



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
Shri Vaishnav Institute of Journalism and Mass Communication  
Choice Based Credit System (CBCS) in light of NEP -2020  
BA (Journalism and Mass Communication)  
Semester II (2024-2027)

Paper I  
JMCUG 201  
Radio Production

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				
JMCUG 201	Major	Radio Production	60	20	20	30	20	2	0	2	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical C - Credit;  
\***Teacher Assessment** shall be based on the 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 get the in depth knowledge of the working of radio.
- CEO 2 – write script for various radio program formats and news bulletins.
- CEO 3 – Recognize roles and responsibilities of radio presenter
- CEO 4 – To carry out the production process and techniques of radio.

**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 - Produce good content for radio.
- CO 2 - Develop questions that anticipate what the listener wants to know.
- CO 3 - Do research about the background & related issues of the broadcasting content.
- CO 4 - Work in professional atmosphere of radio station
- CO 5 - Identify, write, record, produce and edit several formats of radio programs.
- CO 6 - Evaluate the quality of radio program.

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JM CUG 201	Major	Radio Production	60	20	20	30	20	2	0	2	3

**Course Content:**

**Unit I**

**Introduction to Radio Program**

Radio as a medium of communication, structure of a radio station, organizational structure and it's working. radio program: spot light, talk, review, discussion, interview, news, interactive programs: audience programs, phone- in programmes, drama, documentary, community radio

**Unit II**

**Writing for radio**

Scripting: radio formats, commercials, illustrating copy with sound effects, news writing: structuring radio-copy; editing, reporter's copy-compiling, radio news bulletins, programmers, writing intro to bytes, writing headlines: teasers and promos, structuring a radio report, news capsuling and radio commentary.

**Unit III**

**Presentation Techniques**

Role and responsibilities of a presenter (anchor and news reader), do's and don'ts for a presenter (anchor and news reader), modulation and voice quality, voice training –effective use of voice, interview techniques, pronunciation, codes and ethics in broadcasting, qualities of a good rj, voice culture: pitch tempo and pacing, sound effect: stereo and mono sound.

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**Unit-IV**

**Radio Production Process**

Production process and techniques, aspects of sound recording, types of microphones and their usage, field recording skills, radio feature production, radio documentary production, live studio broadcast with multiple sources, news production, drama production

**Unit-V**

**Technical process of Radio Broadcasting**

Basic studio setup, recording of programs; selection of sound effects, editing and mixing techniques, process of planning: scheduling and transmission, evaluation of programs and quality control

**Suggested Readings-**

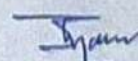
1. Chatterji, P.C. (1988). *Broadcasting in India*. New Delhi: Sage Publication
2. Masani, M. (1997). *Broadcasting and People*. New Delhi: National Book Trust.
3. Luthra, H.R.(1986). *Indian Broadcasting*. New Delhi: Publication Division
4. Crook. T. (1999). *Radio Drama: Theory and Practice*. London: Sage Publication

  
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Paper II  
JMCUG 202  
Basics of Journalism

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				
JMCUG 202	Major	Basics of Journalism	60	20	20	0	0	4	0	0	4

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\***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 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

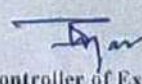
- CO 1 – Inculcate the knowledge of elements of journalism
- CO 2 – Obtain comprehensive and advanced education in the field and seek wide career opportunities..
- CO 3 – Analyze the role and responsibility of media in democracy.
- CO 4 – Differentiate between various types of journalism.
- CO 5 - Apply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

  
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**JMCUG 202**  
**Basics of Journalism**

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JMCUG 202	Major	Basics of Journalism	60	20	20	0	0	4	0	0	4

**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**

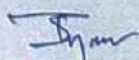
Basic differences between print, electronic and online journalism based on Language and principles of writing.

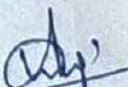
  
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**Unit 5**

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

**Suggested Readings**

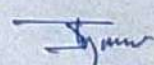
1. Berner, R. T. (2007). *Fundamentals of Journalism: Reporting, Writing and Editing*. Northwestern University : Marquette Books .
2. Carole Flemming, E. H. *An Introduction to Journalism* . 2006: Vistaar Publication.
3. Keeble, R. (2006). *The Newspaper's Handbook*. New York : Roultdge Publication.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

  
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**Paper III**  
**JMCUG203**  
**Public Relations**

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				
JMCUG 203	Minor	Public Relations	60	20	20	0	0	3	0	0	3

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Quiz/Assignments/Project/Participation in Class. (Given that no component shall exceed 10 marks)

**Course Educational Objectives (CEOs):**

The student will be able:

- CEO 1** To know the fundamental concept of Public Relations.
- CEO 2** To recognize the various Public of different organizations.
- CEO 3** To analyze the various tools of Public Relations communication
- CEO 4** To Understand the Ethical communication principles and practices

**Course Outcomes (COs):**

The students should be able to differentiate between various aspects of advertising and public relation.

