



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Paper I JMCPG101 Print 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*				
JMCPG101	JMC	Print 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 students will be able:

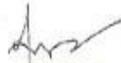
- To understand print medium and history of journalism.
- To understand different beats in Reporting.
- To know different styles of news writing.-Introduce them to essential concepts in newspaper reporting.-Ensure that they have a thorough understanding of jargons in Print.

Course Outcomes (COs):

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

- The students would have good understanding of the facets of Print Journalism which will help them in broadcast, web and other emerging forms of journalism.
- The students would be able to find a space for themselves in mainstream journalism.


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JMCPG101 Print Journalism

Unit I

Introduction to Journalism: Concept, Objective and Functions; Functions of Journalism: Credible-Informational Journalism and Critical Investigative-Adversarial Journalism; Various types of journalism: Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Community Journalism, Development Journalism, Citizen Journalism, Entrepreneurial Journalism; Yellow Journalism, PR Journalism, Tabloid Journalism;

Unit II

Concept of news: Definition and development of news values; Collection of news: source of information, observation and research; Elements of news; Structure of news; Precaution for news writing; Hard news and soft news.

Unit III

Concept of Reporting; Types of reporting; Kinds of Beat; Magazine journalism, Types of Magazine Reporting techniques for newspaper and magazine, Meaning and characteristics of a reporter/correspondent, their function; Qualities of reporter; Function & quality of Sub-Editor

Unit IV

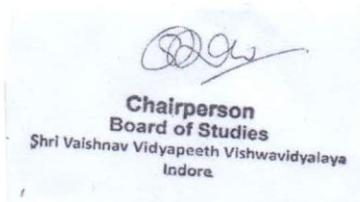
Reporting of Central/State Governments and Ministries; Parliamentary/State Assembly reporting; Reporting of sports, court and crime, IT, Science and Technology, Agriculture, Business, Education, Art and Culture, Social Issues/General Issues, Environmental Issues; Political reporting, investigating, indepth reporting

Unit V

Editing Meaning and significance, Editing principles, tools and techniques; News room functions; Headline meaning, significance and types; Effective headline writing: characteristics and techniques. News agency & its Function, Various News Agencies.

Text Books

- Nivan, Swati. (Latest Edition) *Headlines from the heart land: Reinventing the Hindi public sphere*, New Delhi: SAGE Publication
- Dick, Jill. (Latest Edition) *Freelance writing for newspaper*, New Delhi: A&C publication
- Kothari, Gulab(Latest Edition) *Newspaper Management in India*, Rajasthan: Rajasthan Patrika
- Dixit S.N.(Latest Edition) *Journalism: Reporting, Writing and Editing*, New Delhi: Pearl Books
- Saxena, Soni (Latest Edition) *Headline writing*, New Delhi: Sage publication





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- Chaturvedi, B.D(Latest Edition) *The ethics of reporting the news*, Rajasthan: ABD Publication
- Sharma, Diwakar (Latest Edition) *Modern Journalism: Reporting and Writing*, New Delhi: Deep and Deep publication.


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Paper II JMCPG102

Introductions to Communication Theories and Models

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*				
JMCPG 102	JMC	Introductions to Communication Theories and Models	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.

Educational Objectives (CEOs):

The students will be able:

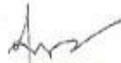
- To understand the meaning & features of different mediums of communication.
- To build the theoretical background necessary to understand models of communication.
- To develop media and communication literacy; awaken creativity.

Course Outcomes (COs):

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

- The students should be able to make effective oral presentations on a variety of topics on communication theories and models.
- The students should be able to apply basic and advanced human communication theories and models to academic and professional situations.
- The student should be able to demonstrate the different media of communication


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JMCPG102

Introductions to Communication Theories and Models

Unit I

Nature and Characteristics of Communication-Definition of communication; nature scope and process; Human needs of communication & functions of communication; Types of communication; Process of Communication; Concept of 'Mass'; Concept of target audience; Types of audience.

UNIT II

Communication flows: step -one, step -two, multi – steps; Barriers of communication; Verbal and non-verbal communication; Models (SMCR, Shannon & Weaver Model, Lasswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model.

UNIT III

Hypodermic needle; two step & Multistep; Commercial; Play theory; Uses & Gratification; Selective exposure; Perception & Retention theory; Individual difference theory.

UNIT IV

Definition Mass Communication, Meaning, Need, Functions, Types, Elements of Mass Communication; Dependency model, Agenda Setting & Effect Model, Model of Gate Keeping

UNIT V

Press Theories, Media for Mass Communication: Print media, Electronic media; Medium for Mass Communication: Oral, Traditional and Folk.

