

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
MA (Journalism and Mass Communication)
Semester IV (2021-2023)

Paper I
JMCPG401
Media Laws and Ethics

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				
JMCPG 401	CC	Media Laws and Ethics	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 students will be able:

- CEO 1** To help students to gain an understanding of media laws in India and their implications on the profession of journalism
- CEO 2** To identify and analyze ethical questions pertaining to journalism
- CEO 3** To develop knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

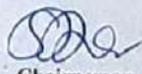
Course Outcomes (COs):

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

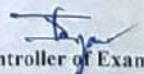
- CO 1** The student will be able to recognize ethical issues inherent in journalism
- CO 2** The student will be able to identify, use, compare, and contrast major legal and ethical approaches
- CO 3** The student will be able to apply laws to case studies and evaluate the relative merits and demerits of laws and ethical question pertaining to media
- CO 4** The student will be able to understand legal procedure related to media industry.
- CO 5** The student will be able to develop personal and professional codes of ethics for himself and his performance as a media professional



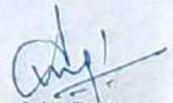
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Course Content:

Unit-1

Introduction to Laws and Media Laws

- Introduction to Constitution and Laws in India
- Jurisprudence; Introduction to Indian Constitution
- Laws and Types of Laws in India, Indian Penal Code
- Brief Introduction to current Media Laws in India

Unit-2

Conceptual Understanding of Media Laws

- Introduction to Media Laws and Ethics
- History of Indian Media Laws
- Understanding the concept of Media Ethics
- Concept of Legality and Ethicality in Media Industry
- Rights and Duties of Media Professionals
- Self-regulation by media.

Unit-3

Various Media Laws

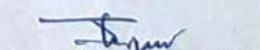
- Freedom of Speech and Expression Article 19
- Gagging Act; Vernacular Press Act; The Press Registration of Books Act 1867
- Official Secret Act 1923; Press Commission, Cinematograph Act 1927
- Copy right Act 1957, Contempt of Court 1971 (journalistic perspective)
- Press Council act 1978; Indecent Representation of Women (Prohibition) Act, 1986;
- Prasar Bharati: 1990, Defamation, Wireless and Telegraphy Act, 2000; IT Act 2000
- Right to Information 2005; Obscenity; Right to Privacy, IT rule 2022

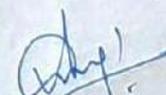

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Unit-4

Legality and Ethicality in Media

- Media and Journalistic Ethics
- Ethical Issues in Media Print, Electronic and social media
- Media Content- Debates on Morality & Accountability
- Censorship in Media
- Ethical issues in Sting Operations in India.

Unit-5

Case Study related to Media Laws and Ethics in India

Reference Books:

1. Basu, B. (2000). *Laws of Press in India*. New Delhi: Anmol Publishers
2. Basu, D.D.(2002). *Press Laws*. Nagpur: Wadhwa and company publication.



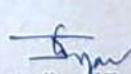
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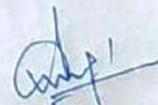
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Paper II
JMCPG402
Digital and Social Media

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JMCPG 402	CC	Digital and Social Media	60	20	20	30	20	2	0	2	3

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(Given that no component shall exceed more than 10 marks)

Course Educational Objectives (CEOs):

The students will be able:

CEO 1 To identify the fundamental concepts and technological understanding of Digital media.

CEO 2 Integrate the practical learning of online journalism

CEO 3 To acquire knowledge about Mobile journalism and Internet Activism

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 be able to evaluate and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.

CO 2 The student will be able to employ and apply a wide range of concepts relating to Internet, social media and society.

CO 3 Student will be able to develop an understanding of social media working



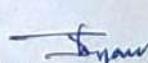
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Course Content:

Unit I – Introduction to Digital Media

- Meaning and concept
- Media literacy
- Types of Digital Marketing
- Trends & Scenarios of the Digital Marketing Industry
- Difference between traditional marketing and digital marketing.

