



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

JMCB601

International Communication

Unit I

International Communication –concept and Definition; Functions and Importance of International communication; Cultural Dimensions of international communication; Political dimensions of International communication

Unit II

Economic Dimensions of international communication; Social Dimension of International Communication; Communication as a tool of Equality and Exploitation; Communication as Human Right

Unit III

Transnational media and issues of Sovereignty; security and integrity; Effect of globalization on Media system; International intellectual property rights

Unit IV

Globalization and Modernity; Internet as tool of International Communication; New media and International communication.

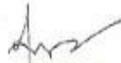
Unit V

Media organisations – International Press Institute – International Telecommunication Union; British Broadcasting Corporation; Voice of America; European Broadcasting Union; Asia Pacific Institute for Broadcasting Development.

Suggested Readings:

1. Ingrid, Volkmer. (2001) . *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. William, Hachten. (2002). *World News Prison*. Iowa: Iowa state press.
3. Tehri, Rantaner. (2006). *Globalization and Media*. London: Sage Publications.
4. Howard, H Frederick. (1993). *Global Communication & International Relations*.
5. Anos, Owner.Thomas .(2006). *Transnational media and controlled Markets*. New Delhi: Sage publications.
6. Cees Hamlink .(1996). *The Politics of World Communication*. London: Sage publication.


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JMCB602 World Media Scenario

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 602	JMC	World Media Scenario	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:

- Describe the North - South flow of information
- Explain the New World Information and Communication Order
- Explain contemporary global media scenario
- Explain the influence of global media on India

Course Outcomes (COs):

- Students will come to know about global communication and culture.
- They will come to know about transnational media and issues of sovereignty and security.


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Paper II JMCB602

World Media Scenario

Unit I

The Great North – South Divide; Domination of Transnational news agencies; Global news and information flow: the flip side, Barriers to the flow of news and information

Unit II

Demand for NWICO, MacBride Commission, Recommendations of MacBride Commission & NWICO, Role of UN & UNESCO in bridging the gap between north and south, Bi-lateral, Multi-lateral and Regional /information Co-operation

Unit III

Emergence of Global village of media, The policies of global communication, Global communication & culture, Democratization of communication

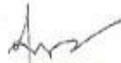
Unit IV

Hegemony of International media mughals, Transnational media and India, Global media and the promotion of the cult of stars, Hollywood's foray into film industry

Suggested Readings:

- 1 Kamplipur, Ahyar. (Latest Edition). *Global Communication*. New Delhi :Wadsworth Publication .
2. Dr. K. Chandrakanan & Dr. S. Palaiswamy.(Latest Edition). *Advances in Communication Technology*. New Delhi: Indian Publisher Distributor.
3. Belmont C.A .(Latest Edition).*Technology Communication Behavior*. New Delhi : Wadsworth Publication.
4. Zettle, Herbert. (Latest Edition). *Video Basics*. New Delhi : Wadsworth Publication.
5. Ramesh Babu. (Latest Edition). *Glocalization*. New Delhi : SAP Publication House.
6. Jan R. Hakemulder, Ray AC DE Jough, P.P.Singh(Latest Edition). *Broadcast Journalism*. ,New Delhi : Anmol Publication.


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Paper III JM CB603 Development Communication

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*				
JM CB 603	JMC	Development Communication	60	20	20	0	50	4	1	2	6

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):

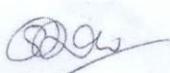
The students will be able to:

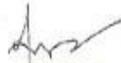
- To understand the development, Concept, Process..
- To Understand family, gender and Rural development

Course Outcomes (COs):

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

- Students will come to know of the various models in development communication.
- The will come to know of the various theories of development communication.


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Paper III JMCB603

Development Communication

Unit I

Social Change and Issues in Development; Global Parameters of Development and India; Global and Regional Initiatives –Millennium Development: Goals, human rights, social inclusion, gender, ecology and sustainable development, public health, family welfare; Communication and Social Change; Media and Social Marketing

Unit II

Strategic Approaches to Development Communication; Development Support Communication- RTI, Social Audits; Grass-root activism,, NGOs, Multi-Media Campaigns, Radio, Cyber-media, KAP Gap
Diffusion of Innovation; Magic Multiplier; Empathy

Unit III

Paradigms of Development Communication; Linear Models - Rostow's Demographic transition, transmission; Non-Linear - World System Theory, Marxist Theory

Unit IV

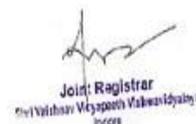
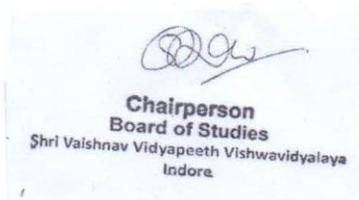
Dependency Paradigm – centre-periphery, unequal; development, development under development; Alternative Paradigms –participatory, think local/act; global think global/act local

Unit V

Development Communication- Praxis; Designing the Message for Print; Community Radio and Development; TV and Rural Outreach; Digital Media and Development Communication

Suggested Readings:

1. Gupta, V.S. (Latest Edition). *Communication and Development*. New Delhi: ConceptPublication.
2. Ganesh, S.(1995). *lectures in Mass Communication* :New Delhi India Publishers.
3. Murthy, D V R.(Latest Edition). *Development Journalism, What Next?* New Delhi: Kanishka Publication.
4. Melkote, Srinivas R. & H. Leslie Steeves. (Latest Edition). *Communication for Development in The Third World*.New Delhi: Sage Publications.
5. Joshi, Uma.(Latest Edition). *Understanding Development Communication*. New Delhi : Dominant Publishers.





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JMCB604 Field Study and Seminar

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL		Th	T	P	End Sem	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
JMCB 604	JMC	Field Study and Seminar	0	0	0	60	40	0	0	8	0	4

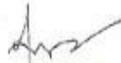
Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; ***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able to:

- This paper has an objective of exposing the students on various field study concepts
- provide an opportunity for students to apply theoretical concepts in real life situations
- enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- The Paper will help to acquire research skills and capabilities to take up the project work.


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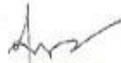
Paper -IV JMCB604 Field Study

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.

Students will be taken to various Media houses, They will go to seminars and write seminar papers.


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JMCB605 Dissertation

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 605	JMC	Dissertation	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):

Students are assigned to a faculty. Under the supervision and direction of the faculty they will fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis. Students are to present the final report in the presence of independent body consisting of the HOD/Coordinator, Guiding Faculty and an external examiner.

Course Outcomes (COs):

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

- Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
- Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
- Engage in systematic discovery and critical review of appropriate and relevant information sources
- Appropriately apply qualitative and/or quantitative evaluation processes to original data.
- Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources


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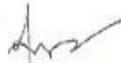

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- Communicate research concepts and contexts clearly and effectively both in writing and orally.


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JMCB605 Dissertation

Unit-1

First Report

Proposal for the research- present the final proposal for acceptance of the topic for dissertation. This has to take place after consultations with the guide.

Unit-2

Review of Literature

Work on the Review of Literature and present a reviewed paper as part of the Journal Club.

Unit-3

Methodology

Learn about the research design and tools for data collection and submit the report.

Unit-4

Data Analysis

Use SPSS or theoretical basis for analysis of the data collected.

Unit-5

Introduction

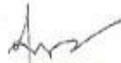
Writing of the introduction to the dissertation.

Unit-6

Final submission

The dissertation after incorporating the changes will be submitted to the guide.


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