

Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore
M.A. (Journalism and Mass Communication)
Degree Program 2020-2022

Paper I
JMCPG201
Advertising

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 201	JMC	Advertising	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 should be able:

- To learn to differentiate between advertising, Public Relations, Publicity and Propaganda.
- To know of the various Theories of Advertising.
- To write effective copy in Advertisements.

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 Design advertisements for Print Media.
- The student should be able to Design advertisements for Electronic Media.
- The student should be able to Design advertisements for digital media.


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							THEORY			PRACTICAL	
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JMCPG 201	JMC	Advertising	5	0	0	5	60	20	20	0	0

Unit I

Introduction to Advertising; Meaning and definition; Need, Nature, scope and functions; Types of advertising. New trends in Advertising; Advertising in global scenario

Unit II

Advertising-A critical appraisal -Economic, cultural, Psychological and Social aspects of Advertising; Advertising Theories and Models

Unit III

Advertising through Print, Electronic and Online media; Types of Media for advertising - Print, electronic, cyber, outdoor, Transit, direct; Specialty, POP/In- shop media, yellow pages, cinema, Traditional; Their Characteristics, Merits & Limitations

Unit IV

Advertising Department & Agency-Structure; Agency Functions, role & importance, Agency client relationship; Media planning and Buying; Agency Commission factors affecting Selection of advertising agency; Govt Ad dept

Unit V

Branding- Brand image, identity; Advertising Budget; Campaign Planning-Variou stages of the campaign; Media Planning, Media Scheduling; Pre-Testing & Post-Testing.

Text Books:

1. Kleppner, Otto(1980). *Fundamentals of Advertising*; Prentice Hall: NewJersey
2. Gupta, Sen (1990). *Brand Positioning*, New Delhi: Tata McGrawHill
3. Hart, Norman (1990). *The practice of advertising*, London: HeinemannPublication
4. Mooij, Mariekae de; (1994). *Advertising Worldwide* (2nd edn.).UK: PrenticeHall.
5. Mohan, M(1989). *Advertising management concepts and cases*"; New Delhi: TataMcGraw Hill.



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6. Chunnawalla and K.C. Sethia (Latest Edition) "*Foundations of Advertising: Theory and practice*",


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Paper II
JMCPG202
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*
JMCPG202	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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JMCPG202
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*
JMCPG202	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-III
JMCPG203
Media Planning and Management

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*
JMCPG203	JMC	Media Planning and Management	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 Objectives

- The students will be able:
- The objective of the course is to provide the learners exposure to mediamanagement concepts, tools, and techniques.
 - To help them develop abilities and skills required for the performance of marketing functions.

Course Outcomes

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

- Demonstrate understanding of mediamanagement.
- Apply the concept of media management in business operations.
- Develop an understanding of the linkages of media management and other functions of an organization


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Paper-III
JMCPG203
Media Planning and Management

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*
JMCPG203	JMC	Media Planning and Management	5	0	0	5	60	20	20	0	0

Unit I

Media Management: Concept and Perspective, Concept of management; Functions and Principles of good management

Unit II

Characteristics of media industries, Mission and vision of Media Organizations; Functions of various Departments of these media organizations

Unit III

The function of media planning in advertising; Role of Media planner, Media planning process; Challenges in media planning,

Unit IV

Criteria for selecting the media vehicles: Reach; Frequency; Cost efficiency, Cost per Thousand, Cost per rating, Waste, Circulation, Pass-along rate (print)

Unit V

Media timing: Flight, Pulsing, Scheduling, Comparing and Evaluating continuity of media options/choices; Media plan evaluation

Suggested Readings:

1. Sylvie, George Ann Hollifield, C. ArdythBroadric Sohn. (Latest Edition). *Media management: a casebook approach.*
2. Pringle, Peter K. Michael, F. Starr (Latest Edition). *Electronic Media Management*, New Delhi: Sage Publication
3. Alan, B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth (Latest Edition). *Handbook of media management and economic.* New Delhi: Sage Publication
4. Dennis, F. Herrick (Latest Edition). *Media Management in the Age of Giants: Business Dynamics of Journalism.* New Delhi: Sage Publication
5. Menon, Arpita (Latest Edition). *Media Planning and Buying:* New Delhi: Sage Publication


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6. John, R Rossiter (Latest Edition). *Advanced Media Planning*: New Delhi:Sage
Publication


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Paper-IV
JMCPG204
Radio 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*
JMCPG204	JMC	Radio 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 students will be able to:

- To lay the foundation of skill a required for radio broadcasting, both writing and productionskills.
- To make students aware of the basics of radio production and the production techniques for different radioprograms

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 equipped to produce audio content for any format of radio program.
- The students should be able to understand nuances radio journalism and apply it in field.


