

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA+ MA (Journalism and Mass Communication)
Semester I (2021-2024)

Paper I

JMCB101

Growth and Development of Media

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCB 101	CC	Growth and Development of Media	60	20	20	0	0	3	0	0	3

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:

CEO 1 – To acquire fundamental knowledge about the history and working various media platforms.

CEO 2 –To become socially responsible media professionals with global vision.

CEO 3 – To acquire theoretical outlook of various media fields.

CEO 4 – Learn about the visionaries of media.

CEO 5 – To inculcate the knowledge of current media scenarios.

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 -

CO1 - Acquaint student with the glorious journey of Journalism

CO2 - Analyze nature and characteristics of various mediums.

CO3 - Demonstrate the foundations required for professional journalism.

CO4 - Understand the working of web media.


CO5 - Understand the present status of various mass media.

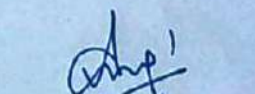

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UNIT-I

Brief History of Newspaper

Indian press: Indian press before and after freedom movement, print media in India: an overview, print media in the nineteenth century, types of newspapers: contents, characteristics, magazines & books: types, characteristics

UNIT-II

Brief History of Radio

Radio as a medium of mass communication, all India radio, prasar bharti, development of private radio channels, change in programming trends in India, community radio.

UNIT-III

Brief History of Cinema

Birth of cinema: Lumiere brothers, historical development of Indian films- silent era, talkies, types of cinemas: parallel cinema, commercial cinema, documentaries, various issues and problems of Indian cinema, film as a mass medium



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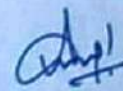
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UNIT-IV

Brief History of T.V. Broadcasting

Evolution and growth of electronic media, nature and characteristics of the medium, a brief history of telecasting in India, site, brief history of Doordarshan, growth and development of private channels in India.

UNIT-V

Emergence of Digital Media

The emergence of digital media, need, importance, nature and scope of digital media, limitations of digital media.

Suggested Readings


1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi : Har Anand Publication .
3. Natarajan, J. (2010). *History of Indian Journalism* . Delhi: Ministry of Information and Broadcasting .
4. Raguavan, G. (1995). *Press in India: New History* . Delhi: Gyan Publishing House .


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PAPER II
JMCB102
Basics of Media Writing

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JMCB 102	CC	Basics of Media Writing	60	20	20	0	0	3	0	0	3

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:

- CEO 1** - To demonstrate, write, edit and report content for print and online media platforms.
- CEO 2** - To learn how to respond creatively to challenges and apply principles of writing.
- CEO 3** – To develop the knowledge of scripting for radio and television.
- CEO 4** – To understand the impactful writing content for web.
- CEO 5** – To write for various media organization.

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 –

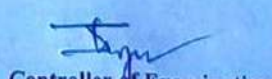
- CO 1** – Identify news values and comprehend the news process
- CO 2** – Demonstrate interviewee and news gathering skills
- CO 3** – Comprehend articles, features, news stories and reviews.
- CO 4** – Write different leads, caption writing, reports and press release.
- CO 5** - Translate various articles.

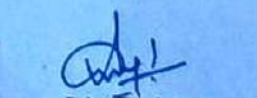

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UNIT I

Basics of Writing

Communication language: meaning and importance, style of writing (5w's and 1h, inverted pyramid, hour glass, pyramid), essentials of mass media writing, concept of creative language, use of creative writing in the field of media.

UNIT II

Writing for Print Media

Language of news: Robert Gunning principles of clear writing, Rudolf Flesch formula- skills to write news, headline and its types, article and editorial writing, column writing, writing for public relations: press release, minutes of meeting, detailed report writing of any event.

UNIT III.

Writing for Electronic Media

Writing for Radio: scripting, news, drama, advertisement, jingles

Writing for Television: scripting, news, advertisement, tv program (developing concept developing character)

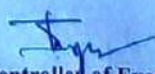
Feature writing: news feature, personality feature, human interest stories, photo feature and caption writing.


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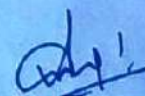
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UNIT IV

Writing for Digital Media

Writing Content for web: news portals, articles, blogs, social media writing, review writing

UNIT V

Writing Practices

Feature writing: types and practices, writing projects for various mediums, translation and typing practice (Hindi & English)

Suggested Readings:

1. Bunton, K. (1998). *Writing Across Media*. Bedford/ St Martin's .
2. Carroll, B. (2010). *Writing for Digital Media*. New York : Routledge .
3. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect* . Washington: SAGE Publications
4. Scott A Kuehn, A. L. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage Publishing .



