledge,
- Saxena, Sunil (1999).*Web journalism,* New Delhi:Tata Mcgraw Hill Education Pvt. Ltd

- Sussex,(2010).*Web Journalism,A New form of Citizenship,* New Delhi: Academic
- Press
- James, G. Stovall(2000).*Web journalism,Practice and promise of a New*
- *Medium*:Oxford press

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Paper III
JMCB 403
ADVERTISING

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 403	JMC	ADVERTISING	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 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.

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Paper III
JMCB 403
ADVERTISING

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 403	JMC	ADVERTISING	5	0	0	5	60	20	20	0	0

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 .

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
- Wright, Winter, Zeigler (2000) **Advertising** New Delhi: Sage publishers
- Moriarty, Sandra E (2003) *Creative Advertising,* London: Oxford Press
- Chunawala and Sethia (2003) *Advertising Principles&Practice*, London: Oxford press
- Kumar Kewal J (2003) *Mass Communication in India,* New Delhi: Jaico Publishing

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- Max Suther Land (2000) *Advertising in the Mind of Consumer*, New Delhi: Sage publishing
- Monle Lee (2000) *Johnson Principles of Advertising*: New Delhi: Viva Books Pvt.Ltd.
- DavidA.Parker,RajivBatra (1980).*Advertising Management* , New Delhi: Practice Hall
- Bellur V.V(2003) *Reading in Advertising* Bombay: Himalaya Publishing Management House.

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Paper IV
JMCB 404
Media Law and Ethics

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY End University Exam	THEORY Two Term Exam	THEORY Teacher's Assessment	PRACTICAL End University Exam	PRACTICAL Teacher's Assessment
							TEACHING & EVALUATION SCHEME				
JMCB 404	JMC	Media Law and Ethics	4	0	0	4	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 students 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.
- To study legal and ethical issues in the media.
- 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 analyse 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

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Paper IV
JMCB 404
Media Law and Ethics

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 404	JMC	Media Law and Ethics	4	0	0	4	60	20	20	0	0

Course Content

Unit-1
Freedom of speech & expression (Article 19(1)(a) & Article !9(10(20; Defamation- Libel & Slander; Issues of privacy; Right to Information; intellectual property Rights; Media Ethics & cultural dependence.

Unit-2
Live Reporting & Ethics; Legality & Ethicality of Sting operation; Phone Tapping etc, ethical Issues in Social Media (IT Act 2000, Sec 66A & The Verdict of the supreme court); Discussion of important cases, some related laws- Relevant sections of broadcast Bill; NBA guidelines.

Unit-3
Rights & Duties of the editor, Printer & Publisher- Editor autonomy & Independence.

Unit-4
Codes & Ethical Guidelines by regulatory bodies; Self- regulation by media; Media Content- Debates on Morality & Accountability, Taste, Culture & Taboo, Censorship & Media Debates,

Unit-5
Media & Social Responsibility, Economic Pressure, Media reportage of marginalized sections- Children, Dalits, Gender, Contempt of court, Defamation, The Working Journalist act 1955, Copy right act, Press Council act 1978, The Press Registration of Books Act 1867

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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.

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Paper IV
JMCB405
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 405	JMC	Field Study and Seminar	4	0	2	5	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 (CEOs):

- To excel in problem solving and programming skills in the various computing fields.
- To impart knowledge about the various components of a computer and its internals
- To understand the importance of the hardware-software interface.

Course Outcomes (COs):

- The student should be able to understand the organization and working principle of computer hardware components.
- The student will be able to trace the execution sequence of an instruction through the processor.
- The students should be able to apply their knowledge in solving number system.

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Paper IV
JMCB405
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 405	JMC	Field Study and Seminar	4	0	2	5	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 calibre 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
JMCB 406
Comprehensive Viva Voce

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY End University Exam	THEORY Two Term Exam	THEORY Teacher's Assessment	PRACTICAL End University Exam	PRACTICAL Teacher's Assessment
							TEACHING & EVALUATION SCHEME				
JMCB 406	JMC	Comprehensive Viva Voce	0	0	0	2	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 (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 subject.

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