Suggested Readings

1. Mc Quail, Dennis (Latest edition). *Mass communication Theory*, New Delhi: Sage Publication.
2. Berger, Asa Arthur (Latest edition). *Essentials of mass communication*. New Delhi: Sage Publication
3. Emery E. Ault, P. H, Agree W.K (Latest Edition). *Introduction to Mass Communication*-. New York: Dodd, Mead and Co.Inc.
4. Keval J. Kumar (Latest Edition). *Mass Communication in India*. New Delhi; Jaico publishing co.
5. Wilber Schramm. *Mass Media and National Development* .Urbana .:University of lionis Press.


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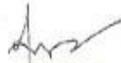

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6. Tubbs, Moss (*latest edition*).***Human Communication Principles and contexts.***
7. ***Norms of Journalistic Conduct-*** edition 2005(Press Council of India)


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Paper III (Optional I)

JMCPG103

Development of Media

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment ^{nt*}	END SEM University Exam	Teachers Assessment ^{nt*}				
JMCPG 103	JMC	Development of Media (Optional I)	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):

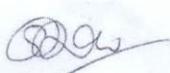
The student will be able:

- To understand an overview of the press and media in India as well as the development of media in the country
- To understand the issues related to the development of 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 understand the development of cinema in India.
- The student should be able to understand how media is working for development.
- The student should be able to understand history of development of AIR, Doordarshan and Prasar Bharti in India.


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JMCPG103 Development of Media

UNIT I

Development of Press: Origins of Newspapers in India; Role of the language press in the freedom movement; Gandhi as a journalist & Gandhi as a communicator; Important Newspapers; eminent journalists during the freedom movement in India.

UNIT II

Development of Radio Brief history of Radio in India, AIR, Prasar Bharti, Community Radio, and Satellite Radio & Current Scenario

UNIT III

Development of Television in India Brief history of television in India. Television industry after liberalization in India. Recommendations of various committees for radio and television.

UNIT IV

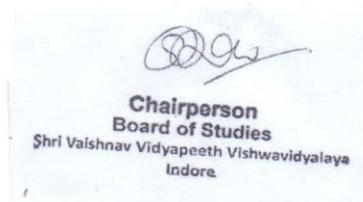
Development of Cinema in India Brief history of Cinema in India: Silent era, The Golden Age: Sohrab modi, Raj Kapoor and Guru Dutt; The Angry young man age, The 'New wave' Cinema; Regional Cinema; Impact of cinema on society.

UNIT V

Development of Digital Media Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups, Chat rooms, bulletin board services, Information Superhighway.

Suggested Readings

1. Ahuja, B.N. Surjith(Latest Edition).*History of Indian Press – Growth of Newspaper in India*. New Delhi:
2. Bhargava, Motilal(Latest Edition). *Role of Press in the Freedom Movement*, New Delhi: Reliance.
3. Rao, M Chalapati (Latest Edition).*The Press in India* , New Delhi:
4. Barua, Vidisha.(Latest Edition).*Press and Media Law Manuel* New Delhi: Universal Publication
5. *Faizan Mustafa* (Latest Edition). *Freedom of Information*, New Delhi: Kanishka Publishers Distributers.
6. Chatterjee P.C (Latest Edition).*Broadcasting in India*, New Delhi: Sage Publication
7. Chowla N.L. (Latest Edition). *Listening and Viewing*, New Delhi: Sage Publication
8. Mehra, Massani(Latest Edition).*Broadcasting and the People*, New Delhi: National Book Trust
9. *Parliament Privileges and Freedom of Press* (Press Council of India)

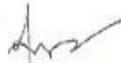




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10. *Keval, J Kumar (Latest Edition). Mass Communication in India, New Delhi: Jaico Publishing house*


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Paper III (Optional II) JMCPG103 New Media Application

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			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 103	JMC	New Media Application (Optional II)	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):

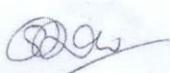
The student will be able:

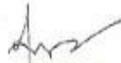
- To understand New Media and its application.
- To understand the differences between Traditional and New media, the evolution of each, and the effects of one on the other.

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 respond creatively to New Media platforms such as Social media and web media
- The student should be able to write report and edit content for print and online media platform.


