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

Paper I
JMCB501
Script Writing

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 501	JMC	Script Writing	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
- To understand the concepts of script writing
- To learn the art of writing script for different types of media.

Course Outcomes (COs):

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

- Students would be able to design newsletters, tabloids and newspapers.
- Students would be able to design brochures, visiting cards.

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Paper I
JMCB 501
Script Writing

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 501	JMC	Script Writing	4	0	2	5	60	20	20	0	50

Unit-1
Language & Communication- Introduction of script, Script: Meaning, Types of Stages, Language: Verbal & non Verbal, History of language, Development & concept of Print, Radio, Television/ Video and Web Script, Theory writing: Concept & Format, Indian Popular Script Writers

Unit-2
Fundamental for scripting- role of script writer in media, Process of scripting; Idea, research, sequencing, opening & concluding, Principles of script writing, Types of stories; Character & plot, Basic quality for script writer.

Unit-3
Scripting for Television- Writing visuals & different stages of script, Visual grammar, Concept of spoken languages, Different layouts of Television scripts; Full page & spilt page scripts; shooting & editi9ng scripts. Writing for different Television Programs, News, Talk, Newsreel, Documentary, Drama, Music.

Unit-4
Scripting for Radio- Writing for Ear, Audio Grammar, Concept for Spoken Language, Writing for different radio programs, News, Talk, Newsreel, Writing for Documentary, Drama.

Unit-5
Scripting for web- Use of sound, Visual, And Graphics to complement of words, Feature of scripting, Style, popular Forms of scripting in web, Writing for different web formats, News, Articles, Feature, Advertisement etc. Convergence of Media.

Suggested Readings:
1. Adobe Photoshop CS3 . (Latest Edition).*Class room in a Book* : Adobe Press.
2. Adobe Photoshop CS3 Bible.
3. Essential Reading / Recommended Reading.
4. Carolyn M. Connally. (Latest Edition)., *PageMaker 7* .The Complete Reference.
5. Ted Alspach, . (Latest Edition). *PageMaker 7 for Windows* .Visual Quickstart Guide.

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Paper II
JMCB502
News Agencies and Journalism

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 502	JMC	News Agencies and Journalism	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):
Today event management industry is a viable and cost effective medium in the domain of marketing and advertising and other cause related activities. Event management is aniche industry with strong identity and professional approach spelling a demand for sp0ecialists who manage and provide solutions for clients's promotional needs.

Course Outcomes (COs):
To prepare students to explore the emerging dimensions of the event management industry and prepare them to conceptualize, plan promotes and produces events and programs in a professional environment.

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Paper II
JMCB502
News Agencies and Journalism

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 502	JMC	News Agencies and Journalism	5	0	0	5	60	20	20	0	0

Unit -1

Origin of News Agency – History of news agency, Role & Function of news agency, Types of agency, Need of news agencies, Benefits of news agencies.

Unit-2

Structure of News Agency- News agency structure, Various technicalities associated with news agency, responsibilities of journalist working in news agency, News Agency Law & Ethics, Agency Economics.

Unit-3

International News Agencies- Famous News agencies of world, their presence in different countries, subscription of these of news agencies, Delivery mechanism of news through these news agencies, Convergence with International News agency.

Unit-4

National News agency – Origin of news agencies in India, Various news agencies of India, Their presence & functioning in different cities, Criteria to open & work in news agency, Role & Responsibilities of News Agencies.

Unit-5

Importance & Future of News Agencies – Significance of news agencies in today's time, Scope & future of news agencies, News agencies & social media, Convergence with media, New services & Challenges with current era.

Suggested Readings :

1. Bruce, E Skinner.(2002). *Event Sponsorship*.New Delhi Publisher Vladimir Rukavina Wiley.
2. Anton Shene, Bryn Parry.(2004). *Successful Event Management* .New Delhi:Thomson Learning
3. Judy, Alley.(2000). *Event Planning*.New Delhi John Wiley and Sons.

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Paper III
JMCB503
Film Studies

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 503	JMC	Film Studies	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:
- To understand the history of Indian cinema.
- To understand the types of cinema.

Course Outcomes (COs):

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

- The students will come to know the various characteristics of films of different Directors.
- Students will come to know of the impact of cinema on society.