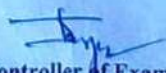
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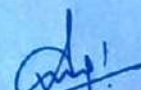
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Paper III
JMCB103

Introduction to Communication and Mass Communication

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JMCB 103	CC	Introduction to Communication and Mass Communication	60	20	20	0	0	3	0	0	3

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Course Educational Objectives (CEOs):

The students will be able:

- CEO 1 – Develop the knowledge of basic elements and various types of communication.
- CEO 2 – Acquaint the need and importance of audience in the media.
- CEO 3 – Inculcate the knowledge of different tools of mass communication.
- CEO 4 – identify and acquire knowledge about models and theories of mass communication.
- CEO 5 – Implementing the communication models in improving the day to day communication.

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 -

- CO 1 – Understand the process and concept of communication and the basic implications of theories and models of communication.
- CO 2 – Learn about various forms and types of communication.
- CO 3 – Imply various tools of mass communication
- CO 4 – Comprehend the history and development of communication at various levels of the society and its role with respect to modern day technology
- CO 5 - Consume skilled and knowledgeable media content



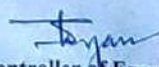
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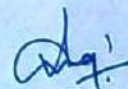


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Unit I

Introduction to Communication

Communication: definition, meaning, nature, characteristics, elements, need and scope, types of communication: intrapersonal, interpersonal, group, and mass communication, forms of communication: verbal and non-verbal communication, barriers to communication, seven C's of communication

Unit II

Basics of Mass Communication

Mass communication: definition, meaning, functions, characteristics, need and importance audience: types of audience, the study of audience behavior

Unit III

Tools of Mass Communication-

Newspapers, magazines, radio, television, films, advertising, public relations, traditional and folk media.

Unit IV

Models of Communication

Aristotle's Model, Berlo's Model, Lasswell's Model, Frank Dance's Model, Shannon Weaver Model, Newcomb's Model, Johari Window



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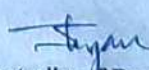
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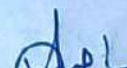
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Unit V

Theories of Mass Communication

Normative theories, Lazarfield one step and two-step flow theory, hypodermic needle theory, agenda-setting theory, theory of gatekeeping, uses and gratification theory

Suggested Readings

1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi :Har Anand Publication .
3. Roden, M. S. (1972). *Introduction to Communication Theory* . New York : Pergamon Press.
4. Rosengren, K. E. (2000). *Communication: An Introduction* . Washington : SAGE Publication.
5. Sharma, A. (2018). *Introduction to Mass Communication: Model and Theories*. Bilaspur : Evincepub Publishing .



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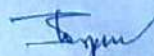
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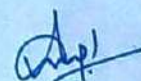
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Paper V

JMCB 104

Basics of Journalism

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JMCB 104	CC	Basics of Journalism	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical - Credit;
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Course Educational Objectives (CEOs):

The student will be able:

- CEO 1 – To understand the basics of journalism including roles and responsibilities of reporters
- CEO 2 - To carry out the process of news making.
- CEO 3 - To excel in theoretical and practical working in Media Organizations.
- CEO 4 – To acquire knowledge about different types of journalism.
- CEO 5 - To understand the importance and purpose of journalism for the betterment of society

Course Outcomes (COs):

After completion of this course the students are expected to be

- CO 1 – Inculcate the knowledge of elements of journalism
- CO 2 – Obtain comprehensive and advanced education in the field and seek wide career opportunities..
- CO 3 – Analyze the role and responsibility of media in democracy.
- CO 4 – Differentiate between various types of journalism.
- CO 5 - Apply various styles of news writing.
- CO 6 - Understand technical terms and jargons of journalism.



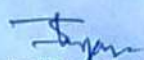
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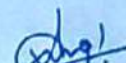
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JMCB 104
Basics of Journalism

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COURSE CONTENTS:

Unit 1

Introduction to Journalism

Journalism: meaning and definition, journalist: types, roles and responsibilities, stringers, correspondents, reporter, anchor, freelancer.

News: meaning, definition, nature, elements, types: hard and soft, understanding the structure and construction of news

Unit 2

The News Process: from the event to the reader, basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline, Principles of news selection, use of archives, Sources of news, Use of internet

Unit 3

Yellow journalism, Penny press, Tabloid press, Alternate Journalism: Citizen Journalism, Mobile Journalism.

Unit 4

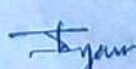
Basic differences between print, electronic and online journalism based on Language and principles of writing.


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Unit 5

Role of Media in a Democracy, Responsibility to Society, Media Ethics, Current issues of press freedom

Suggested Readings

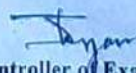
1. Berner, R. T. (2007). *Fundamentals of Journalism: Reporting, Writing and Editing*. Northwestern University : Marquette Books .
2. Carole Flemming, E. H. *An Itroduction to Journalism* . 2006: Vistaar Publication.
3. Keeble, R. (2006). *The Newspaper's Handbook* . New York : Roulteledge Publication.
4. Rodmann, G. (2007). *Mass Media in Changing World* . Macgraw Hill Pulbication .


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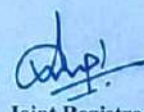
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Vishwavidyalaya, Indore