Unit II – Introduction to social media

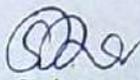
- Meaning and Concept
- Major Social Media Platforms for Marketing
- Social media for Business
- Challenges and opportunities of social media

Unit III – Dimensions of New media

- Media convergence
- Ethics for Online Journalism.
- Webpage Interactivity-Blog
- E-Newspapers On-line Editions of Newspapers

Unit IV – Mobile Journalism

- Meaning and concept
- Techniques for Audio and video recording
- Concept of mobile video editing



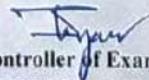
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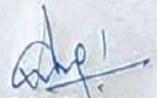
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Unit V – Cyber Journalism

- Meaning and concept
- Merits and Demerits of Cyber Journalism over traditional newspapers and magazines
- Socio-economic impact of Cyber journalism
- Fact checking and its importance

Suggested Readings

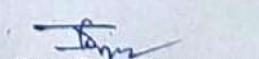
1. Callahan, C. (1990). *Journalist's Guide to the Internet*. Oxford press
2. Andrew, B. (2000). *Web: ABC of the Internet*. New Delhi: Sage Publications
3. Danis, P. C. (2000). *Information Technology*. New Delhi: Sage publications
4. Anil, M. (1990). *Illustrated World of Internet*. New Delhi: Anmol Publishers
5. Preston, G. (2000). *How the Internet Works*. Oxford press
6. Castells, M. (2004). *The Network Society: a cross-cultural perspective*. Edward Elgar. MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45),
7. Kahn, R., Kellner, D. (2006). *New Media and Internet Activism: From The Battle of Seattle to Blogging*. New Media & Society, Vol. 6, No. 1, 2004.
8. Lister, M. (2009). *New Media – A critical Introduction*: Routledge,
9. Saxena, S.(1999). *Web journalism*, New Delhi: Tata Mcgraw Hill Education Pvt. Ltd
10. Sussex(2010). *Web Journalism, A New form of Citizenship*, New Delhi: Academic Press
11. James, G. S. (2000). *Web journalism, Practice and promise of a New Medium*: Oxford press
12. Richard, C. (2008). *Online Journalism, Reporting, Writing and Editing for New media*, Pearson Education

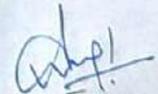

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Paper III
JMCPG403
Electronic News Production

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			THEORY			PRACTICAL					
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JMCPG 403	CC	Electronic New Production	60	20	20	30	20	2	0	2	3

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

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(Given that no component shall exceed more than 10 marks)

Course Educational Objectives (CEOs):

The students will be able:

CEO 1 To know about the theories and approaches that deal with how Internet and social media shape society and are shaped by society and power structures at an advanced level.

CEO 2 To understand the electronic media terms and concepts

CEO 3 To acquire knowledge about the digital media

CEO 4 To enhance the knowledge of the students in new broadcast technologies

Course Outcomes (COs):

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

CO 1 - Students will be able to systematically and critically discuss, evaluate, and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.

CO 2 - Student will be able to simplify technical content in simple language and multimedia as a part of technical communication

CO 3 - They will develop an understanding and an ethical and critical appreciation of the importance of the Internet and social media in contemporary society.

CO 4 - Students will be able to use social media to disseminate journalistic information to the public

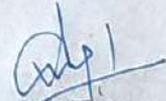

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JMCPG 403	CC	Electronic New Production	60	20	20	30	20	2	0	2	3

Course Content:

Unit-1 Basics of News Production

- How Electronic News differ from Print?
- Role of Audio-Visual Inputs
- How News production differs from other production
- Importance of Editing in electronic News Production
- Electronic Media as a tool of Development

Unit-2 Television News Production

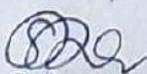
- Terminology for Broadcast news
- Elements of television News, Fundamentals of Camera Operation
- Importance of lighting in video production, Audio and sound control in video.
- Digital Editing techniques and principles, performing technique for reporters
- Electronic news Gathering

Unit-3 Radio News Production

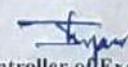
- Introduction to Radio as a Mass Medium
- Types of News Bulletin
- Compilation of News: Pool Copy, Compiling News Bulletins.
- Radio Programme production: Basics Equipment
- Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Gateway, music, silence etc.

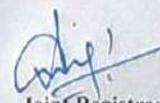

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Unit-4 Web News Production

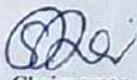
- Structure of a Web Newsroom
- Responsibilities of content team members
- Online Reporting
- Writing for Web
- Content for e-paper, web radio and web television.

Unit-5 Current News Trends in Electronic News

- Live News Reporting
- Citizen Journalism
- Talk Show
- Panel Discussion
- Ground Reporting.:

Suggested Reading:

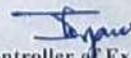
1. Volkmer, I. (2001). *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. Hachten, W. (2002) *World News Prison*. Iowa. Iowa state press.
3. Rantaner, T. (2006). *Globalization and Media*. London: Sage Publications.
4. Frederick, H. H. (1993): *Global Communication & International Relations*.
5. Thomas, A. O. (2006): *Transnational media and controlled Markets*. New Delhi: Sage publications
6. Hamlink, C. (1996): *The Politics of World Communication*. London. Sage publication.



