



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 I (2023-2026)

Paper I
JMCUG101
Print Media 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				
JMCUG 101	Major	Print Media Production	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 following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

The student will be able:

- CEO 1 – To understand print as a medium of mass communication
- CEO 2 – To understand the concept of design elements and principles
- CEO 3 – To understand the concept of layout of a newspaper
- CEO 4 – To understand concepts of typography
- CEO 5 – To understand sociology of news

Course Outcomes (COs):

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

- CO1 – Acquaint with the news selection and placement process
- CO2 – Design various pages of a newspaper
- CO3 – Understand about the various types of news paper
- CO4 – Acquire knowledge about the working of the organizational setup of a newspaper
- CO5 – Acquire knowledge about the sociology of newspaper readers.

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UNIT-I

- News selection and Placement
- News paper formats – Broadsheet, Tabloid & Magazine
- Newspaper printing methods
- Types of paper printing methods
- Types of paper printing

UNIT-II

- Typography and visual representation
- Elements of design
- Principles of design and their importance
- Plotting text: headlines, editing pictures, captions

UNIT-III

- Preparing dummy of news paper and it's different pages
- Rules – Column rule, cut off rule, window
- Plotting text: headlines, editing pictures, captions
- Front page design, functional design, horizontal design
- Editorial page, Supplements, Week-end pullouts, columns/columnists

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UNIT-IV

- Newsroom, Organizational setup of a newspaper
- Editorial department, Revenue in newspaper
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Headlines; importance, functions of headlines
- Types of headline
- Importance of pictures and selection of news pictures

UNIT-V

- Sociology of news: factors affecting news treatment, paid news, agenda setting,
- Gatekeepers in news paper
- Objectivity and politics of news
- Neutrality and bias in news

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Paper II
JMCUG102
Growth and Evolution of Indian Media

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JMCUG 102	Major	Growth and Evolution of Indian Media	60	20	20	0	0	3	0	0	3	

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Course Educational Objectives (CEOs):

The student will be able:

- CEO 1 - To acquire fundamental knowledge about the history and working various media platforms.
- CEO 2 - To become socially responsible media professionals with global vision.
- CEO 3 - To acquire theoretical outlook of various media fields.
- CEO 4 - Learn about the visionaries of media.
- CEO 5 - To inculcate the knowledge of current media scenarios.

Course Outcomes (COs):

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

- CO1 - Acquaint with the glorious journey of Journalism
- CO2 - Analyze nature and characteristics of various mediums.
- CO3 - Demonstrate the foundations required for professional journalism.
- CO4 - Understand the working of web media.
- CO5 - Understand the present status of various mass media.

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Course Content

UNIT-I

Brief History of Newspaper

- History of print media in India
- Types of newspapers: contents, characteristics
- Newspaper as a medium of mass communication
- Magazines: contents, characteristics
- Magazines as a medium of mass communication,

UNIT-II

Brief History of Radio

- History of Radio in India
- Radio as a medium of mass communication,
- Prasar Bharti
- Development of private radio channels
- Community radio.

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UNIT-III

Brief History of Cinema

- History of Indian Cinema
- Types of cinemas: Fiction, Non- Fiction, documentaries, Animation films
- Films as a medium of mass communication
- Effects of cinema on society.

UNIT-IV

Brief History of T.V. Broadcasting

- History of television in India
- SITE
- Doordarshan
- Growth and development of private channels in India.
- Television as a medium of mass communication

UNIT-V

Emergence of Digital Media

- Digital media: definition, need, importance, nature
- Scope of digital media
- Limitations of digital media.
- Digital Media as a medium of mass communication

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Suggested Readings

1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi: Har Anand Publication .
3. Anand Publication .
4. Natarajan, J. (2010). *History of Indian Journalism*. Delhi: Ministry of Information and Broadcasting.
5. Raguavan, G. (1995). *Press in India: New History*. Delhi: Gyan Publishing House.

