

Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore
M.A. (Journalism and Mass Communication)
Degree Program 2020-2022

Paper I
JMCPG301
Public Relation

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 301	JMC	Public Relation	5	0	0	5	60	20	20	0	0

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 know about the concept of PublicRelations..
- To enable students to know about the various Public of DifferentOrganizations.
- To prepare students for the field of PublicRelations.
- To enable students to differentiate between Advertising and PublicRelations.

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 differentiate between Advertising, PublicRelations, Publicity andPropaganda
- The students must be able to write good Pressreleases.
- The students should be able to hold press conferences when they join anyorganization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidencelevel.
- The students should be able to express his /her ideas and thoughts in speech orwriting,
- The students should be able to communicateeffectively.


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COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 301	JMC	Public Relation	5	0	0	5	60	20	20	0	0

Unit I

P.R. Meaning, Importance, and Scope; Process, Definition, Aims and Scope, In House & External PR

Unit II

Understanding cultures; culture and its implications for PR; Research in PR; Lobbying, PR & Propaganda; Professional bodies in PR: PRSI, IPRA, professional codes of ethics.

Unit III

Difference b/w Advertising, CC & PR; Tools of PR: Media Release, Media Conference, Seminars/ Workshops, Events; Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes

Unit IV

Characteristics of Good P.R & C.C personnel; P.R. Campaign; Corporate Social Responsibility: Concepts, Scope; Crisis Communication; Social Marketing in Indian Context

Unit V

Role of PR in globalization; New Trends in PR, Activism and Mass Media; Global Challenges in P.R.; Laws and Ethical Issues in PR, P.R. in University, Government etc.

References:

- Scott M. Cutlip, Allen H. Center and Glen M. Broom (2000, 6 ed.), *Effective Public Relations*, Englewood Cliffs: N.J. PrenticeHall
- James B. Grunig and Tood (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
- Leonard Saffir, (2000). *Power Public Relation*, NTC ProsinessBooks,
- Banik G.C. (2006). *PR and Media Relations*, Mumbai: JAICO,
- Philip H (Latest Edition). *Public Relations: A Practical Guide to Basics*.
- Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi L: Manas Publication,


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- Sengupta, *Managment of Public Relations and Communication*, New Dehli:
VikasPublication.


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Paper II
JMCPG302
Media Research

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 302	JMC	Media Research	5	0	2	6	60	20	20	0	50

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 the concept, scope and significance of mediaresearch.
- To enable the students to understand Media Researchtechniques,
- To familiarize students with media studies by affording them an exposure to contemporary media and provide an opportunity to pursue their areas ofinterest.

Course Outcomes (COs):

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

- Students will understand the various types ofResearch
- Students will be able to tabulate Data and write a report inResearch.


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JMCPG302
Media Research

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 302	JMC	Media Research	5	0	2	6	60	20	20	0	50

Unit I

Introduction to mass communication research – meaning of research; Scientific method – characteristics – steps in research identification and formulation of research problem in communication research, Types of Research/ Research Design.

Unit II

Basic elements of research – concepts – definitions, and variables; Hypothesis – type of hypothesis – characteristic of good hypothesis.

Unit III

Sampling in communication research; Types – Primary and Secondary, their applications and limitations; Methods of Data collection: Interview, Questionnaire, observation, Qualities & Qualities Analysis.

Unit IV

Use of statistics in communication research; Basic statistical tools: Mean, mode and median:

Unit V

Data processing, analysis, presentation and interpretation of data; Writing research report – components and style

Text Books:

1. Kothari, C.R. (Latest Edition). *Research Methodology Methods and Techniques*
2. Rogers D. Wimmer and Joseph R. Donv (Latest Edition). *Mass Media Research: An Introduction* worth Pub. Company Belmont.
3. Ralph. O. Nafziger and David M. (Latest Edition). *Introduction to Mass Communication Research*, New York: Greenwood Press


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4. Gunter, B. (Latest Edition) *Media Research Methods: Measuring audience reactions and impact*, New Delhi: Sage Publication


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Paper III
MBA I 301C
**ADVANCED HUMAN VALUES AND
PROFESSIONAL ETHICS**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
MBAI301C	JMC	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C-Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10marks.