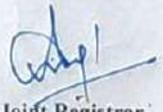
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Paper -IV
JMCPG404
Corporate Communication

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JMCPG 404	DSE-1	Corporate Communication	60	20	20	0	0	3	0	0	3

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(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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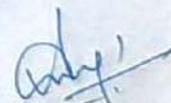


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Course Content:

UNIT I

Introduction to Corporate Communication

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

UNIT II

Techniques of Corporate Communication

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

UNIT III

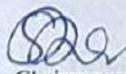
Tools of Corporate Communication

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



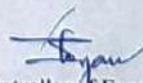
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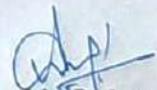
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Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
MA (Journalism and Mass Communication)
Semester IV (2021-2023)

Paper IV
JMCPG 404
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				
JMCPG 404	DSE-1	Corporate Communication	60	20	20	0	0	3	0	0	3

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
- Corporate Communication in Crisis Management, Case Studies

Suggested Readings

1. Belasan, T. A. *Theory & Practice of Corporate Communication: A Competing Values Perspective*, State University of New York: SAGE Publication. Naomi, Langford-wood., Brian, S. A. *Critical Corporate Communications*: New Delhi: Sage Publishers
2. Paul, A. A., Forman, J. *The Power of Corporate Communication: Crafting the Voice and Image of your Business*: Tata Mc Graw Hills
3. Richard, D. *Fundamentals of Corporate Communication*: Oxford university press.
4. Joep, C. *Corporate Communication: A Guide to Theory and Practice*. New Delhi: Oxford press
5. Michael, B. G., Peter, B. H. *Corporate Communication: Strategic Adaptation for Global Practice*. New Delhi: Sage publishers
6. Fernandez, J. (2012). *Corporate communications: A 21st century primer*. New Delhi: Sage publishers
7. James, T. *Digital Strategies for Powerful Corporate Communications*: Sage publishers



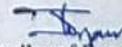
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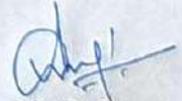


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Paper -IV
JMCPG 404
Public Relations

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				
JMCPG 404	DSE-2	Public Relations	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 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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Paper -IV
JMCPG404
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					
JMCPG 404	DSE-2	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

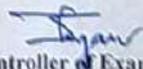
- Press Release
- Press kit
- Press Conference and Videos
- House journal
- Exhibition
- Promotional Material



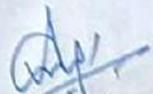
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Paper -IV
JMCPG 404
Public Relations

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			THEORY			PRACTICAL						
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment					
JMCPG 404	DSE-2	Public Relations	60	20	20	0	0	3	0	0	3	

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
- IPRA and PRSI

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: Prosinness 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 -V
JMCPG405
Dissertation

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					
JMCPG 405	JMC	Dissertation	0	0	0	60	40	0	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):

CEO 1 To understand the basics of research

CEO 2 Deeper knowledge of methods and technique of research

CEO 3 Develop the capability to contribute in research and development work

Course Outcomes (COs):

On satisfying the requirements of this course, students will have the knowledge and skills to:

CO 1 student will be able to Plan and engage in an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society

CO 2 Student will be able to identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions

CO 3 Student will be able to critical review of appropriate and relevant information sources

CO 4 Student will be able to appropriately apply qualitative and/or quantitative evaluation processes to original data.

CO 5 Student will be able to understand and apply ethical standards of conduct in the collection and evaluation of data and other resources

CO 6 Student will be able to communicate research concepts and contexts clearly and effectively both in writing and orally.



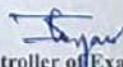
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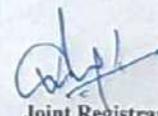
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Paper -VI
JMCPG406
Comprehensive Viva Voce

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
JMCPG 406	CVV	Comprehensive Viva Voce	0	0	0	30	20	0	0	0	2

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:

- COE 1 – Demonstrate theoretical and practical knowledge of anchoring, reporting and radio production.
- COE 2 – Demonstrate various skills of photography
- CEO 3 - Apply theoretical concepts in real life situations

Course Outcome (CO)

- CO 1 - The students will be able to understand the working system of news channels and radio stations.
 - CO 2 - Students will have in depth knowledge about practical and theoretical aspects of media.
 - CO3 – Students will exhibit professional etiquette suitable for career progression
- Students will read and understand each subject in depth.

A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subjects.



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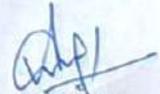


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