



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 III (2023-2026)

Paper I
JMCUG301
Video Production and Editing

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 301	Major	Video Production and Editing	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 components like quiz/Assignments/ Project/Participation in Class (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students will be able to -

- COE 1** - Have an insight into Pre-Production, Production and Post Production of video production.
- COE 2** - Carry out basic techniques of video production and video editing
- COE 3** - Learn about the lighting, set design and various equipment's involved in video production.
- COE 4** - To acquire fundamental of Video Camera

Course Outcomes (COs):

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

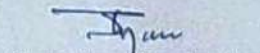
- CO 1**- The student should be able to shoot a proper technical video.
- CO 2**- Student will have knowledge about the basic camera shots, lighting techniques, set designing and editing.
- CO 3** - The students will have knowledge about research of video production
- CO 4** - The students will be able to perform the different production activity


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JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Course Content:

Unit-1

- Basics of Video Production-Introduction of Videoproduction
- Importance of idea of generation
- Steps of Pre-production, Production and Post-production
- Concept and research for videoproduction

Unit-2

- Introduction to Video camera and its types
- Video Camera: parts and their functions
- Basic shots, Camera Angles and Camera Movements
- Importance of tripod in Video Shooting

Unit-3

- Overview of Video Editing Software
- Grammar of visual media
- Linear Video Editing and Non-Linear Editing
- Use of Chroma and Special Effects

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Unit-4

- Video Lighting- Purpose of Lighting
- Lighting Equipment
- Types of Lighting
- Cookies, Gels and Filters

Unit-5

- Set Designing- Scenery and set Design
- Importance of set Design in videoproduction
- Role of Art Direction team in set design
- Outdoor and Indoor set design
- Importance of Research in set Design

Suggested Readings:

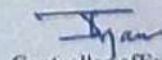
1. Hakemulder, J. R.(2020). *Broadcast Journalism* New Delhi: Anmol Publications,
2. Trewin, J.(2019). *Presenting on TV and Radio*. New Delhi: Focal Press
3. Hyde, S.(2018). *TV & Radio Announcing* .New Delhi: Kanishka Publishers
4. Boyd, A.(2020). *Techniques of Radio and Television*. New Delhi: Focal Press, India.
5. Rich, U.(2022). *Shooting TV News: Views from Behind the Lens*. New Delhi: Oxford: Focal Press
6. Bryce, B.(2022). *Nonlinear Editing: Storytelling, Aesthetics and Craft*. New Delhi: CMP Books

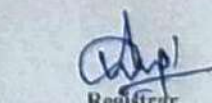

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Paper II
JMCUG302
Basics of Script Writing

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 302	Minor	Basics of Script Writing	60	20	20	0	0	3	0	0	3

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

- COE 1 - Have an insight into script writing techniques.
- COE 2 - Carry out basic types of scripting.
- COE 3 - Learn about the importance of script writing in production
- COE 4 - To acquire fundamentals of scripting.

Course Outcomes (COs):

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

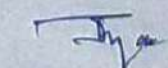
- CO 1- Student will be able to understand the concept of script writing
- CO 2- Student will be able to make script for any video or audio program.
- 3 - The student will be able to understand the art of writing script for different kinds of media.
- 4 - The students will be able to differentiate between various types of script.


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JMCUG302
Basics of Script Writing

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JMCUG 302	Minor	Basics of Script Writing	3	0	0	3	60	20	20	0	0

Course Content:

Unit-1

- Introduction to script
- Research in script writing
- Role of script writer
- Visual Writing and Visual Grammar

Unit-2

- Story - Elements of story
- Character and types
- Plots
- 3 Act structure

Unit-3

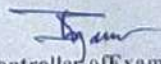
- Scripting for television
- Full page script
- Spilt page script
- Writing for different Television Programs



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JMCUG 302	Minor	Basics of Script writing	3	0	0	3	60	20	20	0	0

Unit-4

- Scripting for Radio
- Writing for Ear
- Writing for different radio programs
- Writing strategies for Radio

Unit-5

- Scripting for web
- Use of sound, photograph, video and graphics to complement words
- Writing for different web formats
- Writing strategies for web content

Suggested Readings:

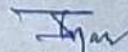
1. Filak, V. F. (2019). *Dynamics of Writing*. Los Angeles: CQPress.
2. Heuth, A. C. (2019). *Scripting for Film, Television and New Media*. New York: RoutledgePublication.
3. Patti, L. (2019). *Writing About Screen Media*. New York : RoutledgePress.


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Paper III
JMCUG303
Media Writing Techniques

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			End Sem Universit v Exam	Two Term	Teacher's Assessment	End Sem Universit v Exam	Teacher's Assessment				
JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical;
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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 mediaplatforms.
- 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 organizations.

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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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

Course Content:

UNIT I

- Communication language: meaning and importance
- Style of writing (5w's and 1h, inverted pyramid & pyramid, hour glass)
- Essentials of mass media writing
- Use of creative writing in the field of media.

UNIT II

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

UNIT III

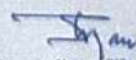
- Writing for Radio: scripting, news, drama, advertisement, jingles
- Writing for Television: scripting, news, advertisement, tv program (developing concept developing character)
- Feature writing: news feature, personality feature, human interest stories, photo feature and caption writing


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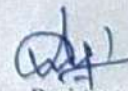
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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

UNIT IV

- 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

Suggested Readings:

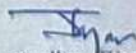
1. Carroll, B. (2010). *Writing for Digital Media*. New York : Routledge.
2. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect*. Washington: SAGE Publications
3. Scott A Kuehn, A. L. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage Publishing.


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Paper IV
JMCUG304
Film Appreciation and Analysis

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
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JMCUG 304	Minor	Film Appreciation and Analysis	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 on the following components like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students should be able:

- COE 1 - To acquire fundamental knowledge of film aesthetics
- COE 2 - To understand the various theories related to cinema.
- COE 3 - To learn about the film movements.
- COE 4 - To recognize the gems of Hindi cinema.
- COE 5 - To understand language and style of cinema

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 - The students will learn about the theoretical approach of Hindi cinema.
- CO 2 - The students will learn about the practical approach of Hindi cinema.
- CO 3 - The students will have knowledge about forms and styles of international and national films.
- CO 4 - The students will be able to analyze the various elements of films

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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Course contents:

Unit I

- Language of Cinema I- Focus on visual Language: Shot, Scene, Mise-en-scene, Deep focus, Montage.
- Language of Cinema II – Focus on Sound - Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound
- Story, plot, and character

Unit II

- German Expressionism and Film Noir
- Italian Neorealism
- French New-Wave
- Parallel Cinema

Unit III

- Fiction and Non-Fiction Cinema
- Feminist Film Theory
- Auteur Theory

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Unit IV

- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
- Gender representation in Cinema
- Cinema and Globalization
- The multiplex Era

Unit V

- Review of film based on – Visuals, Music, Story and Representation.
- **Recommended Screenings or clips**
- Cult movies from all eras

Suggested Readings:

1. Bazin, A. (1967). *What is Cinema Vol. 1*. Los Angeles and London : University of California Press.
2. Dyer, R. (2000). *Film and Theory: An Anthology*. Blackwell Publication.
3. Eisenstein, S. (1977). *Film Form: Essay in Film Theory*. New York: A Harvest/Harcourt Brace Jovanovich Publication.
4. Kavoori, A. P. (2008). *Global Bollywood*. New York: New York University Press.
5. Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
6. Stam, R. (2000). *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publication

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