

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

# **SEMESTER III**

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper I**  
**JMCPG301**

**Tools and Techniques of Public Relation**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 301</b>	<b>JMC</b>	<b>Tools and Techniques of Public Relation</b>	5	0	0	5	60	20	20	0	0

**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:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

**Course Outcomes (COs):**

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

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper I**  
**JMCPG301**

**Tools and Techniques of Public Relation**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 301</b>	<b>JMC</b>	<b>Tools and Techniques of Public Relation</b>	5	0	0	5	60	20	20	0	0

**Unit I**

P.R. Meaning, Importance, and Scope; Process, Definition, Aims and Scope, In House & External PR

**Unit II**

Understanding cultures; culture and its implications for PR; Research in PR; Lobbying, PR & Propaganda; Professional bodies in PR: PRSI, IPRA, professional codes of ethics.

**Unit III**

Difference b/w Advertising, CC & PR; Tools of PR: Media Release, Media Conference, Seminars/ Workshops, Events; Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes

**Unit IV**

Characteristics of Good P.R & C.C personnel; P.R. Campaign; Corporate Social Responsibility: Concepts, Scope; Crisis Communication; Social Marketing in Indian Context

**Unit V**

Role of PR in globalization; New Trends in PR, e- PR Activism and Mass Media; Global Challenges in P.R.; Laws and Ethical Issues in PR, P.R. in University, Government etc.

**References:**

- Scott M. Cutlip, Allen H. Center and Glen M. Broom (2000, 6 ed.), *Effective Public Relations*, Englewood Cliffs: N.J. Prentice Hall
- James B. Grunig and Tood (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
- Leonard Saffir, (2000). *Power Public Relation*, NTC Prosiness Books,
- Banik G.C. (2006). *PR and Media Relations*, Mumbai: JAICO,
- Philip H (Latest Edition). *Public Relations: A Practical Guide to Basics*.
- Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi L:Manas Publication,
- Sengupta, *Managment of Public Relations and Communication*, New Dehli: VikasPublication.

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper II**  
**JMCPG302**  
**Media Research**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 302</b>	<b>JMC</b>	<b>Media Research</b>	5	0	0	5	60	20	20	0	0

**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 understand the concept, scope and significance of media research.
- To enable the students to understand Media Research techniques,
- To familiarize students with media studies by affording them an exposure to contemporary media 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:

- Students will understand the various types of Research
- Students will be able to tabulate Data and write a report in Research.

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper II**  
**JMCPG302**  
**Media Research**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 302</b>	<b>JMC</b>	<b>Media Research</b>	5	0	0	5	60	20	20	0	0

**Unit I**

Introduction to mass communication research – meaning of research; Scientific method – characteristics – steps in research identification and formulation of research problem in communication research

**Unit II**

Basic elements of research – concepts – definitions, and variables; Hypothesis – type of hypothesis – characteristic of good hypothesis.

**Unit III**

Sampling in communication research; Types – Primary and Secondary, their applications and limitations; Methods of Data collection: Interview, Questionnaire, observation,

**Unit IV**

Use of statistics in communication research; Basic statistical tools: Mean, median and mode, Standard Deviation, Correlation, T-Test, Diagrammatic Representation

**Unit V**

Data processing, analysis, presentation and interpretation of data; Writing research report – components and style, Software for Data Analysis; SPSS, Excel

**Text Books:**

1. Kothari, C.R. (Latest Edition). *Research Methodology Methods and Techniques*
2. Rogers D. Wimmer and Joseph R, Domv(Latest Edition).*Mass Media Research: An Introduction* worth Pub. Company Belmont.
3. Ralph. O. Nafziger and David M. (Latest Edition). *Introduction to Mass Communication Research*, New York: Greenwood Press
4. Gunter, B. (Latest Edition) .*Media Research Methods: Measuring audience reactions and impact*, New Delhi: Sage Publication

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

Paper III  
**MBAI301C**

**ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
MBAI301C	JMC	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0

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

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Objective**

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

**Examination Scheme**

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**Course Outcomes**

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

Paper III  
**MBAI301C**

**ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
MBAI301C	JMC	Advanced Human Values and Professional Ethics	4	0	0	4	60	20	20	0	0

**Unit I: Inculcating Values at Workplace**

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

**Unit II: Professional Ethics**

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

**Unit III: Indian Ethos and Management Style**

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

**Unit IV: Human Behavior – Indian Thoughts**

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

**Unit V: Spirituality and Corporate World**

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

**Suggested Readings**

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper IV**  
**JMCPG303**  
**Video Film Production**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG303	JMC	Video Film Production	4	0	2	5	60	20	20	0	50

**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 understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

**Course Outcomes (COs):**

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

- The student should be able to know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television
- Writing They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper IV**  
**JMCPG303**  
**Video Film Production**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG303	JMC	Video Film Production	4	0	2	5	60	20	20	0	50

**Unit 1**

Introduction to Video Production, Video production: meaning and scope, Video production process: pre production, production, post production, Production personnel and their duties and responsibilities, Types of video programs production, ENG production

**Unit 2**

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, Components of video camera, Types of lenses, White balance: process and need, Camera control unit, Basic shots and their composition Concept of looking space, head room and walking Space

**Unit 3**

Lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems,

**Unit 4**

Editing Concepts and Fundamentals, Editing - meaning and significance  
 Grammar of editing – (i) Grammar of Picture (ii) Grammar of Audio, eye line, point of view and continuity type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.

