PAPER-1
JMCB401
MEDIA MANAGEMENT

·SUBJECT CODE	'Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 401	**JMC**	**MEDIA MANAGEMENT**	60	20	20	0	0	4	1	0	5

***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 Meda 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

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

Paper 1
JMCB401
Media management

Unit I

Media Management: Concept and Perspective, Concept of management,
Functions and Principles of good management

Unit II

Characteristics of media industries, Mission and vision of Media Organizations; Functions of various
Departments of these media organizations ;Ownership patterns in media; Inflow of capital in Indian
media; Major heads of income

Unit III

Media and content – the purpose of content in a strategic media organization; How content affects
business decisions and how business decisions affect content; Ways in which content contributes
or inhibits competitive advantage; Content ranges from personalised information to mass
messages, and includes news, advertising and entertainment.

Unit IV

Structure and functioning of Radio and Television channel; Role of editorial, technical, marketing
and HR sections; Recruitment, hiring and training of staff. Legal, ethical and social responsibility
in Media management.

Unit V

Channel management, F.M channels, T.V Channels, Community Radio station Media marketing
techniques; Ad collection and corporate strategies; Space and time selling

Suggested Readings
1. Westley Bruce(2009) *News Editing*, Cambridge, US: The Riverside Press.
2. Ravindran, R.K(2002). *Handbook of Reporting and Editing*: New Delhi: Anmol Publications
3. Gibson, Martin(1984). *Editing in the Electronic Era*: Iowa State University Press
4. Rivers, William L(2000). *The Mass Media: Reporting, Writing, Editing*: Harper & Row
   publishers
5. Rao, L.R.Madhav(1984). *New Assignment in Journalism,* New Delhi: Anmol
   Publishers
6. B.K Chaturvedi(2009).*Media Management*, New Delhi: Global Vision
   publishing house
7. Boguslaw Nierenberg(2000).*Media Management*,New Delhi:Jagiellonian
   university Press
8. Sylvie,George,wicks Leblanc,Jan Hollifield(2001).*Media Management,*
   New Delhi: Routledge Communication series

JMCB402
Digital and Social Media

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME					Th	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB402	JMC	**Digital and Social Media**	60	20	20	0	0	4	1	0	5

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 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.
- To advance students ´critical reflection capacities about the kind of society we live in and about the role of digital media in contemporary society.
- 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;
- Students will be able to use social media to disseminate journalistic information to the public.

Paper-2
JMCB402
Digital and Social Media

Unit I

Social Media- a new paradigm; The Digital Experience – mobile, cyberspace, online apps; Digitization of media; Media convergence; Social impact of Web;

Unit II

Web as a medium of communication; Communication and Information Technology; Web and its use in different media; Internet, Intranet, www.

Unit III

Social media: Facebook, Twitter, Linkedin, wattsapp etc . Information Overload; Blog.

Unit IV

The changing landscape; why newspapers and broadcast outlet are on the web;
Interactivity; Hyperlinks; Weblogs; Citizen Journalism; Ethics for Online Journalism.

Unit V

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers
 Merits and Demerits of Cyber Journalism over traditional newspapers and magazines;
Socio-economic impact of Cyber journalism.

Suggested Readings

1. Callahan, Christopher(1990). *Journalist's Guide to the Internet,* London: Oxford press
2. Andrew,Bonim(2000).*Web: ABC of the Internet*,New Delhi: Sage Publications
3.   Danis, P. Curtin(2000).*Information Technology* ,New Delhi: Sage publications.
4. Madan, Anil (1990).*I lustrated World of Internet* Madan: Anmol Publishers
5. Preston, Gralla(2000). *How the Internet Works,* London: Oxford press
6. Lister, Martin(2009)**.New Media – A critical Introduction**. New Delhi: Routledge,
7. Saxena, Sunil (1999).*Web journalism,* New Delhi:Tata Mcgraw Hill Education Pvt.
8. Ltd
9. Sussex,(2010).*Web Journalism,A New form of Citizenship,* New Delhi: Academic
10. Press
11. James, G. Stovall(2000).*Web journalism,Practice and promise of a New
12. Medium*:Oxford press
13. Richard, Craig(2008). *Online Journalism, REPORTING, Writing and Editing for New media*, New Delhi: Pearson Education

JMCB 403
ADVERTISING

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	Th	T	P	CREDITS
JMCB4 03	JMC	ADVERTISING	60	20	20	0	0	4	1	0	5

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.

