



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 VI (2022-2025)

Paper I  
JMCUG601  
World Media Scenario

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 601	Major	World Media Scenario	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 understand the concept, scope, and significance of global media and its techniques

**CEO 2 -**To understand the international media and policies and their use in their work area

**Course Outcomes (COs):**

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

**CO 1-** Understand the importance of learning media on global level.

**CO 2-** To analyse the impact of global influence on Indian media scenario.

**CO 3-** To determine cultural, social, and economical influence

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JMUG 601	Major	World Media Scenario	60	20	20	0	0	3	0	0	3

**Course Content:**

**Unit-1 Media**

- Media, Types of Media
- Concept of Global Media
- The historical concept of media globalization
- The global news agencies
- Growing Global monopolies and their impact on news, NWICO, MacBride Report

**Unit-2 Global News Media**

- International Journalism
- The need for depth research, operating in hostile conditions.
- International Laws and the role of Western Media in defining human rights, and rethinking the concepts of human rights from a Third World media perspective
- Asian Region-Focus on Agencies in Asia, Case Study of Japan which has the greatest rate of news diffusion worldwide, china and state control news, India-mixed pattern
- Challenges to International Journalism.

**Unit-3 Global Market**

- Global Market Place
- Requirement of Global market place
- Types of Global Markets, doing business abroad
- Global media environment, electronic, print, web and people media
- Global Media Economics

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**Unit-4 Digital Media and Globalization**

- Digital Media Discourse in Global Context- Digital Connectivity
- Introduction the concept of time, space and place
- Global Audience changing needs
- Overview of Digital Media in China, Japan, U.S., India
- Impact of Global Politics

**Unit-5 Global Media Impact in India**

- Hegemony of International Media Mughals
- Transactional Media and India
- Global media and the promotion of the cult of stars
- Hollywood's foray into film industry
- Impact of Global Media in Indian Policies.

**Suggested Readings:**

1. Iqani, M. (2020). *Media and the Global South: Narrative Territorialities, Cross-Cultural Currents (Literary Cultures of the Global South)*. Routledge India.
2. Birkinbine, B. (2016). *Global Media Giants Paperback*. Routledge.
3. Pandey, B. (2012). *Global Media Today*. Taxshila Prakashan
4. Flew, T. (2018). *Understanding Global Media*. Bloomsbury Academic.

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**Paper II**  
**JMCUG602**  
**Art of Documentary Making**

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 602	Major	Art of Documentary Making	60	40	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 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:

**CEO1** - Understand practical and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling.

**CEO2** - Understand the impact of new communication technologies on the traditional print/radio/television enterprises.

**Course Outcomes (COs):**

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

**CO1** - To understand different technical and theoretical aspects of production in media

**CO2** - To apply ethical consideration in practical applications.

**CO3** -To develop ability to critically evaluate their own weakness and strength.

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JMCUG 602	Major	Art of Documentary Making	60	40	20	30	20	2	0	2	3

**Courses Content:**

**Unit 1**

Understanding the Documentary, Introduction to Realism Debate Observational and Verite documentary,

**Unit 2**

Introduction to shooting styles, Introduction to Editing styles Structure and scripting the documentary

**Unit 3**

Documentary Production Pre-Production Researching the Documentary Topic Research: Library, Archives, location, life stories, ethnography

**Unit 4**

Writing a concept: telling a story Treatment Writing a proposal and budgeting

**Unit 5**

Selecting topic for Documentary, preparing scrip for selected topic, Shooting for documentary

**Suggested Readings:**

1. Hampe, B.(2024) *Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries*. Holt Paperbacks.
2. Bricca, J.(2023) *How Documentaries Work*. Oxford University Press Inc.
3. Kochberg, S. (2003) *Introduction to Documentary Production*. Wallflower Pr.
4. Baddeley,H. .(2022) *The Technique of Documentary Film Production*. Legare Street Press.

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**Paper III**  
**JMCUG603 (1)**  
**Multi Media 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 603 (1)	DSE 1	Multi Media Production	60	20	20	0	0	4	0	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:

**CEO1** - To develop a reasonable understanding of recording and editing techniques and creative application in multimedia journalism

**CEO2**- To use hands-on training and critique for journalism, media production

**Course Outcomes (COs):**

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

**CO1** - To analyse the technical approach in multimedia journalism

**CO2** - To develop reasonable understanding of editing techniques and creative application

**CO3** - To determine the challenges and opportunities in Multimedia Journalism

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JMCUG 603 (I)	DSE 1	Multi Media Production	60	20	20	0	0	4	0	0	4

**Course contents:**

**Unit 1**

- Understanding the role of journalism in society
- Incorporating multimedia elements into stories (text, images, audio, video)
- Introduction to Multimedia and interactivity
- Legal and ethical issues in the media
- Multicultural sensitivity.