Course Educational Objectives (CEOs):

The student will be able :

To disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of "right" and "good" in individual, social and professional context

Course Outcomes (COs):

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

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.


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MBA I 301C
ADVANCED HUMAN VALUES AND
PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
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MBAI301C	JMC	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0

Unit I: Human Value

1. Type of Values—competent
2. Instrumental, terminal
3. Extrinsic & intrinsic values; Hierarchy of values; Dysfunctionality of values
4. Basis of values: Philosophical, Psychological and socio-cultural

Unit II: Theories of Value Development

1. Psycho-analytic
2. Learning theory – social learning
3. Models of Value Development
4. Value Analysis
5. Inquiry
6. Social Action

Unit III: Professional Ethics

1. Meaning
2. Objectives
3. Sources of Ethics
4. Ethics V/s Morals and Values
5. Ethico-Moral Action
6. Theories of Ethics, Codes of Ethics

Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Karma Theory
4. Nishkama Karma Yoga and Professionalism

Unit V: Globalization and Ethics


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1. Impact of globalization on Indian corporate and social culture
2. Corporate Citizenship
3. Environmental Protection
4. Social Welfare and Community Development Activities

Suggested Readings

1. Beteille, Andre (1991). *Society and Politics in India*. New Jersey: Athlone Press
2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford University Press
3. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective*. India: Pearson Education, India
4. Fiedlermann, Charles D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
5. Boatright, John R (2012). *Ethics and the Conduct of Business*. New Delhi: Pearson Education.
6. Crane, Andrew and Matten, Dirk (2015). *Business ethics*. New York. :Oxford University Press Inc.
7. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Mumbai: Himalaya Publishing House Pvt.Ltd.
8. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Delhi: New Age International Publications.



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Paper IV
JMCPG303
Audio-Visual Production

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG303	JMC	Audio-Visual Production	4	0	2	5	60	20	20	0	50

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 the role of T.V as a MassMedia
- To have an insight into TelevisionNews
- To Compare Television with othermedium

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 know the Different T.VFormats
- The students should be able to know the Basic Principles of EffectiveTelevision
- Writing They will have knowledge about the working of T.V NewsRoom
- Students will know The Basic CameraShots


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JMCPG303
Audio Visual Production

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							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG303	JMC	Audio-Visual Production	4	0	2	5	60	20	20	0	50

Unit 1

Introduction to Video Production, Video production: meaning and scope, Video production process: pre production, production, post production, Production personnel and their duties and responsibilities, Types of video programs production, ENG production

Unit 2

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, Components of video camera, Types of lenses, White balance: process and need, Camera control unit, Basic shots and their composition Concept of looking space, head room and walking Space

Unit 3

Lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems,

Unit 4

Editing Concepts and Fundamentals, Editing - meaning and significance
 Grammar of editing – (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.

Unit 5

Editing Techniques; Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation, Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic softwares)

Reference:

1. Millerson, G. H (1993). *Effective W. Production* New Delhi: FocalPress
- Holland, P (1998). *The Television Handbook* : New Delhi: Routledge
2. Jack, H. Coote. (Latest Edition). *Making Colour Prints*: New Delhi: FocalPress.
3. Sidney, F. Ray. (Latest Edition). *Applied Photographic Optics*, New Delhi: FocalPress.


