



**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**B.A. + M.A. (Journalism and Mass Communication)**  
**2020-2025**

**JMCB 101**  
**Growth and Development of Media**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 101	JMC	Growth and Development of 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 student will be able:

- To understand the concept of Media
- To understand how the different media developed
- To understand the evolution of Radio, Television, Print, Film and Digital 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 will be able to differentiate different medium their evolution, nature and characteristics
- The student should be able to lay the foundation required for professional journalism.

  
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Paper I  
JM CB101  
Growth and Development of Media

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JM CB 101	JMC	Growth and Development of Media	5	0	0	5	60	20	20	0	0

**UNIT-I**

**Brief history of newspaper**

Indian press: Indian press before and after freedom movement, Print media in India: an overview, print media in nineteenth century, Types of newspapers: contents, characteristics, Magazines: Types, Characteristics

**UNIT-II**

**Brief history of Radio**

Radio as medium of Mass Communication, All India Radio, Prasar Bharti, Development of Private Radio Channels, Change in programming trends in India, Community Radio.

**UNIT-III**

**Brief history of Cinema**

Birth of Cinema: Lumiere brothers, Film as a Mass Medium, Historical Development of Indian films- silent era, talkies, parallel Cinema, commercial cinema, Documentaries, Various Issues and problems of earlier Indian cinema.

**UNIT-IV**

**Brief history of T.V. Broadcasting**

Evolution and growth of Electronic media, A brief history of telecasting in India, Nature and characteristics of the medium, Growth and development of private channels in India, Introduction to major news channels.

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**UNIT-V**

**Emergence of Digital Media**

Emergence of digital Media, Need, Importance, Nature and Scope of digital media

**Suggested Readings**

1. Julie Hedgepeth Williams, James D. Startt, William. (Latest Edition). **The History of American Journalism**, New Delhi: Sage Publication
2. HR Luthra. (Latest Edition). **Indian Broadcasting**, New Delhi: Sage Publication
3. Kumar, Kewal J. (Latest Edition). **Mass Communication in India**, New Delhi: Sage Publication
4. Bhatt, SC. (Latest Edition). **Satellite Invasion**. Delhi: Gyan Publication

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**PAPER II**  
**JMCB102**

**Basics of Media Writing**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 102	JMC	Basics of Media Writing	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 learn how to write, edit and report content for print and online media platforms.
- To learn how to respond creatively to challenges and apply principles of writing.

**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 understand the variety of mass media writing, including news stories and press releases, advertisement copy, script for film, scrip for documentary.

Students should be able to create new media products, including blogs, podcasts, Web sites and multi-media.

  
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**Paper II**  
**JMCB102**  
**Basics of Media Writing**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 102	JMC	Basics of Media Writing	5	0	0	5	60	20	20	0	0

**UNIT I**

Communication language: meaning and importance, Essentials of mass media writing, Concept of creative language, Use of creative writing in the field of media.

**UNIT II**

Feature Writing: News Feature, Personality Feature, Human Interest Stories, Photo Feature and Caption Writing.

**UNIT III**

Article and Editorial Writing, Column writing: Writing for Public Relations: Press Release, Minutes of Meeting, Detailed report writing of any event.

**UNIT IV**

Writing for advertising: nature and importance, Copy writing for Print Ads, TV Ads, Radio and Online platforms. Translation: concepts and its implementation, Translation of various articles.

**UNIT V**

Review: Newspaper Review, Film review, Television Program Reviews, Radio Program Reviews, Translation Practice

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**Suggested Readings:**

1. Parthasarthy, R (Latest Edition). Here is the News Reporting for The Media, Sterling Publishers, Private Limited.
2. White, T (Latest Edition). Basic TV Reporting News Writing, Reporting and Producing, Focal Press

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Paper III  
JM CB103

**Introduction to Communication and Mass Communication**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 103	JMC	Introduction to communication and mass communication	5	0	0	5	60	20	20	0	0

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;  
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**Course Educational Objectives (CEOs):**

The student will be able:

- To make students aware about the need, importance and scope of communication.
- To make the students understand about the models of communication.
- To enable the students to understand the concept, scope and significance of mass communication and its techniques

**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 apply the principles of communication in their practical life.
- The students should be able to apply principles of communication in persuasive forms of communication like advertising, public Relations, publicity, and propaganda.

The students become good communicators and apply communication in the field of media

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Paper III  
JM CB103

**Introduction to Communication and Mass Communication**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 103	JMC	Introduction to communication and mass communication	5	0	0	5	60	20	20	0	0

**Unit I**

**Introduction to Communication**

Communication: Definition, Meaning, Nature, characteristics, Elements, Need and scope, Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication. Verbal and Non Verbal communication;

**Unit II**

**Basics of Mass Communication**

Mass Communication: Definition, Meaning, Functions, Characteristics, Need and Importance  
Audience: Types of Audience, study of audience behaviour

**Unit III**

**Mass Communication-**

Tools of Mass Communication: Newspapers, magazines, Radio, Films, Advertising, Public Relations, Traditional and Folk Media, Seven C's of communication, Barriers to Communication.