**Unit 2**

- Paraphrases, Quotes and attribution in media writing
- Leads and Nut Graphs
- News Writing for Web
- Sources and Online Research
- Strategies for effective interviewing and note taking

**Unit 3**

- Photography as a powerful tool to tell a story
- Composition Rule of thirds, focal point
- Photography and outline
- Importance of photojournalism in today's journalism

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**Paper III**  
**JMCUG603 (1)**  
**Multi Media Production**

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			THEORY			PRACTICAL					
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JMCUG 603 (1)	DSE 1	Multi Media Production	60	20	20	0	0	4	0	0	4

**Unit 4**

- Storytelling with audio
- Storytelling with video
- Strategies for audio and video recording
- Audio and Video editing
- Mobile journalism
- Responsive web and webcasting

**Unit 5**

- Artificial Intelligence in journalism
- Emerging technologies and their impact on journalism
- Copyright and fair use in multimedia content
- Privacy concerns in digital reporting
- Fact-checking and combating misinformation on social media

**Suggested Readings:**

1. Gupta, V.S. (2004). *Communication and Development*. New Delhi:Concept Publication.
2. Murthy, D. V. (2022). *Development Journalism, What Next?* New Delhi: Kanishka Publication.
3. Joshi, U. (2009). *Understanding Development Communication*. New Delhi: Dominant Publisher

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Paper III  
JMCUG603(2)  
Fundamentals of Corporate Communication

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 603 (2)	DSE 1	Fundamentals of Corporate Communication	60	20	20	0	0	4	0	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 student will be able to:

- CEO 1 To enhance knowledge about the concept and evaluation of corporate communication
- CEO 2 To enable students to know about importance and role of corporate communication in media industry
- CEO 3 To demonstrate the role, functions and skills of corporate communication
- CEO 4 To understand the concept of Brand Management and image factors in context of organizations

**Course Outcomes (COs):**

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

- CO 1 The students will be able to understand the concept of corporate communication
- CO 2 The students will be able to understand different tools used for corporate communication
- CO 3 The students will be able to improve their language, skills and confidence level.
- CO 5 The students will be able to gain knowledge about working of government and private sector
- CO 6 The students will be able to communicate effectively.
- CO 7 The students will be able to perform the roles and responsibilities in accurate manner.

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JMCUG 603 (2)	DSE 1	Fundamentals of Corporate Communication	60	20	20	0	0	4	0	0	4

**Course Content:**

**UNIT I**

**Introduction to Corporate Communication**

- Concept, Definition, Nature, Scope
- Corporate Communication and Publicity
- Propaganda and Advertising
- Lobbying

**UNIT II**

**Techniques of Corporate Communication**

- Corporate Communication Publics; Internal and External
- Corporate Communication Process
- Corporate Communication Consultancy
- Counseling

**UNIT III**

**Tools of Corporate Communication**

- House Journals, Press Release, Press Conference,
- Brochures, Posters, Exhibitions
- Audio-Visual Aid, TV, Film, Radio, Video.

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JMCUG 603 (2)	DSE I	Fundamentals of Corporate Communication	60	20	20	0	0	4	0	0	4

#### UNIT IV

##### Roles of Corporate Communication

- Employee Relations,
- Financial Relations
- Consumer Relations
- Media Relations
- Govt. Corporate Communication

#### UNIT V

##### Strategy and Communication

- Corporate Communication Research
- Evaluation of Corporate Communication Programme
- Crisis Management
- Case Studies

##### Suggested Readings:

1. Bachu, S.(2021). *Corporate Communication Skills For Professionals*. White Falcon Publishing.
2. Cornelissen,J.(2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications Ltd.
3. Adhikary, G.(2020). *Communication & Corporate Etiquette : (Including grooming for today's business world)*. Notion Press.
4. Rath, P.(2018). *Corporate Communication*. Cengage India Private Limited.

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Paper IV  
JMCUG604 (1)  
Production Portfolio Submission

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 604 (1)	DSE 2	Production Portfolio Submission	00	00	00	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):**

The students will be able to:

**CEO1** - Understand practical and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling.

**CEO2** - Understand the impact of new communication technologies on the traditional print/radio/television enterprises.