- CO 1-** The students will be able to write good Press Releases.
- CO 2-** The students will be able to hold press conferences when they join any organization.
- CO 3-** The students will be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- CO 4-** The students will be able to utilize communication to embrace difference
- CO 5-** The students will be able to demonstrate the ability to accomplish communicative goals.

  
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JMCUG 203	Minor	Public Relations	60	20	20	0	0	3	0	0	3

**Course Content:**

**Unit I - Introduction to Public Relations**

- Role & Meaning of Public Relations
- Need For Public relations
- History Of Public relations
- Objective Of Public relations
- Types of Publics- External & Internal

**Unit II - Role of Public Relation**

- Importance of Public relation
- Functions of Public Relations
- Public relation Techniques
- Characteristics of PR Person
- Ethics of PR

**Unit III - Tools of public relations**

- Press Release
- Press kit
- Press Conference and Videos
- House journal
- Exhibition
- Promotional Material

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**Unit IV - PR agency**

- Structure Of PR agency
- Functions of PR agency
- Public Relations campaigns – Program Planning and evaluating
- Corporate Social Responsibility
- Crisis Communication

**Unit V - PR in various sectors**

- Role of PR in Government Sector and Public Sector
- Role of PR in Educational and Research Institutes
- Role of PR in Political and Election Campaign

**Suggested Readings**

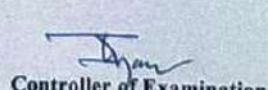
1. Scott, C. et al. (2000). *Effective Public Relations*. New Delhi: Sage publishers
2. James, B. et al. (1984) *Hunt Managing Public Relations*. New York: HoltRinehart and Winton
3. Leonard, S. (2000). *Power Public Relation*. New Delhi: Prosiness Books
4. Banik, G.C. (2006). *PR and Media Relations*. Mumbai: JAICO
5. Philip, H. (2003). *Public Relations: A Practical Guide to Basics* .London: Oxford Press
6. Ashok, A. (1993). *Dynamics of PR*, New Delhi :Manas Publication

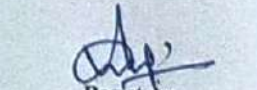
  
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Paper IV  
JMCUG204  
Fundamentals of Photography

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JMCUG 204	Minor	Fundamentals of Photography	60	20	20	30	20	2	0	2	3

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**Course Educational Objectives (CEOs):**

The students will be able:

CEO 1 - To understand the concept, scope and significance of Photography.

CEO 2 - To distinguish between various types of photography.

CEO 3 - To demonstrate lighting techniques for different photographic scenarios.

CEO 4 - To understand the concept the techniques of Photo Journalism and provide an opportunity to pursue their areas of interest.

**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 the elements of photography.

CO 2 - Execute various types of composition techniques

CO 3 - Demonstrate lighting skills to create good photograph.

CO 4 - Practice the ethics of photography in professional life

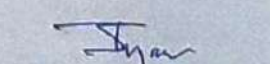
CO 5 – Execute photojournalism skills.

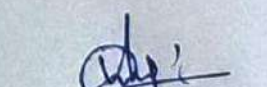
  
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**Course Content:**

**UNIT I**

- Brief history of photography
- Photography as a powerful tool to tell a story
- Types of photography
- Types of photographic cameras

**UNIT II**

- Compositional Techniques
- Types of shots and angles
- Aperture
- Shutters
- ISO
- White Balance

**UNIT III**

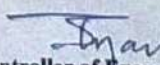
- Natural light and Artificial Light
- The Nature of Light- Soft light, Hard light
- Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
- Three Point Lighting Technique

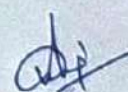
  
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UNIT IV

- Photography equipments: soft boxes, umbrellas, reflectors, Diffuser
- Tripod
- Filters
- Flash

UNIT V

- Photojournalism
- Image editing
- Ethics in photography

Suggested Readings

1. Various. (2021). The Barnet Book Of Photography: A Collection Of Practical Articles. India: Alpha Editions.
2. Diwali, A.(2010).All about Photography. New Delhi.
3. Miotke,J.(2010). Better Photo Basics
4. Barnbaum.B, (2010). The Art of Photography and Approach to personal expression. Rockynook.
5. Peterson.B, (2016). Understanding Exposure. Amphotobooks, Fourth Edition

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