Advertising
JMCB403

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

1. Wright, Winter, Zeigler (2000)**Advertising** New Delhi: Sage publishers
2. Moriarty, Sandra E (2003)*Creative Advertising,* London: Oxford Press
3. Chunawala and Sethia (2003)*Advertising Principles&Practice*, London: Oxford press
4. Kumar Kewal J(2003)*Mass Communication in India,* New Delhi: Jaico Publishing
5. Max Suther Land(2000)*Advertising in the Mind of Consumer* , New Delhi: Sage publishing
6. Monle Lee(2000*) Johnson Principles of Advertising*: New Delhi: Viva Books Pvt.Ltd.
7. DavidA.Parker,RajivBatra (1980).*Advertising Management* , New Delhi: Practice Hall
8. Bellur V.V(2003) *Reading in Advertising* Bombay: Himalaya Publishing Management House.

Paper-4
JMCB404
Professional Photography

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	Th	T	P	CREDITS
JMCB404	JMC	**Professional Photography**	60	20	20	0	50	4	0	2	5

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 know of the History of Photography
- To know of the legal and Ethical aspects of Photography
- To know of the types of films, filter and lenses

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 be able to know the basic principles of photography.
- The students will have knowledge about the different types of light.
- The students will come to know cropping and editing of Photograph.
- The students should be able to differentiate between the shutter speed ,Film speed.

JMCB404
Professional Photography

Unit I

History of photography; Picture appreciation; Legal and Ethical aspects of Photography; Digital Camera: Components and types of Camera ;Types of photo Lens; Types of Filters .

Unit II

Principles of Photography; Understanding the working of a professional camera; Types of still camera; Point and shoot, Compact or Auto-focus, Polaroid, Traditional SLR, DSLR, still, professional camera;

Unit III

Sources of Light; Natural and Artificial; Technique and skill of using various light sources and elements to create special effects; Depth of Field and Depth of focus; Relationship between shutter speed, film speed and aperture for different genres of photography.

Unit IV

Principles of photo composition; Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Unit V

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance.

Suggested Readings

1. Tim O'Sullivan, Brian Dutton, Philip Rayner (2003)*Digital Photography:*Sage publications
2. John, Rice(2003).*Creating Digital Content:* , New Delhi: Tata Mcgraw
- hill
3. David, E.Reese, Mary E.Beadle, Alan R. Stephenson & Brian Mckernan (2010). *Studying the Media100 Ways to Take Better Photographs*, New
- Delhi: Tata Mcgraw Hill
4. Katharina, Grimme(2003).*Advanced Digital Photography*, New Delhi: Sage Publishers
- 5. Kumar, Vinod (2012) , *Photo Journalism*, Bhopal: MCU
6. Gupta, Dr. Sanjeev (2010), *Mass communication*, Gaziabad: Shruti Books,

JMCB404
Photo Journalism

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB404	JMC	**Photo Journalism**	60	20	20	0	50	4	0	2	5

*__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 come to know the structure of Camera.
- The student will be able to differentiate between different lenses and understand their characteristics.
- They will come to know about the legal and ethical aspects of photography.

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 have knowledge about the different professional organizations.
- The students will be able to differentiate between the types of camera, films, lenses and filters.
- The students should be able to explain the role of lighting in a photograph.
- The students should be able to explain about the essentials of a press photograph.

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Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

JMCB404
Photo Journalism

Unit I

Introduction to Photo camera; Camera parts and their functions, Different Lenses and their Characteristics, Camera Perspective & Movement, Operating Techniques

Unit II

Press photography, Tools and techniques of press photography, Challenges of press photography, Equipments for press photography, Qualities of a good press photographer

Unit III

Objectives of Lighting, T.V lighting equipments and techniques, Fundamental lighting concepts, Types of lights, Studio lighting Procedures,

Unit IV

Principles of photo composition; Focal point, Rule of thirds, Straight and Converging Lines, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre; Cropping and Editing.

Unit V

Text vs Photograph; Essentials of a press photograph; Qualities of a good photojournalist, Caption Writing; Photo Feature: meaning, characteristics and importance .Story telling via photograph

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
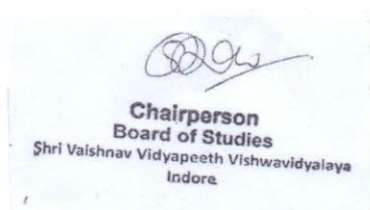
JMCB405
Field study and Seminar

SUBJECT CODE	Category	SUBJECT NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	Th	T	P	CREDITS
JMCB405	JMC	**Field Study and Seminar**	0	0	0	60	40	0	0	8	4

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.

Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
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Paper V
JMCB405
Field Study and Seminar

Visit to Media House, Field visit; Seminar participation, attending workshops, writing seminar paper