



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 III (2022-2025)

Paper I
JMCUG301
Video Production and Editing

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 301	Major	Video Production and Editing	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 components like quiz/Assignments/ Project/Participation in Class (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students will be able to -

- COE 1 - Have an insight into Pre-Production, Production and Post Production of video production.
- COE 2 - Carry out basic techniques of video production and video editing
- COE 3 - Learn about the lighting, set designing and various equipment's involved in video production.
- COE 4 - To acquire fundamental of Video Camera

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 should be able to shoot a proper technical video.
- CO 2- Student will have knowledge about the basic camera shots, lighting techniques, set designing and editing.
- CO 3 - The students will have knowledge about research of video production
- CO 4 - The students will be able to perform the different production activity

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JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Course Content:

Unit-1

Basics of Video Production- Introduction of Video production, Importance of idea of generation, Steps of Pre-production and Production, Steps of post-production, Concept and research for video production

Unit-2

Video Camera- Introduction to Video camera and its types, Video Camera: parts and their functions, Basic shots and Camera Angle, Camera Movements, Importance of tripod in Video Shooting

Unit-3

Video Editing- Grammar of visual media, Editing Equipment, Linear Video Editing, Non-Linear Editing, Use of Chroma, and Special Effects

Unit-4

Video Lighting- Purpose of Lighting, Lighting Equipment, Types of Lighting, Lighting controlling Intensity

Unit-5

Set Designing- Scenery and set Design, Importance of set Design in video production, Role of Art Direction team in set design, Outdoor and Indoor set design, Importance of Research in set Design

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JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Suggested Readings:

1. Hakemulder, J. R.(2010). *Broadcast Journalism* New Delhi: Anmol Publications,
2. Trewin, J.(2009). *Presenting on TV and Radio*. New Delhi: Focal Press
3. Hyde, S.(2008). *TV & Radio Announcing* .New Delhi: Kanishka Publishers
4. Boyd, A.(2010). *Techniques of Radio and Television*. New Delhi: Focal Press, India.
5. Rich, U.(2007). *Shooting TV News: Views from Behind the Lens*. New Delhi: Oxford: Focal Press
6. Bryce, B.(2002). *Nonlinear Editing: Storytelling, Aesthetics and Craft*. New Delhi: CMP Books

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Paper II
JMCUG302
Basics of Script writing

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 302	Minor	Basics of Script writing	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.

Course Educational Objectives (CEOs):


The students will be able to -


- COE 1 - Have an insight into script writing techniques.
- COE 2 - Carry out basic types of scripting.
- COE 3 - Learn about the importance of script writing in production
- COE 4 - To acquire fundamental of scripting.

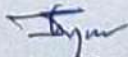
Course Outcomes (COs):

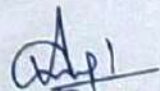
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

- CO 1- Student will be able to understand the concept of script writing
- CO 2- Student will be able to make script for any video or audio program.
- CO 3 - The student will be able to understand the art of writing script for different kinds of media.
- CO 4 - The students will be able to differentiate between various types of script.


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Paper II
JMCUG302
Basics of Script writing

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JMCUG 302	Minor	Basics of Script writing	60	20	20	0	0	3	0	0	3

Course Content:

Unit-1

Communication: Verbal & non-Verbal, audience and the medium, introduction to script, research in script writing, Role of script writer

Unit-2

Visual Writing, Visual grammar, story, character, plots, 3 Act structure

Unit-3

Scripting for Television- Full page & spilt page scripts. Writing for different Television Programs: News, Documentary, soap operas, sitcom, etc

Unit-4

Scripting for Radio- Writing for Ear, Writing for different radio programs: News, Talk show, spotlight, Interview, etc.

Unit-5

Scripting for web- Use of sound Visual, and graphics to complement of words, Writing for different web formats: News, Articles, Feature, Advertisement etc.

Suggested Readings:

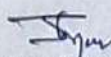
1. Filak, V. F. (2019). *Dynamics of Writing*. Los Angeles: CQ Press.
2. Heuth, A. C. (2019). *Scripting for Film, Television and New Media*. New York: Routledge Publication.
3. Patti, L. (2019). *Writing About Screen Media*. New York : Routledge Press.
4. Straczynski, J. M. (1982). *The Complete Book of Script Writing*. Writers Digest Books.


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BA (Journalism and Mass Communication)
Semester III (2021-2024)

Paper III
JMCUG303
Media Writing Techniques

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME				L	T	P	CREDITS	
			THEORY		PRACTICAL						
			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam					Teacher's Assessment
JMCUG 303	Major	Media Writing Techniques	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.

Course Educational Objectives (CEOs):

The student will be able:

- CEO 1** - To demonstrate, write, edit and report content for print and online media platforms.
- CEO 2** - To learn how to respond creatively to challenges and apply principles of writing.
- CEO 3** - To develop the knowledge of scripting for radio and television.
- CEO 4** - To understand the impactful writing content for web.
- CEO 5** - To write for various media organization.

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** - Identify news values and comprehend the news process
- CO 2** - Demonstrate interviewee and news gathering skills
- CO 3** - Comprehend articles, features, news stories and reviews.
- CO 4** - Write different leads, caption writing, reports and press release.
- CO 5** - Translate various articles.


