

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

SEMESTER IV

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

Paper I
JMCPG401
Media Law and 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* |
| JMCPG 401 | JMC | Media Law and Ethics | 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 students will be able:

- To give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media in India.
- To study legal and ethical issues in the media
- To develop a working 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

- The student should be able to recognize ethical issues inherent in mass communication theory and practice.
- The student should be able to identify, use, compare, and contrast major ethical approaches and decision-making strategies;
- The student should be able to apply critical thinking skills to ethical dilemmas;
- The student should be able to analyze media messages, issues, and cases in terms of their ethical implications;
- The student should be able to develop personal and professional codes of ethics for himself and his performance as a media professional

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|-------------|----------|----------------------|---|---|---|---------|------------------------------|---------------|----------------------|-------------------------|----------------------|
| | | | | | | | THEORY | | | PRACTICAL | |
| | | | | | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* |
| JMCPG 401 | JMC | Media Law and Ethics | 5 | 0 | 0 | 5 | 60 | 20 | 20 | 0 | 0 |

Unit I

History of Press Laws in India ;Contempt of Courts Act 1971 ; Civil and Criminal Law of Defamation ; Laws relating to the freedom & expressions 19(1),

Unit II

Crime Against Women and Children; Laws Dealing with Obscenity; Official Secrets Act, 1923; Right to Information 2005

Unit III

Press and Registration of Books Act 1867; Working Journalists Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; Press & Registration of Books Act, Cyber Law

Unit IV

WTO Agreement And Intellectual Property Right Legislations, Including Copyright Act, Trade Marks Act And Patent Act – Information Technology

Unit V

Media’s Ethical Problems Including Privacy; Role of Press Council of India and its Broad Guidelines for the Press; Codes Suggested for The Press by Press Council and Press Commissions; Code of Ethics; Drug education & Youth, DD and AIR Broadcasting codes.

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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Paper II
JMCPG402
Web Media

| 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* |
| JMCPG 402 | JMC | Web Media | 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 students will be able:

- To make the Students understand Digital media.
- To know of the ethics and social of Digital media.
- To differentiate between information and communication.

Course Outcomes (COs):

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

- The student will be able to evaluate and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.
- The student will be able to employ and apply a wide range of concepts relating to Internet, social media and society.

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|-------------|----------|-------------|---|---|---|---------|------------------------------|---------------|----------------------|-------------------------|----------------------|
| | | | | | | | THEORY | | | PRACTICAL | |
| | | | | | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* |
| JMCPG 402 | JMC | Web Media | 5 | 0 | 0 | 5 | 60 | 20 | 20 | 0 | 0 |

Unit I

Social Media- meaning and concept; Types of Social Media: Facebook, LinkedIn, WhatsApp, Twitter, Instagram etc; Challenges and opportunities of social media;

Unit II

The Digital Experience – mobile, cyberspace, online, apps; Digitization of media, Media convergence; Social impact of Web; Web as a medium of communication, Communication and Information Technology;

Unit III

Mobile Journalism(MoJo), Introduction to online Marketing; Information overload; Internet activism.

Unit IV

The changing landscape; why newspapers and broadcast outlet are on the web; Interactivity; Hyperlinks; Weblogs, Citizen Journalism, Ethics for Online Journalism.

Unit V

Cyber Journalism; E-Newspapers; On-line Editions of Newspapers; Merits and Demerits of Cyber Journalism over traditional newspapers and magazines; Socio-economic impact of Cyber journalism.

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Suggested Readings

1. Callahan Christopher(1990). *Journalist's Guide to the Internet*:Oxford press
2. Andrew Bonim(2000). *Web: ABC of the Internet* New Delhi: Sage Publications
3. Danis P. Curtin(2000).*Information Technology* New Delhi: Sage publications
4. Anil Madan(1990)*I lustrated World of Internet* New Delhi: Anmol Publishers
5. Preston Gralla(2000). *How the Internet Works* ,Oxford press
6. Castells. Manual (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 and D Kellner(2006) “*New Media and Internet Activism: From The Battle of Seattle to Blogging*” New Media & Society, Vol. 6, No. 1, 2004.
8. Lister, Martin (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. Stovall(2000).*Web journalism, Practice and promise of a New Medium*: Oxford press
12. Richard, Craig(2008). *Online Journalism, Reporting, Writing and Editing for New media*, Pearson Education

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Paper III
JMCPG403
International Communication

| 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* |
| JMCPG 403 | JMC | International Communication | 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.

Educational Objectives (CEOs):

The students will be able to:

- To understand the meaning & features of different mediums of communication.
- To build the theoretical background necessary to understand models of international communication.
- To develop media and visual communication literacy; awaken creativity.

