



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 I (2024-2027)

**Paper I**  
**JMCUG101**  
**Print 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 101	Major	Print Media Production	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.

The student will be able:

- CEO 1** – To understand print as a medium of mass communication
- CEO 2** – To understand the concept of design elements and principles
- CEO 3** – To understand the concept of layout of a newspaper
- CEO 4** – To understand concepts of typography
- CEO 5** – To understand sociology of news

**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 -

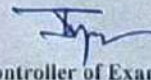
- CO1** – Acquaint with the news selection and placement process
- CO2** – Design various pages of a newspaper
- CO3** – Understand about the various types of news paper
- CO4** – Acquire knowledge about the working of the organizational setup of a newspaper
- CO5** – Acquire knowledge about the sociology of newspaper readers.

  
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**UNIT-I**

- News selection and Placement
- News paper formats – Broadsheet, Tabloid & Magazine
- Newspaper printing methods
- Types of paper printing methods
- Types of paper printing

**UNIT-II**

- Typography and visual representation
- Elements of design
- Principles of design and their importance
- Plotting text: headlines, editing pictures, captions

**UNIT-III**

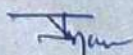
- Preparing dummy of news paper and it's different pages
- Rules – Column rule, cut off rule, window
- Plotting text: headlines, editing pictures, captions
- Front page design, functional design, horizontal design
- Editorial page, Supplements, Week-end pullouts, columns/columnists

  
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**UNIT-IV**

- Newsroom, Organizational setup of a newspaper
- Editorial department, Revenue in newspaper
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Headlines; importance, functions of headlines
- Types of headline
- Importance of pictures and selection of news pictures

**UNIT-V**

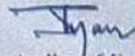
- Sociology of news: factors affecting news treatment, paid news, agenda setting,
- Gatekeepers in news paper
- Objectivity and politics of news
- Neutrality and bias in news

  
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**Paper II**  
**JMCUG102**  
**Growth and Evolution of Indian Media**

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JMCUG 102	Major	Growth and Evolution of Indian Media	60	20	20	0	0	3	0	0	3

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**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 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.

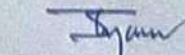
**CO5** - Understand the present status of various mass media.

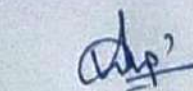
  
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### Course Content

#### UNIT-I

##### Brief History of Newspaper

- History of print media in India
- Types of newspapers: contents, characteristics
- Newspaper as a medium of mass communication
- Magazines: contents, characteristics
- Magazines as a medium of mass communication,

#### UNIT-II

##### Brief History of Radio

- History of Radio in India
- Radio as a medium of mass communication,
- Prasar Bharti
- Development of private radio channels
- Community radio.

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### UNIT-III

#### Brief History of Cinema

- History of Indian Cinema
- Types of cinemas: Fiction, Non- Fiction, documentaries, Animation films
- Films as a medium of mass communication
- Effects of cinema on society.

### UNIT-IV

#### Brief History of T.V. Broadcasting

- History of television in India
- SITE
- Doordarshan
- Growth and development of private channels in India.
- Television as a medium of mass communication

### UNIT-V

#### Emergence of Digital Media


- Digital media: definition, need, importance, nature
- Scope of digital media
- Limitations of digital media.
- Digital Media as a medium of mass communication

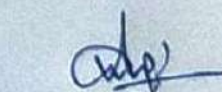
  
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**Suggested Readings**

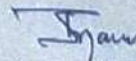
1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi: Har Anand Publication .
3. Anand Publication .
4. Natarajan, J. (2010). *History of Indian Journalism*. Delhi: Ministry of Information and Broadcasting.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

  
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**Paper III**  
**JMCUG103**  
**Introduction to Communication and Media**

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JMCUG 103	Minor	Introduction to Communication and Media	60	20	20	0	0	3	0	0	3

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Project/Participation in Class, given that no component shall exceed more than 10 marks.

**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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JMCUG 103	Minor	Introduction to Communication and Media	60	20	20	0	0	3	0	0	3

**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: definition, types
- Study of audience behavior

**Unit III**

**Tools of Mass Communication-**


- Newspapers as a tool of mass communication
- Magazines as a tool of mass communication
- Radio as a tool of mass communication
- Television as a tool of mass communication
- Films as a tool of mass communication
- Traditional and folk media as a tool of mass communication
- Advertising & Public relations

  
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**Unit IV**

**Models of Communication**

- Aristotle's Model
- Berlo's Model
- Lasswell's Model
- Shannon Weaver Model
- Newcomb's Model
- Johari Window

**Unit V**

**Theories of Mass Communication**


- Normative theories
- Lazarfield one step and two-step flow theory
- Hypodermic needle theory
- Agenda-setting theory
- Theory of gate keeping


  
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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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Paper IV  
JMCUG104  
Communication, Media and Culture

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**Course Educational Objectives (CEOs):**

The students should be able:

- CEO 1 To improve the understanding of cultural perspective in media
- CEO 2 To analyze the historical development of society through media
- CEO 3 To have insight in the traditional media tools and approaches

**Course Outcomes (COs):**

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

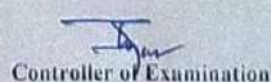
- CO 1 The student will get to know about the importance of culture in media studies.
- CO 2 The students will be able to understand the approaches and application implies in media studies.
- CO 3 Students will be able to examine the method to study the different media and audience.


  
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**Unit I – Basics of Media and Culture Studies**

- Introduction to Media and Culture Studies
- Mass Culture
- Popular Culture
- Folk Culture.

**Unit II – Theoretical approach**

- Frankfurt School: Critical Theories
- Uses and Gratification Approach
- Reception Theory
- Frank dance Model

**Unit III – Discourse analysis**

- Semiotics
- Use of Texts, Signs and Codes in media for cultural representation
- Representation of nation, class, caste, gender
- Audiences: Definition and types (Active and Passive audience)

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**Unit IV – Culture and Communication**

- Importance of culture and tradition in media studies
- Impact of media on culture
- Cross cultural communication
- Cultural barriers in communications

**Unit V – Traditional versus new Media**

- Folk media: Definition and typed
- Folk Media as a form of Mass Culture
- Effect of digital media on traditional media
- Media technologies, New Media and Cultural forms.

**Suggested Readings**


1. Fiske , John(1982), **Introduction to Communication Studies**, Routledge
2. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
3. Stevenson Nick, (2002) **Media Cultures**, New Delhi: Sage Publication.

  
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