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4. John, Tarrant. (Latest Edition). *The Practical Guide to Photographic Lighting*, New Delhi: Focal Press.
5. Fill, Hunter. Steven, Biver. Paul, Fuqua. (Latest Edition). *Light Science and Magic, An Introduction to Photographic Lighting*, New Delhi: Focal Press.
6. Gupta, R.G. (Latest Edition). *Audio and video system*. New Delhi: Focal Press.
7. M.J. Langford. (Latest Edition). *Basic Photography*, New Delhi: Focal Press.
8. Jack H. Coote. (Latest Edition). *Making Color Prints*, New Delhi: Focal Press.
9. Mark Galer. (Latest Edition). *Digital Photography in Available Light, Essential Skills*, New Delhi: Focal Press.
10. John Child. (Latest Edition). *Studio Photography- Essential Skills*, New Delhi: Focal Press.


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Paper IV
JMCPG304
Film Studies

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG304	JMC	Film Studies	3	0	2	4	60	20	20	0	50

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 introduce the basic concept in film studies. Along with some background information on the beginning of the medium „cinema“ and major trends in cinema-making.
- To familiarize students with the information on World and Indian cinema including regional languages and lay a foundation for film analysis.

Course Outcomes (COs):

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

- History of cinema - from silent totalkies
- Understanding of various filmforms
- Basics of film analysis


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JMCPG304
Film Studies

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG304	JMC	Film Studies	3	0	2	4	60	20	20	0	50

Unit I

Film history; Film as a mass medium from silent to introduction of sound in cinema: Understanding Visual Grammar; various Directors and Characteristics of their films(Gurudatt, RajKapoor, Suraj Badjatya, Yash chopra, Sanjay leelabhansali, Rajkumar Hirani)

Unit-II

Types of Films; Factors affecting Selectivity of Films ; Film analysis and Review

Unit III

Films and Society, Art Cinema and Commercial cinema; film and literature; Film and Feminism; Film and Violence

Unit IV

Film criticism; Hollywood cinema; Film Institute in India; Film Censorship

Unit V

Screening of Various important films of different era.

Reference:

1. Badley Linda, R. Barton Palmer and Steven Jay Schneider(1990) *Traditions in World Cinema*, NewDelhi: Sage Publishers
2. Boggs, Joseph(2000). *The Art of Watching Films*. NewDelhi: Sagepublishers
3. Storey, John(2014). *Cultural Studies and the Study of Popular Culture*. NewDelhi: oxford Press
4. Ray, Satyajit. (2007). *Our Films and their Films*. New Delhi: OrientBlackswan
5. Roberge, Gaston(2005). *The Subject of Cinema*. New Delhi: SeagullBooks,
6. Hayward, Susan(1996). *Cinema studies: The Key Concepts* Oxon, New Delhi: Routledge
7. Roberge, Gaston(2005) *Another Cinema for another Society*, Calcutta: SeagullBooks


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8. Bordwell, David and Kristin Thompson (2001). *Film Art: An Introduction*. New York: McGraw Hill


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Paper V
JMCPG305
Practical in Advertising & PR

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 305	JMC	Practical in Advertising & PR	0	0	4	2	0	0	0	0	50

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 prepare a HouseJournal
- To write pressreleases

Course Outcomes (COs):

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

- Students should be able to make Televisionadvertisements.
- The student should be able to make RadioAdvertisements
- The students will be able to make public serviceadvertisements.


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JMCPG305
Practical in Advertising & PR

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 305	JMC	Practical in Advertising & PR	0	0	4	2	0	0	0	0	50

1. Prepare a House Journal.
2. Write three press releases of pre-event.
3. Write three press releases of post-event.
4. Prepare a print advertisement of any product.
5. Prepare a radio advertisement of any product.
6. Prepare a TV Advertisement of any product.
7. Prepare a public service advertisement on any social issue.


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Paper VII

JMCPG306

Summer Internship

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 306	JMC	Summer Internship	0	0	0	2	0	0	0	50	0

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 (CEO'S):

The student will be able

- To excel in problem solving and programming skills in the various computing fields.
- To work in the media organizations and understand their working.
- Students will enrich themselves with knowledge after completing the summer Internship

Course outcomes (CO'S):

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 working of media organizations.
- Students will understand how the different departments function in a media organization



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