Course Outcomes (COs):

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

- Students should be able to make effective oral presentations on a variety of topics in international communication.
- Students should be able to apply basic and advanced human communication theories and models to academic and professional situations.
- The student should be able to demonstrate the different media of communication

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Paper III
JMCPG403
International Communication

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|-------------|----------|-----------------------------|---|---|---|---------|------------------------------|---------------|----------------------|-------------------------|----------------------|
| | | | | | | | THEORY | | | PRACTICAL | |
| | | | | | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* |
| JMCPG 403 | JMC | International Communication | 5 | 0 | 0 | 5 | 60 | 20 | 20 | 0 | 0 |

Unit I

International Communication –concept and Definition; Functions and Importance of International communication; Cultural Dimensions of international communication; Political dimensions of International communication;

Unit II

Economic Dimensions of international communication; Social Dimension of International Communication; Communication as a tool of Equality and Exploitation; Communication as Human Right;

Unit III

Transnational media and issues of Sovereignty, security and integrity; Effect of globalization on Media system; International intellectual property rights

Unit IV

New World information and communication order; Globalization and Modernity; Internet as tool of International Communication; New media and International communication

Unit V

Media organizations – International Press Institute – International Telecommunication Union; British Broadcasting Corporation; Voice of America; European Broadcasting Union; Asia Pacific Institute for Broadcasting Development

Text Books:

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

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Paper -IV
JMCPG404
Corporate Communication

| 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* |
| JMCPG 404 | JMC | Corporate Communication | 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 Corporate communication
- To enable students to know about importance and role of corporate communication in media industry
- To enable students to differentiate tools of corporate 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 should be able to differentiate between Publicity and Propaganda
- The students must be able to write good Press releases.
- 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.

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Paper IV
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|------------------|------------|--------------------------------|---|---|---|---------|------------------------------|---------------|----------------------|-------------------------|----------------------|
| | | | | | | | THEORY | | | PRACTICAL | |
| | | | | | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* |
| JMCPG 404 | JMC | Corporate Communication | 5 | 0 | 0 | 5 | 60 | 20 | 20 | 0 | 0 |

UNIT I

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

UNIT II

Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication, Corporate Communication Consultancy and Counseling

UNIT III

Tools of Corporate Communication; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations.

UNIT IV

Corporate Communication and Management, Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies

UNIT V

Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt., Corporate Communication Research, Evaluation of Corporate Communication Programmes

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Suggested Readings:

1. Belasan, T Alan. (latest edition). *Theory & Practice of Corporate Communication: A Competing Values Perspective*, State University of New York :SAGE
2. Naomi, Langford-wood, Brian Salter Adobe (latest edition) *Critical Corporate Communications*: New Delhi:Sage Publishers
3. Paul. A Argenti, Forman Janis (latest Edition). *The Power of Corporate Communication: Crafting the Voice and Image of your Business*: Tata Mc Graw Hills
4. Richard, Dolphin, Taylor & Francis (latest edition). *Fundamentals Of Corporate Communication*:Oxford university press.
5. Joep, Cornelissen (latest edition). *Corporate Communication: A Guide to Theory and Practice (New Delhi):Oxford press*
6. Michael, B. Goodman, Peter B. Hirsch (latest condition) *Corporate Communication: Strategic Adaptation for Global Practice (New Delhi):Sage publishers*
7. Fernandez, Joseph (2012). *Corporate communications: a 21st century primer (New Delhi):Sage publishers*
8. James Thomas (latest edition). *Digital Strategies For Powerful Corporate Communications*: Sage publishers

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**Paper –V
JMCPG405
Current Affairs**

| 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* |
| JMCPG 405 | JMC | Current Affairs | 0 | 0 | 4 | 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 exposing the students on various current issues
- To provide an opportunity for students to read news paper, magazines, journals and enhance the knowledge.

Course Educational Outcome-

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

- The student will be able to manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- The student will be able to acquire intellectual skills and update the knowledge.

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Paper -V
JMCPG405
Current Affairs

| 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* |
| JMCPG 405 | JMC | Current Affairs | 0 | 0 | 4 | 2 | 0 | 0 | 0 | 30 | 20 |

1. Current local Issues- Administration, Health and Education
2. Current Regional Issues- Naxals
3. Current National Issues- Terrorism, Unemployment, Gender Equality, Article 377
4. Current International Issues- Human Rights
5. Current Global Issues- Global Warming, Peace and sustainable development

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**Paper -VI
JMCPG406
Dissertation**

| 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* |
| JMCPG 406 | JMC | Dissertation | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 60 | 40 |

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):

Students are assigned to a faculty. Under the supervision and direction of the faculty they will fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis. Students are to present the final report in the presence of independent body consisting of the HOD/Coordinator, Guiding Faculty and an external examiner.

Course Outcomes (COs):

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

1. Plan and engage in an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
2. Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
3. Engage in systematic discovery and critical review of appropriate and relevant information sources
4. Appropriately apply qualitative and/or quantitative evaluation processes to original data.
5. Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources
6. Communicate research concepts and contexts clearly and effectively both in writing and orally.

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Paper -VII

JMCPG407

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* |
| JMCPG 407 | JMC | Comprehensive Viva Voce | 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 provide an opportunity for students to apply theoretical concepts in real life situations
- The Paper will help to acquire speaking skills and capabilities to demonstrate the subject knowledge.

Course Educational Outcomes (Co)

- The students will be able to demonstrate their knowledge in front of external examiner.
- The students will thoroughly study the subject and will have a deep knowledge of the subject.

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