**Unit IV**

**Models of Communication**

Berlo's Model, Shannon Weaver Model, Osgood and Schramm model, Lasswell's Model, Frank Dance's Model, Newcomb's model

**Unit V**

**Theory's of Mass Communication**

Lazarfield two step flow, Dependency theory, Agenda setting model, Hypodermic Needle

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Theory, Uses and Gratification Theory, Model of gate keeping, Normative Theories, Play Theory, Perception & Reception Theory, Selective Exposure Theory.

**Suggested Readings**

1. Michael, Ruffner and Michael Burgoon. (Latest edition). **Interpersonal Communication**: University of Illinois Press.
2. Wilbur, Schramm and Donald F. Roberts. (1971). **The process and Effects of Communication**: University of Illinois Press.
3. Fiske, John (1982), **Introduction to Communication Studies**, Routledge.
4. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
5. Harold Lasswell, 1995, **The Structure and Function of Communication in Society**.
6. Narula, Uma. (2006). **Handbook of Communication: Models, Perspectives and Strategies**: Atlantic Publications.
7. Kumar, Kewal J. (Latest Edition). **Mass Communication in India**, New Delhi: Sage Publication

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**Paper IV**  
**HU101**  
**Foundation English I**

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
HU101	1	Foundation English I	3	0	2	4	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 students will be able to:**

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- Enable students to acquire English Language Skills to further their studies at advanced levels.
- prepare students to become more confident and active participants in all aspects of their undergraduate programs

**Course Outcomes (COs): The students should be able to:**

- Enhance confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express oneself.

  
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**Paper IV**  
**HU101**  
**Foundation English I**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
HU101	1	Foundation English I	3	0	2	4	60	20	20	0	50

**COURSE CONTENTS:**

**UNIT I**

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication Verbal and Non Verbal Communication Barriers to Communication.

**UNIT II**

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

**UNIT III**

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, S-V Agreement, Preposition, Article, Types of Sentence, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

**UNIT IV**

Business Correspondence: Business Letters, Parts & Layouts of Business Letter, Resume and Job application, Application Calling/ Sending Quotations/ Orders/ Complaints. E-mail writing.

**UNIT V**

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Précis Writing, Noting: The Purpose of Notes, Methods of Note-Taking, General Principles of Good Notes. Drafting: Notice, Agenda and Minutes. Advertisement: Importance, Types, Various Media of Advertising. Slogan Writing.

**Practical:**

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role play
- Oral Presentation – Preparation & Delivery using Audio – Visual Aids with stress on body language and voice modulations.

**Suggested Readings**

- Adair, John (2003). **Effective Communication**. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991). **A Practical English Grammar**( 4<sup>th</sup> ed). Newyork: Ox- ford IBH Pub
- Ashraf Rizvi.(2005).**Effective Technical Communication**. New Delhi:Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). **Effective Listening Skills**. Toronto: ON: Irwin Professional Publishing.

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**Paper V**  
**JMCB 104**  
**Basics of Journalism**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 104	JMC	Basics of Journalism	5	0	0	5	60	20	20	0	0

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical - 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 excel in problem solving and programming skills in the various computing fields.
- To impart knowledge about the various components of a computer and its internals
- To understand the importance of the hardware-software interface.

**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 understand what journalism is and what the aspects of various media fields. Also the student will have the knowledge about what journalism is and how it all began.

Students should be able to understand what role do they play as budding journalists.

Paper V

  
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**JMCB 104**  
**Basics of Journalism**

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 104	JMC	Basics of Journalism	5	0	0	5	60	20	20	0	0

**COURSE CONTENTS:**

**Unit 1**

News: Meaning, Definition, Nature, Elements of news, The News Process: from the event to the reader, Hard news vs. Soft news, basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

**Unit 2**

Different forms of print-A historical Perspective, Yellow journalism, Penny press, Tabloid press  
Language of news: Robert Gunning Principles of clear writing, Rudolf Flesch formula- skills to write news.

**Unit 3**

Understanding the structure and construction of news: Organizing a news story, 5W's and 1H, Inverted pyramid Criteria for news worthiness, Principles of news selection, Use of archives, Sources of news, Use of internet

**Unit 4**

Basic differences between the print, electronic and online journalism, Citizen Journalism, Different mediums: Language and principles of writing.

**Unit 5**

Role of Media in a Democracy, Responsibility to Society, Media Ethics, Current issues of press freedom

**Suggested Readings**

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1. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.
3. George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.
5. Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.

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