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JMCPG103 New Media Application

Unit I

Introduction to New Media; Meaning and characteristics; Types; Interactivity and New Media

Unit II

New Media Technologies and Applications; Digitization of media; Media convergence; Online broadcasting technologies- webcasting, podcasting, online radio, Satellite radio; Video conferencing and its use

Unit III

New Media and E- Governance; New Media and National Security

Unit IV

New Media and Social Change; Activism in Cyber space, ICT's and Gender; ICT and Social Inclusion

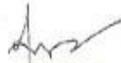
Unit V

Social Relationship and Identity - Online and Offline, Concepts of Virtual world; Ideas of Virtual Space Vs Real Space, Youth and Social Networking, Ethical issues with Social Networking

Suggested Readings:

1. Kahn, R and D Kellner, (2004). "*New Media and Internet Activism: From The Battle of Seattle to Blogging*" New Media & Society, Vol. 6, No. 1, 87-95
2. Feenberg A. and M. Bakardjieva, (2004). "*Virtual community: No killer implication*" New Media and Society Vol 6(1): 37-43.
3. Castells, Manuel (2004) *The Network Society: a cross-cultural perspective, Edward Elgar*, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3- 45.)
4. Gill, S.S (2004). *India's Information Revolution: A Critique*, Delhi
5. Lewis, Peter M. and Jones, Susan, (2006) . "*From the Margins to the Cutting Edge: Community Media and Empowerment*", (eds.) Cresskill, NJ: Hampton, 256 pp
6. Van Dijk, J. A. G. M (2005) "*The Network Society : Social Aspects of New Media*", New Delhi: Sage Publications,


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Paper IV JMCPG104 Basics of Media Writing

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exams	Teachers Assessment*				
JMCPG 104	JMC	Basics of Media Writing	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):

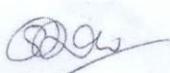
The student will be able:

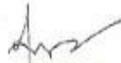
- To learn how to write, edit and report content for print and online media platforms.
- To learn how to respond creatively to challenges and apply principles of writing.

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 understand the variety of mass media writing, including news stories and press releases, advertisement copy, script for film, scrip for documentary.
- Students should be able to create new media products, including blogs, podcasts, Web sites and multi-media.


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Paper IV JMCPG104 Basics of Media Writing

UNIT I

Meaning and importance of communication language; Essentials of mass media writing, Concept of creative language; Use of creative writing in the field of media.

UNIT II

Feature Writing: News Feature, Personality Feature, Human Interest Stories; Book Review, Film review, Television Reviews; Photo Feature and Caption Writing

UNIT III

Article and Editorial Writing; Writing for Public Relations: Press Release, Minutes, Memo, Reports and Writing for House Journals

UNIT IV

Basics of Writing for Television and Radio; Script writing for various Radio and TV Programmes; Copy writing for Print Ads and Publicity Materials; Script Writing for Radio and TV Ads

UNIT V

Elements of Translation; Types of translation; Techniques of translation; Translating different items; Translating articles; Translating creative writing of about 500 words

Suggested Readings:

1. Parthasarthy, R (Latest Edition). *Here is the News Reporting for The Media*, Sterling Publishers, Private Limited.
2. White, T (Latest Edition). *Basic TV Reporting News Writing, Reporting and Producing*, Focal Press.


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Paper V JMCPG105 Theatre and Communication

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 105	JMC	Theatre and Communication	0	0	0	30	20	0	0	4	2

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):

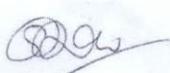
The student will be able to:

- To understand the theatre as a medium of mass communication..
- To learn how to act and communicate

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 express the emotion and understand acting.
- Students should be able to understand and perform Drama and theatre.


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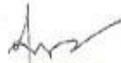


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JMCPG105 Theatre and Communication

1. Direction, Acting, Stage Management, Lights, Sound, Props, Sets, Costumes, Marketing, Work-in-progress performance.
2. Theatre as Self-Expression, Devising a Message,
3. Writing a Script; Designing a Set, Performing a Scene
4. Elements of Aesthetics
5. Performing a Nukkad Natak.
6. Performing a Drama.


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Paper VI JMCPG106 Printing Production

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 106	JMC	Printing Production	0	0	0	30	20	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):

The student will be able:

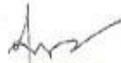
- To understand print as a medium of mass communication.
- To help the students to understand Production of news paper, magazine, newsletter.
- To help students know different styles of print production.

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 good understanding of the facets of Print production.
- The students will be able to find a space for themselves in mainstream journalism.


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JMCPG106 Printing Production

1. Individual production of one newspaper. (Minimum of tabloid size)
2. Individual production of a magazine.
3. Report of events and seminars.
4. General field visit, report three places.
 1. Interview skill
 2. Submission of two journalistic, in-depth ,written interviews of any two eminent personalities


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Paper VII JMCPG107 Comprehensive Viva Voce

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		T h	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCPG 107	JMC	Comprehensive Viva Voce	0	0	0	50	0	0	0	0	2

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 answers to the many subjects studied
- To read and understand every subject in Depth

Course Outcomes (Cos)

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

- Knowledge of all subjects
- Answering the questions asked to the students.


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