SEMESTER IV

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA (Journalism and Mass Communication)
Semester IV (2022-2025)

Paper I
JMCUG401
Electronic News Production

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				
JMCUG401	Major	Electronic News Production	60	20	20	30	20	2	0	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** -Credit;
*****Teacher Assessment** shall be based on the following components: Quiz/Assignment/
Project/Participation in Class. (Given that no component shall exceed 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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Paper I
JMCB401
Electronic News Production

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				
JMCUG401	Major	Electronic News 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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JMCUG401	Major	Electronic News Production	60	20	20	30	20	2	0	2	3

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 Readings
1. Callahan, C. (1990). *Journalist's Guide to the Internet.* London: Oxford press
2. Andrew, B. (2000). *Web: ABC of the Internet*. New Delhi: Sage Publications
3. Curtin, P. D. (2000). *Information Technology*. New Delhi: Sage publications.
4. Madan, A. (1990). *I lustrated World of Internet* Madan: Anmol Publishers
5. Preston, G. (2000). *How the Internet Works.* London: Oxford press
6. Lister, M. (2009)*. New Media – A critical Introduction*. New Delhi: Routledge,
7. Saxena, S. (1999)*. Web journalism.* New Delhi: Tata Mcgraw Hill Education Pvt. Ltd
8. Sussex, P. (2010). *Web Journalism:A New form of Citizenship.* New Delhi:Academic

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Paper II
JMCUG402
Media Industry Management

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				
JMCUG402	Minor	Media Industry Management	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 on the following components: Quiz/Assignment/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):
The students will be able:
CEO 1 Demonstrate the role, skills and functions of Media Industry Management.
CEO 2 Understand the complexities associated with Media Organization
CEO 3 Integrate the practical learning of Management Skills

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 learn how an organization can use the media for their own advantage.
CO 2 Students should be able to analyze, enhance and evaluate performance.
CO 3 Students will be able to exhibit management skills
CO 4 Students will be able to work effectively with ethical and moral values

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Paper II
JMCUG401
Media Industry Management

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				
JMCUG402	Minor	Media Industry Management	60	20	20	0	0	3	0	0	3

Course contents:

UNIT – 1
Introduction to Management
- Management: Concept and Perspective
- Concept, origin, and growth of Management
- Fundamentals of management
- Principles of Management

UNIT – 2
Introduction to Media Industry
- Characteristics of Media Industry
- Mission and Vision of Media Organization
- Functions of Various departments of Media Organization

UNIT – 3
Key Structure of Media Industry
- Structure of news media organizations in India.
- Role, responsibilities & Hierarchy
- Changing ownership pattern and Shift Patterns in News media Organization

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JMCUG402	Minor	Media Industry Management	60	20	20	0	0	3	0	0	3

UNIT – 4
Understanding Media Management
- Strategic Management
- Budgeting
- Financial management
- Personnel Management

UNIT – 5
Case Studies
- Visionary Leadership- Qualities and Functions of visionary leaders.
- Indian and International Media Giants

Suggested Readings

1. Chaturvedi, B. K. (2009). *Media Management*. New Delhi: Global Visionpublishing house
2. Nierenberg, B. (2000). *Media Management*. New Delhi: Jagiellonian university Press
3. George, S. et al. (2001). *Media Management.* New Delhi: Routledge Communication Series
4. Diehl, S. et al. (2013) Media and Convergence Management. New York: Springer Heidleberg

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Paper III
JMCUG403
Advertising

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				
JMCUG403	Major	Advertising	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 on the following components: Quiz/Assignment/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):

The students will be able:
  CEO 1 To Understand the concept and importance of advertising
  CEO 2 To enhance writing skills for different media organizations.
  CEO 3 To understand the structure of Ad Agency.

Course Outcomes (Cos):
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes
  CO 1 Student will be able to differentiate between advertising, Public, Relations, Publicity and Propaganda.
  CO 2 Students will come to know of the various Theories of Advertising.
  CO 3 Students will be able to write effective copy in Advertisements.

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Paper III
JMCUG403
Advertising

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				
JMCUG403	Major	Advertising	60	20	20	0	0	3	0	0	3

Course Content:

Unit I
Introduction to Advertising
- Origin and growth of Advertising
- Types of advertising
- Functions of advertising.
- Print, Electronic and Web media of advertising

Unit II
Concept of Ad- Agency
- Origin & growth of Ad-agencies
- Various departments of Ad-agency and their functions
- Advertising and PR.

Unit III
Theories of advertising
- Motivation theory, DAGMAR, hierarchy-of-effects
- AIDA, Consumer behavior
- Advertising appeals and objectives
- Planning an ad-campaign; Brand management
- logo, packaging, brand image, slogan, trademark.

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JMCUG403	Major	Advertising	60	20	20	0	0	3	0	0	3

Unit IV
Advertising Research
- Gathering information for advertisement
- Product positioning; Target Audience Tone of Voice, Brand image, the brand positioning statement
- Advertising and marketing mix.

Unit V
Creative Writing for Advertisements
- Characteristics of effective ad copy
- Copy writing for Print, Television and Radio
- Elements of an advertisement
- Creative ad copy
- Ethics in advertising
- Role of creativity in advertising

Suggested Readings
1. Wright, W. Z. (2000). *Advertising*. New Delhi: Sage publishers
2. Moriarty, S. E. (2003). *Creative Advertising.* London: Oxford Press
3. Chunawala, S. (2003). *Advertising Principles & Practice*. London: Oxford press
4. Max, S. L. (2000). *Advertising in the Mind of Consumer*.New Delhi:Sage Publication
5. Monle, L. (2000*). Johnson Principles of Advertising*. New Delhi: Viva Books Pvt. Ltd.
6. Parker, A. D. et al. (1980). *Advertising Management.* New Delhi: Practice Hall
7. Bellur, V.V. (2003*) Reading in Advertising*. Bombay: Himalaya Publishing Management House

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Paper IV
JMCUG404
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				
JMCUG404	Minor	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 on the following components: Quiz/Assignment/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):
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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Paper IV
JMCUG404
Media Laws and Ethics

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JMCUG404	Minor	Media Laws and Ethics	60	20	20	0	0	3	0	0	3

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 Rules 2021

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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.