Shri Vaishnav Vidyapeeth Vishvavidyalaya, Indore

BA- Journalism and Mass Communication

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
JMC-B -101	JMC	Growth and Development of Journalism	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 Objectives of the course is to make the students aware of origin and growth of Journalism in India and 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.
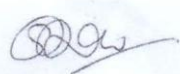- The student should be able to develop critical and analytical abilities.

PAPER - I
JMC-B -101
Growth and Development of Journalism

Syllabus
Unit I
News: meaning,definition,nature;Thenews process: from the event to the reader ;Hard news vs. Soft news; basic components of a news story; Journalistic jargon including dateline, credit line, byline, print line.

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Unit II
Organizing a news story:5W's and 1H,Inverted pyramid; Criteria for newsworthiness, Principles of news selection; Use of archives, sources of news, use of internet.

Unit III
Features-meaning and definition; Types of features; Subject matter oridea generation for writing features; How to write features; Difference between news stories, features and articles.
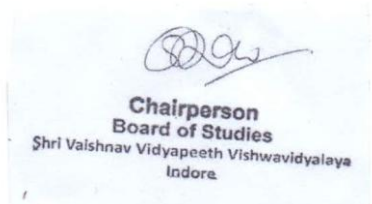
Unit IV

Robert Gunning: Principles of clear writing, Rudolf Flesch formula Language and principles of writing: Basic differences between the print, electronic and online journalism

Unit V
Role of Media in a Democracy: Asia and other European Countries Role of Media Professionals: Rights and Duties

References:

- *Flemming, Carole.(Latest Edition).* **Introduction to Journalism***. New Delhi: Vistaar Publications.*

- *Hilliard, RobertL.(2011).***Writing for Television, Radio and New Media***.Belmont, California:Wadsworth,*

- *Hohenberg, J.(Latest Edition)***TheProfessionalJournalist.***California: Holt Rinehart&Winston.*

- *Itule, BruceD.Anderson, Douglasand Simon, James.(2006.)***NewsWriting and Reporting forToday'sMedia.** *McGrawHill Publication*

- *Keeble, Richard and Reeves Ian.(Latest Edition).***TheNewspaper's Handbook***; New York: RoutledgePublication,*

- *Rodmann, George.(Latest Edition)***Mass Media in a ChangingWorld***.McGraw Hill HigherEducation,.Shrivastava, K.M. (2012).***News Reporting and Editing***. Sterlingpublisher.*

- *Stein, M.L. et al. (2006).***Newswriter'sHandbook: An Introduction to Journalism***.BlackwellPublishing,*

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	Th	T	P	CREDITS
JMC-B -102	JMC	History of Mass Communication in India	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):**
- To understand the concept of development.
- To explain the indicators of development.
- To understand development issues, particularly in Indian perspective

Course Outcomes (COs):
- The student should be able to differentiate between the different forms of journalism.

- The student should be able to lay the foundation required for professional journalism.

Paper- II
JMC-B -102
History of Mass Communication in India

UNIT-I
Briefhistory ofnewspaper
EarlycommunicationsystemsinIndiafirstIndiannewspaper;printmediainnineteenthcentury;Indianpressand Indianfreedommovement
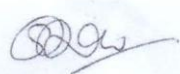briefhistoryofmajorEnglish,HindiandotherIndianlanguage newspapersand magazines.
Unit-II
Print:as amediumofcommunication
Earlyeffortsinprinting–newspapers–typesofnewspapers–contents–characteristics;magazines–Characteristicsandtypes;printmediainIndia: an overview;booksasamediumofcommunication–Typesofbooks– bookpublishingin India.

UNIT-III
Briefhistory ofRadio

Radio asamediumofmasscommunication, AllIndiaRadio, developmentofprivateradiochannels.

UNIT-IV
Early efforts-filmasamassmedium;historicaldevelopmentofIndianfilms-silentera, talkies-parallelCinema-commercialcinema; documentaries-issuesandproblems of Indiancinema,majortrendsand contribution in social changes.