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BA (Journalism and Mass Communication)
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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

UNIT I

Basics of Writing- Communication language: meaning and importance, style of writing (5w's and 1h, inverted pyramid, hour glass, pyramid), essentials of mass media writing, use of creative writing in the field of media.

UNIT II

Writing for Print Media- Language of news: Robert Gunning principles of clear writing, Rudolf Flesch formula- skills to write news, headline and its types, article and editorial writing, column writing, writing for public relations: press release, minutes of meeting, detailed report writing of any event.

UNIT III.

Writing for Electronic Media- Writing for Radio: scripting, news, drama, advertisement, jingles
Writing for Television: scripting, news, advertisement, tv program (developing concept developing character) Feature writing: news feature, personality feature, human interest stories, photo feature and caption writing.

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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

UNIT IV

Writing for Digital Media- Writing Content for web: news portals, articles, blogs, social media writing, review writing

UNIT V

Writing Practices- Feature writing: types and practices, writing projects for various mediums, translation

Suggested Readings:

1. Bunton, K. (1998). *Writing Across Media*. Bedford/ St Martin's .
2. Carroll, B. (2010). *Writing for Digital Media*. New York : Routledge .
3. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect* . Washington: SAGE Publications
4. Scott A Kuehn, A. L. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage Publishing .

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Paper IV
JMCUG304
Film Appreciation and Analysis

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 304	Minor	Film Appreciation and Analysis	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 like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students should be able:

- COE 1 - To acquire fundamental knowledge of film aesthetics
- COE 2 - To understand the various theories related to cinema.
- COE 3 - To learn about the film movements.
- COE 4 - To recognize the gems of Hindi cinema.
- COE 5 - To understand language and style of cinema

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 -

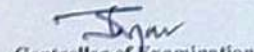
- CO 1 - The students will learn about the theoretical approach of Hindi cinema.
- CO 2 - The students will learn about the practical approach of Hindi cinema.
- CO 3 - The students will have knowledge about forms and styles of international and national films.
- CO 4 - The students will be able to analyze the various elements of films


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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Course contents:

Unit I

Language of Cinema I- Focus on visual Language: Shot, Scene, Mise-en-scene, Deep focus, Continuity Editing, Montage. Language of Cinema II – Focus on Sound and Color: Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound, story, plot, and screenplay

Unit II

Film Form and Style- German Expressionism and Film Noir, Italian Neorealism, French New-Wave Genre, Development of Classical Bollywood Cinema

Unit III

Alternative Visions- Third Cinema and Non-Fiction Cinema, Feminist Film Theory, Auteur- Theory

Unit IV

Hindi Cinema- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob), The Indian New-Wave Globalization and Indian Cinema, The multiplex Era Film Culture

Unit V

Project- Review of any film based on – Visuals (shots, colors), Music, Editing, Storyline

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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Recommended Screenings or clips

- Cult movies from all eras

Suggested Readings:

1. Bazin, A. (1967). *What is Cinema Vol. 1*. Los Angeles and London : University of Claifornia Press.
2. Dyer, R. (2000). *Film and Theory: An Anthology*. Blackwell Publication.
3. Esienstein, S. (1977). *Film Form:Essay in Film Theory*. New York: A Harvest/ Harcourt Brace Jovanoich Publication.
4. Kavoori, A. P. (2008). *Global Bollywood*. New York: New York University Press.
5. Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
6. Stam, R. (2000). *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publication.

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Semester III (2022-2025)

Vocational Course
VUJMC101
Decoding Visual Narratives

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				
VUJMC 101	VC	Decoding Visual Narratives	0	0	0	60	40	0	2	4	4

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:

COE 1- Foster a deeper appreciation and understanding of film as an art form

COE 2 – Cultivate the ability to critically assess and compare various film genres, styles, and cultural representations.

COE 3 – Understand film history, genres, and cultural contexts.

Course Outcomes (COs):

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

CO1 – The student will be able to demonstrate the ability to critically analyze and evaluate various aspects of films.

CO2 – The student will effectively communicate their film analyses and opinions through well-structured and engaging written and verbal reviews.

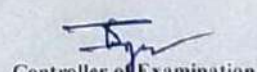
CO3 – The course will equip students with a comprehensive understanding of film history, genres, and cultural contexts.



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Vocational Course
VUJMC101
Decoding Visual Narratives

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VUJMC 101	VC	Decoding Visual Narratives	0	0	0	60	40	0	2	4	4

Course contents:

Unit 1

- Types of films
- Film genres

Unit 2

- Understanding film costume
- Understanding film set designing

Unit 3

- Understanding film sounds
- Understanding film camera

Unit 4

- Understanding the work of Imtiaz Ali
- Understanding the work of Sanjay Leela Bhansali
- Understanding the work of Rajkumar Hirani
- Understanding the work of Ayan Mukerji
- Understanding the work of Gauri Shinde

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VUJMC 101	VC	Decoding Visual Narratives	0	0	0	60	40	0	2	4	4

Unit 5

- Review of movies on the basis of above elements

Suggested Readings:

1. Bazin, A. (2008). *What is Cinema Vol. 1* Los Angeles and London : University of Claifornia Press.
2. Kavoori, A. P. (2008). *Global Bollywood* . New York: New York University Press.
3. Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
4. Esienstein, S. (1977). *Film Form:Essay in Film Theory* . New York: A Harvest/ Harcourt Brace Jovanoich Publication.

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