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Paper-IV
JMCPG204
Radio 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*
JMCPG204	JMC	Radio Production	4	0	2	5	60	20	20	0	50

UNIT I

Radio Profile- Radio as a verbal medium: strength and weakness; radio and public service broadcasting; Radio for social change and development; Alternative radios; community Radio,

UNIT II

Types of Radio- Programs Brief introduction to main categories of radio programs : music-light, classical, folk and tribal music; Talk shows, Discussion, interviews, quiz, story and poetry recitation; Drama

UNIT III

Radio Programs Planning and Production, Program planning; roles of listener's responses in program planning; audience research and feedback in program planning; fixed- point-chart schedule of program and its importance; Microphones; importance; live phone program; Composition of programs; news, music, and spoken words; Study and experiments, Issues of community radio in India; Campus radio.

UNIT IV

Radio News- Basic principles of radio news in India and abroad; Qualities and requirements of radio news reader; Role of radio news during disaster situations; Radio news for rural people; Studio production of radio. news capsule and radio commentary.

UNIT V

Radio Broadcasting as Entertainment-Commercial radio and entertainment radio. FM Radio Stations; Presentation of entertainment program; Modulation and projection of the voice; Role of RJ in entertainment program for radio; Qualities and requirements for RJ in radio. Study of successful radio stations and radio programs especially for entertainment.

Suggested Readings

1. Anil Kak (Latest edition). *Essentials and Practice of Radio Management*- Mohali: JPC Ltd., Area,
2. Carole Fleming, (Latest edition). *The Radio Handbook* , London: Routledge


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3. Mcleish, (Latest edition). *Radio Production*, Wranasi: Vishvidhyalaya Publication,
4. Paul Chanteler & Peter Stewart, (Latest edition), *Basic Radio Journalism*, Wranasi : Vishvidhyalaya Publication.
5. Ravindran, R.k. (Latest edition). *TV and Broadcast Journalism*, Anmol Publications Pvt Ltd
6. Maesand M. Vereammen (Latest edition). *Digital Audio Technology*-Jan Focal Press
7. Sreedher, R. (Latest edition). *Radio Vision-Multimedia through Digital Radio*- UNESCO publications, 2002)
8. Eapen K.E (Latest edition). *Role of Radio in Growth & Development* (Report of a Seminar, Bangalore: Mass Media Education research and Information Center.



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Paper V
JMCPG205
Photography

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*
JMCPG205	JMC	Photography	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 understand the concept, scope and significance of Photography in media
- To understand the concept the techniques of Photo Journalism 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

- The student will be able to capture meaningful photographs in the field of journalism.
- The students will be able to understand different genres in photography


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Paper V
 JMCPG205
 Photography

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*
JMCPG205	JMC	Photography	3	0	2	4	60	20	20	0	50

UNIT I

Brief history of photography; Understanding the mechanisms of Photography; composition – rule of third, leading lines, Rooms, Angles, Frame, Types of shots.

UNIT II

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter)

UNIT III

Understanding Light and Shadow; Natural light and Artificial Light ;The Nature of Light- Direct Light, Soft light, Hard light; Directional Light; Brightness; Contrast, Mid tones, Highlights, Shadow and Silhouettes,

UNIT IV

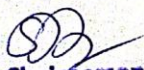
Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors) Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

UNIT V

Photojournalism-Brief History – Global & Indian, Application & Ethics, Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc

Suggested Reading:

1. Anderson, Grey H (1993). *Video Editing and Post Production* London: Focal Press
2. Gupta, R. G(2000). *Audio and Video System*, New Delhi: Tata Mc Graw – Hill
3. Millerson, Gerald(2003) *Video Camera Techniques (Media Manuals)*, Focal Press: London
4. Musberger, Robert B(2008). *Single-Camera Video Production*, New Delhi: Tata Mcgraw


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Paper –VI
JMCPG206
Field Study and Seminar

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*
JMCPG206	JMC	Field Study and Seminar	0	0	4	2	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):


The students will be able to:

- To exposing the students on various field studyconcepts
- To provide an opportunity for students to apply theoretical concepts in real lifesituations

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 orientedtasks
- The student will be able to acquire research skills and capabilities to take up the project work.


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Paper -VI
 JMCPG206
 Field Study and Seminar

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*
JMCPG206	JMC	Field Study and Seminar	0	0	4	2	0	0	0	60	40

Field study and Seminar is an integral part of academic curriculum of the Department. It is an initiative to bridge the gap between knowledge and application through a series of interventions that will enable students to gain insights and exposure. The field work and Seminar serves the twin purposes of providing critical economic and business insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.


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Paper -VII
JMCPG207
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*
JMCPG207	JMC	Comprehensive Viva Voce	0	0	0	2	0	0	0	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:

- To provide an opportunity for students to apply theoretical concepts in real lifesituations
- The Paper will help students to answer different subjects to theexaminer

Course Educational Outcome (CEO)

- The students will be able to answer about different subjects to theexaminer.
- 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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