UNIT-V
Briefhistory ofT.Vjournalism
Evolution and growth of electronic media: – a brief history of telecasting in India, Nature andcharacteristics of the medium, Television: growth and development of private channels in India, Introduction to majornewschannels, and Emergence ofdigitalmedia.

Suggested Readings
- *Julie HedgepethWilliams, JamesD. Startt,William.**The HistoryofAmericanjournalism***.
- *HRLuthra.**Indian Broadcasting**.(chapter1-3)*
- *KewalJ.Kumar .**MassCommunicationin India***.
- *SC Bhatt.**Satellite Invasion**.Delhi :Gyan Publication*

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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*				
JMC-B -103	JMC	**Writing Skills for 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):**

- To Train a student in the art of writing news and conducting interviews.
- To make the students understand the art of effective writing and to train them in writing scripts for different media platforms.

Course Outcomes (COs):

- The students should be able to apply the techniques of writing in practical life.
- The students should be able to comprehend the technical jargons of journalism and mass media.

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Paper - III
JMC-B-103
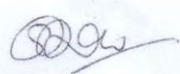**Writing Skills for Media**

</div>

Unit I
Effective Writing : History of writing, Basic principles of good writing, Structure, common errors, Syntax- diction- other grammatical aspects, Readability tests- fog Index- Flesch methods, RIS- HIS- point score.
Unit II
Writing for Print: Writing for newspapers news- lead- body ,Headline techniques, Writing features- types- techniques- finer aspects of magazine writing- style- interviews, Reviews and criticism, Editorial writing- writing opinion pieces.
Unit III
Words for Radio

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Writing for radio- News Features, Documentaries , Special audience programmes, Style-pronunciation- format.

Unit IV

TV Script: TV scripts- types- format TV news, TV news magazines, Features- documentaries-interview stories, Creativity in writing for television.

Unit V

Writing for New Media :Writing guidelines for new media- ,Online news writing : structure and characteristics, Blogs ,Technical writing, Principles and methods

Recommended Readings:

- *Evans, Harold, News Headlines*
- *Gunning, Robert, Effective Writing*
- *Gunning, Robert C, New Guide to More Effective Writing in Business and*
- *Industry*
- *Hohenberg, John, The Professional Journalist 5. Kamath, M. V., Professional Journalism*
- *MacDougal, Curtis D & Reid, Robert D., Interpretative Reporting*
- *Wavell, Stuart, The Art of Radio*
- *Willis, Writing for Radio*
- *Wolsely, R.E., Journalism in Modern India*
- *A Guide to the Practice and Principles of the News Media*

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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*				
JMC-B -104	**JMC**	**English**	60	20	20	0	0	4	0	0	4

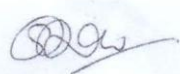**Legends**: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

.**Course Educational Objectives (CEOs):**

- To develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- To enable students to acquire English Language Skills to further their studies at advanced levels.
- To prepare students to become more confident and active participants in all aspects of their undergraduate programs

Course Outcomes (COs):

- The students should be able to enhance confidence in their ability to read, comprehend, organize, and retain written information.

- The students should be able to write grammatically correct sentences for various forms of written communication to express oneself.

- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.

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- The students should be able to express his /her ideas and thoughts in speech or writing,

- The students should be able to bridge the language gap vital to their success.

- The students should be able to communicate effectively.

Paper IV
JMC-B-104
English

Syllabus
Unit I
Linguistic techniques, Modern usages, Reading comprehension, , Oral presentation, Audition Communication, Processes of Communication, Verbal and Non Verbal Communication, Barriers to Communication.

Unit II
Basic Language Skills : Grammar and usage- Types of Sentence, Phrases & Clauses, Parts of Speech , Direct - Indirect, Active - Passive voice, S-V Agrreement, Tenses.