**Course Outcomes (COs):**

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

**CO1** - To understand different technical and theoretical aspects of production in media

**CO2** - To apply ethical consideration in practical applications.

**CO3** -To develop ability to critically evaluate their own weakness and strength.

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JMCUG 604 (1)	DSE 2	Production Portfolio Submission	00	00	00	60	40	0	0	8	4

**Course contents:**

In this subject the students will have to make the following production projects during this semester

- Design a front page of a newspaper (with self written articles)
- One radio program
- One TV advertisement
- One short film (fiction or non-fiction)

**Suggested Readings:**

1. Zettle, H. (2022). *Video Basics*. Boston: Wadsworth Publication.
2. Musburger, B. R. (2017). *An Introduction to Writing for Electronic Media*. George Washington University. Routledge Publications
3. Jan R. et al. (2015). *Broadcast Journalism*, New Delhi: Anmol Publication.

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Semester III (2022-2025)

Paper IV

JMCUG604(2)

Visual Elements & Narratives

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 604 (2)	DSE 2	Visual Elements & Narratives	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):**

The student will be able to:

**COE 1-** Foster a deeper appreciation and understanding of film as an art form

**COE 2 –** Cultivate the ability to critically assess and compare various film genres, styles, and cultural representations.

**COE 3 –** Understand film history, genres, and cultural contexts.

**Course Outcomes (COs):**

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

**CO1 –** The student will be able to demonstrate the ability to critically analyze and evaluate various aspects of films.

**CO2 –** The student will effectively communicate their film analyses and opinions through well-structured and engaging written and verbal reviews.

**CO3 –** The course will equip students with a comprehensive understanding of film history, genres, and cultural contexts.

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			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 604 (2)	DSE 2	Visual Elements & Narratives	0	0	0	60	40	0	0	8	4

**Course contents:**

**Unit 1**

- Types of films
- Film genres

**Unit 2**

- Understanding film costume
- Understanding film set designing

**Unit 3**

- Understanding film sounds
- Understanding film camera

**Unit 4**

- Understanding the work of Imtiaz Ali
- Understanding the work of Sanjay Leela Bhansali
- Understanding the work of Rajkumar Hirani
- Understanding the work of Ayan Mukerji
- Understanding the work of Gauri Shinde

**Unit 5**

- Review of movies on the basis of above elements

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**Semester III (2022-2025)**

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 604 (2)	DSE 2	Visual Elements & Narratives	0	0	0	60	40	0	0	8	4

**Suggested Readings:**

1. Fabe, M. (2014). *Closely Watched Films – An Introduction to the Art of Narrative Film Technique*. University of California Press.
2. Cook, D. (2016). *A History of Narrative Film*. W. W. Norton & Company.
3. Ryan, M. (2020). *An Introduction to Film Analysis: Technique and Meaning in Narrative Film*. Bloomsbury Academic USA.
4. Branigan, E. (2020). *Narrative Comprehension and Film*. Routledge

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Semester VI (2022-2025)

Paper V  
JMCUG 605  
Minor Research Project

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 605		Minor Research Project	60	20	20	30	20	4	0	4	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:

**CEO1** - To develop a reasonable understanding of how to conduct a research.

**CEO2**- To get hands-on training on writing a research paper and fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis.

**Course Outcomes (COs):**

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

**CO1** - Plan and critical investigation and evaluation of a chosen research topic relevant to environment and society

**CO2** - Appropriately apply qualitative and/or quantitative evaluation processes to original data

**CO3** - Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.

**CO4** - Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.

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**Semester VI (2022-2025)**

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 605		Minor Research Project	60	20	20	30	20	4	0	4	6

**Course Content:**

**Unit-I**

- Introduction to Media Research - Meaning, Definition, Characteristics and Importance
- Origin of Research in Communication
- Types of Research

**Unit-II**

- Overview of Research Problem and Objective,
- Steps in Research Process
- Hypothesis: Concept, Types and Error
- Variables and its types
- NOIR

**Unit-III**

- Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks
- Research Design: Concept and definition, types of research design - descriptive, exploratory, experiment, Quasi Experimental Design, Observation Method

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Semester VI (2022-2025)

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 605		Minor Research Project	60	20	20	30	20	4	0	4	6

#### Unit-IV

- Research methodology
- Sampling technique
- Tools of data collection
- Tabulation of Data and Graphical Representation of Data
- Data Interpretation
- Use of Microsoft Excel and SPSS, References
- Research ethics and Plagiarism

#### Unit-V

- Report writing
- Preparation of MRP

#### Suggested Readings:

1. Kothary, C. (2019). *Research Methodology*. New Age International Publishers.
2. Kumar, R. (2023). *Research Methodology: A Step By Step Guide For Beginners*. Sage Publications Pvt. Ltd.
3. Creswell, J.(2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Pubns.
4. Sansanwal, D.(2020). *Research Methodology And Applied Statistics*. Shipra Publications

  
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