**Unit 5**

Editing Techniques; Criteria for editing - picture, narration and music, Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation, Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic softwares)

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Reference:**

1. Millerson, G. H (1993). *Effective TV. Production* New Delhi: Focal Press
- Holland, P (1998). *The Television Handbook* : New Delhi: Routledge
2. Jack,H.Coote. (Latest Edition).*Making Colour Prints*: New Delhi: Focal Press.
3. Sidney, F. Ray.( Latest Edition). *Applied Photographic Optics*, New Delhi: Focal Press.
4. John, Tarrant.(Latest Edition). *The Practical Guide to Photographic Lighting*, New Delhi: Focal Press.
5. Fill, Hunter.Steven, Biver. Paul, Fuqua. (Latest Edition). *Light Science and Magic, An Introduction to Photographic Lighting*, New Delhi: Focal Press.
6. Gupta , R.G. (Latest Edition). *Audio and video system*. New Delhi: Focal Press.
7. M.J. Langford. (Latest Edition). *Basic Photography*, New Delhi: Focal Press.
8. Jack H.Coote. (Latest Edition). *Making Color Prints*, New Delhi: Focal Press.
9. Mark Galer. ( Latest Edition). *Digital Photography in Available Light, Essential Skills*, New Delhi: Focal Press.
10. John Child. (Latest Edition).*Studio Photography- Essential Skills* , New Delhi: Focal Press.

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper V**  
**JMCPG304**  
**Film Studies**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG304	JMC	Film Studies	4	0	2	5	60	20	20	0	50

**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 introduce the basic concept in film studies. Along with some background information on the beginning of the medium ‘cinema’ and major trends in cinema-making.
- To familiarize students with the information on World and Indian cinema including regional languages and lay a foundation for film analysis.

**Course Outcomes (COs):**

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

- History of cinema - from silent to talkies
- Understanding of various film forms
- Basics of film analysis

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper V**  
**JMCPG304**  
**Film Studies**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG304</b>	<b>JMC</b>	<b>Film Studies</b>	4	0	2	5	60	20	20	0	50

**Unit I**

Film history; Film as a mass medium from silent to introduction of sound in cinema: Understanding Visual Grammar; various Directors and Characteristics of their films(Gurudatt, RajKapoor, Suraj Badjatya, Yash chopra, Sanjay leela bhansali, Rajkumar Hirani)

**Unit-II**

Types of Films; Factors affecting Selectivity of Films ; Film analysis and Review

**Unit III**

Films and Society, Art Cinema and Commercial cinema; film and literature; Film and Feminism; Film and Violence, Films and Children

**Unit IV**

Film criticism; Hollywood cinema; Film Institute in India;FTII, Pune, SRFTR: Culcutta, Madars, Film Censorship

**Unit V**

Detail study of following films as text - films

- Boot Polish: Raj Kapoor
- Kagaj Ke Phool: Gurudutt
- Bandini : Bimal Roy
- Machis: Gulzar

**Reference Books:**

1. Badley Linda, R. Barton Palmer and Steven Jay Schneider(1990) *Traditions in World Cinema*,New Delhi:Sage Publishers
2. Boggs, Joseph(2000). *The Art of Watching Films*.New Delhi:Sage publishers
3. Storey, John(2014).*Cultural Studies and the Study of Popular Culture*.New Delhi:oxford Press
4. Ray, Satyajit. (2007). *Our Films and their Films*.New Delhi: Orient Blackswan
5. Roberge, Gaston(2005). *The Subject of Cinema*. New Delhi: Seagull Books,
6. Hayward, Susan(1996). *Cinema studies: The Key Concepts* Oxon,New Delhi: Routledge
7. Roberge, Gaston(2005) *Another Cinema for another Society*, Calcutta: Seagull Books
8. Bordwell, David and Kristin Thompson (2001). *Film Art: An Introduction*. New York: McGraw Hill

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper VI**  
**JMCPG305**  
**Comprehensive Viva Voce**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 305</b>	<b>JMC</b>	<b>Comprehensive Viva Voce</b>	0	0	0	2	0	0	0	30	20

**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:**

- To give answers to the various questions asked by the examiner.
- To study each paper in detail as he will have to answer all the questions asked by examiner.

**Course Outcomes (Cos)**

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

- Demonstrate critical and innovative thinking.
- Display competence in oral, written, and visual communication.

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

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA (Journalism and Mass Communication)**  
**2020-2022**

**Paper VII**  
**JMCPG306**  
**Summer Internship**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG306</b>	<b>JMC</b>	<b>Summer Internship</b>	0	0	0	2	0	0	0	30	20

**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 (CEO’S):**

The student will be able

- To excel in problem solving and programming skills in the various computing fields.
- To work in the media organizations and understand their working.
- Students will enrich themselves with knowledge after completing the summer Internship

**Course outcomes (CO’S):**

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

- The student should be able to understand the working of media organizations.
- Students will understand how the different departments function in a media organization.

**JMCPG306**  
**Summer Internship**

Work in the media organization in for 30 -40 working days and present the report and give viva voce for the same