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Paper III
JMCUG103
Introduction to Communication and Media

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JMCUG 103	Minor	Introduction to Communication and Media	60	20	20	0	0	3	0	0	3

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Course Educational Objectives (CEOs):

The students will be able:

- CEO 1 – Develop the knowledge of basic elements and various types of communication.
- CEO 2 – Acquaint the need and importance of audience in the media.
- CEO 3 – Inculcate the knowledge of different tools of mass communication.
- CEO 4 – identify and acquire knowledge about models and theories of mass communication.
- CEO 5 – Implementing the communication models in improving the day to day 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 will be able to -

- CO 1 – Understand the process and concept of communication and the basic implications of theories and models of communication.
- CO 2 – Learn about various forms and types of communication.
- CO 3 – Imply various tools of mass communication
- CO 4 – Comprehend the history and development of communication at various levels of the society and its role with respect to modern day technology
- CO 5 - Consume skilled and knowledgeable media content

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Unit I

Introduction to Communication

- Communication: definition, meaning, nature, characteristics, elements, need and scope
- Types of communication: intrapersonal, interpersonal, group, and mass communication
- Forms of communication: verbal and non-verbal communication
- Barriers to communication
- Seven C's of communication

Unit II

Basics of Mass Communication

- Mass communication: definition, meaning, functions, characteristics, need and importance
- Audience: definition, types
- Study of audience behavior

Unit III

Tools of Mass Communication-

- Newspapers as a tool of mass communication
- Magazines as a tool of mass communication
- Radio as a tool of mass communication
- Television as a tool of mass communication
- Films as a tool of mass communication
- Traditional and folk media as a tool of mass communication
- Advertising & Public relations


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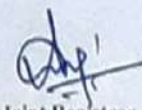
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Unit IV

Models of Communication

- Aristotle's Model
- Berlo's Model
- Lasswell's Model
- Shannon Weaver Model
- Newcomb's Model
- Johari Window

Unit V

Theories of Mass Communication

- Normative theories
- Lazarfield one step and two-step flow theory
- Hypodermic needle theory
- Agenda-setting theory
- Theory of gate keeping

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2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi : Har Anand Publication .
3. Roden, M. S. (1972). *Introduction to Communication Theory*. New York : Pergamon Press.
4. Rosengren, K. E. (2000). *Communication: An Introduction*. Washington : SAGE Publication.
5. Sharma, A. (2018). *Introduction to Mass Communication: Model and Theories*. Bilaspur : Evincepub Publishing .

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Paper IV
JMCUG104
Communication, Media and Culture

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
JMCUG 104	Minor	Communication, Media and Culture	60	20	20	0	0	3	0	0	3

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*Teacher Assessment shall be based on the components like Quiz/Assignments/Project/Participation in Class. (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students should be able:

- CEO 1 To improve the understanding of cultural perspective in media
- CEO 2 To analyze the historical development of society through media
- CEO 3 To have insight in the traditional media tools and approaches

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 get to know about the importance of culture in media studies.
- CO 2 The students will be able to understand the approaches and application implies in media studies.
- CO 3 Students will be able to examine the method to study the different media and audience.

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Unit I – Basics of Media and Culture Studies

- Introduction to Media and Culture Studies
- Mass Culture
- Popular Culture
- Folk Culture.

Unit II – Theoretical approach

- Frankfurt School: Critical Theories
- Uses and Gratification Approach
- Reception Theory
- Frank dance Model

Unit III – Discourse analysis

- Semiotics
- Use of Texts, Signs and Codes in media for cultural representation
- Representation of nation, class, caste, gender
- Audiences: Definition and types (Active and Passive audience)

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Unit IV – Culture and Communication

- Importance of culture and tradition in media studies
- Impact of media on culture
- Cross cultural communication
- Cultural barriers in communications

Unit V – Traditional versus new Media

- Folk media: Definition and typed
- Folk Media as a form of Mass Culture
- Effect of digital media on traditional media
- Media technologies, New Media and Cultural forms.

Suggested Readings

1. Fiske , John(1982), **Introduction to Communication Studies**, Routledge
2. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
3. Stevenson Nick, (2002) **Media Cultures**, New Delhi: Sage Publication.

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