Unit III
Developing Reading Skills – Reading Comprehension, Process, Active & Passive Reading, Reading Speed Strategies, Benefits of effective reading, note-making, note- taking, Reading comprehension of technical material and SQ3R reading technique
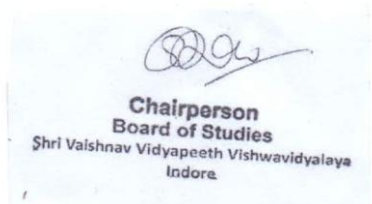
Unit IV
Developing Writing Skills – Planning, Drafting & Editing, Writing with style, right-words selection, writing effective sentences, developing logical paragraphs, art of condensation, précis, essay, technical definition and technical description
Unit V
Business Correspondence – Business Letters, Parts & Layouts of Business Letters, Writing Resume/ Application Calling/ Sending Quotations/ Orders/ Complaints and E-mails

References
- *Business Correspondence and Report Writing - By Sharma; TMH.*
- *Living English Structure – By W.S. Allen; Longmans.*
- *English Grammar – Ehrlich, Schaum Series; TMH.*
- *Spoken English for India – By R.K. Bansal and IB Harrison Orient*
- *Longman. New International Business English – by Joans and Alexander; OUP.*
- *Effective Technical Communication – Rizvi; TMH*
- *A.J. Thomson and A.V. Martinet, A Practical English Grammar,*
- *8 Oxford IBH Pub Sanjay Kumarm Pushp Lata, English for Effective Communication, Oxford*

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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*				
JMC-B-105	JMC	**Basics of Computer Applications**	60	20	20	0	20	4	0	2	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):**

- 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.
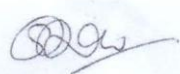
Course Outcomes (COs):

- 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 V
JMC-B-105
Basics of Computer Applications

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Unit–I
Brief History of Development of Computers ,Computer System Concept, Computer System Characteristics ,Capabilities and Limitations, Types of Computers-.,Personal Computer (PCs) - IBM

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PCs, Types of PCs- Desktop, Laptop, Notebook, Palmtop, etc. Basic Components of a Computer System - Control Unit, ALU, Input/output semiconductor Memory. Storage fundamentals - Primary Vs Secondary memory.

Unit–II

Input Devices :Keyboard, Mouse, Joystick, Scanners, Digital Camera, MICR,OCR, OMR, , Light pen, Touch Screen. Output Devices Monitors - Characteristics and types of monitor, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc. Printers - Daisy wheel, Dot Matrix, Inkjet, Laser. Plotter, Sound Card and Speakers.

Unit–III

Various Storage Devices - Magnetic Disks, Hard Disk Drives, Floppy, Disks, Optical Disks, Computer Software ,Need, Types of Software's - System software, Application software System Software - Operating System, compiler ,Assemblers, Interpreter.
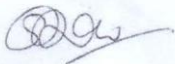
Unit–IV

Operating Systems –Functions ,Types- Batch, Single, Multiprogramming, Multiprocessing Programming languages Machine, Assembly, High Level, 4GL, Application Software - Word-processing, Spreadsheet, Presentation Graphics, Data Base Management Software, Number System, Number System of computers- Binary, Octal, Hexadecimal, their conversion. Coding System – ASCII, EBCDIC.

Unit–V

Direction of Transmissions Flow-Simplex, Half Duplex Full Duplex, Types of Network - LAN, WAN, MAN etc. Topologies of LAN - Ring, Bus, Star, Mesh and Tree topologies. Computer Virus: Virus working principals, Types of viruses, Virus detection and Prevention Viruses on network.

Suggested Readings:

- *Alexis Leon & Mathews Leon .(Latest Edition)***Fundamentals Of Information Technology***, New Delhi: Mathur Rajeev , .(Latest Edition)***Dos Quick Reference** *, Galgotia Publications*
- *Vikas Publishing House S.K. Basandra, .(Latest Edition)***Computers Today** *Galgotia Publications.*