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Paper III
JMCB503
Film 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
JMCB 503	JMC	Film Studies	4	0	2	5	60	20	20	0	50

Unit I
History of world and Indian Cinema (The Silent Era and The Talkie), Types of Cinema, Some Significant Turns, Parallel Cinema, New Wave Cinema (Films of directors such as Mrinal Sen, Mani Kaul, Ketan Mehta)

Unit II
Contemporary Bollywood Cinema, The Indian Diaspora and Bollywood, Impact of Cinema on Society, Digital Aesthetics, Music and Choreography, Film Genre, Modernism and Sensibilities in Indian Film, The Hindi Film Song

Unit III
Films of Different Directors-Satyajeet Ray, Shyam Benagal, Rajkapoor, Gurudatt, Rajkumar Hirani, Karan Johar, Sanjay Leela Bhansali etc

Unit IV
The Film Division, Ethics of Cinema, Film Censorship, Censorship Guidelines, Film review

Unit V
Hindi Cinema- Two case studies

Suggested screenings
1. Do Bigha Zamin/Bandini.
2. Sahab, Bibi, Ghulam/ Pyaasa.
3. Awara/Shri 420.
4. Mughal-e-Azam/Pakeeza.
5. Deewar/ Zanjeer.
6. Mr. India/ Koi Mil Gaya
7. **HAHK/DDLJ/ Maine Pyar Kiya.**
8. *Sholay/Amar Akbar Anthony.*
9. PK/Three Idiot

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10. Devdas/Chak De

Indicative Reading List.

1. Bose, Mihir(2006) . *Bollywood: a history*. Tempus.New Delhi:Anmol Publishers
2. Griffiths, Alison *"Discourses of Nationalism in Guru Dutt's Pyaasa,"*New Delhi Deep publishers
3. Manschot, Johan; Vos, Marijke de (2005) *Behind the scenes of Hindi cinema*:

4. Visual journey through the heart of Bollywood. Himalaya publishers

5. Mazumdar, Ranjani(2007) *"Rage on Screen" from her Bombay Cinema*: An Archive of the City. Minneapolis and London: University of Minnesota Press
6. Rajadhyaksha, Ashish *"Indian Cinema: Origins to Independence,"* New Delhi:Himalaya publishing house.
7. Ramachandran, T. M.(1983). *70 years of Indian cinema*.New Delhi:Anmol Publishers

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Paper VI
BBAI501
Human Values and Professional Ethics

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
BBAI 501	JMC	Human Values and Professional 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 student will be able to:
- To give an overview of the press and media laws in India as well as the Constitution of the country
- To provide the students with the ethical issues related to the mass media in India.

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 critical aspect of media content by using various theoretical models and media criticism approaches.
- The student should be able to Understand how news media differ from entertainment media
- The student should be able to Understand how media channels function as businesses, public services and creators of culture

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Paper IV
BBAI501
Human Values and Professional 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
BBAI 501	JMC	Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0

UNIT I: Human Value
1. Definition, Essence, Features and sources
2. Sources and Classification
3. Hierarchy of values
4. Values Across Culture

UNIT II: Morality
1. Definition, Moral Behavior and Systems
2. Characteristics of Moral Standards
3. Value vs Ethic vs Morality
4. Impression Formation and Management

UNIT III: Leadership in Indian Ethical Perspective.
1. Leadership Characteristics
2. Leadership in Business (styles) Types of leadership (Scriptural, Political, Business and Charismatic)
3. Leadership Behavior, Leadership Transformation in terms of Shastras (Upnishads, smritis and Manu smriti)

UNIT IV: Human Behavior – Indian Thoughts
1. Business Ethics its meaning and definition
2. Types, objectives, sources, relevance in business organizations.
3. Theories of Ethics, Codes or Ethics

UNIT V: Globalization Ethics
1. Source of Indian Ethos & its impact on human behavior
2. Corporate Citizenship and Social Responsibility – Concept (in Business)
3. Work Ethics and factors affecting work Ethics

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Suggested Readings

1. Beteille, Andre (1991). *Society and Politics in India*. Athlone Press:New Jersey.
2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. oxford university press
3. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective* .India: Pearson Education: India
4. Fleddermann, Charles D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). *Ethics and the Conduct of Business.*Pearson. Education: New Delhi.
6. Crane, Andrew and Matten, Dirk (2015). *Business Ethics*. Oxford University Press Inc:New York.
7. Murthy, C.S.V. (2016). Business *Ethics – Text and Cases*. Himalaya Publishing House Pvt. Ltd:Mumbai
8. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications:New Delhi.

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Paper V
JMCB 504
Summer Internship

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 504	JMC	Summer Internship	0	0	0	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):
The student will be able
- To excel in problem solving and programming skills in the various computing fields.
- To work in the media organizations and understand their working.
- Students will enrich themselves with knowledge after completing the summer Internship

Course outcomes (CO'S):
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 understand the working of media organizations.
- Students will understand how the different departments function in a media organization

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