

**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**MA(Journalism and Mass Communication)**

# **SEMESTER**

# **III**

# Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

## MA(Journalism and Mass Communication)

Paper I

**JMCPG301**

**Tools and Techniques of Public Relation**

COURSE CODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 301</b>	<b>JMC</b>	<b>Tools and Techniques of Public Relation</b>	4	1	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 components shall exceed more than 10 marks.

### Course Educational Objectives (CEOs):

The student will be able to:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

### 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 differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.

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## MA(Journalism and Mass Communication)

### JMCPG301

#### Tools and Techniques of Public Relation

COURSE CODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 301</b>	<b>JMC</b>	<b>Tools and Techniques of Public Relation</b>	4	1	0	5	60	20	20	0	0

#### Unit I

P.R. Meaning, Importance, and Scope; Process, Definition, Aims and Scope, In House & External PR

#### Unit II

Understanding cultures; culture and its implications for PR; Research in PR; Lobbying, PR & Propaganda; Professional bodies in PR: PRSI, IPRA, professional codes of ethics.

#### Unit III

Difference b/w Advertising, CC & PR; Tools of PR: Media Release, Media Conference, Seminars/ Workshops, Events; Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature & Videos, Interviews & other Programmes

#### Unit IV

Characteristics of Good P.R & C.C personnel; P.R. Campaign; Corporate Social Responsibility: Concepts, Scope; Crisis Communication; Social Marketing in Indian Context

#### Unit V

Role of PR in globalization; New Trends in PR, Activism and Mass Media; Global Challenges in P.R.; Laws and Ethical Issues in PR, P.R. in University, Government etc.

#### References:

- Scott M. Cutlip, Allen H. Center and Glen M. Broom (2000, 6 ed.), *Effective Public Relations*, Englewood Cliffs: N.J. Prentice Hall
- James B. Grunig and Todd (1984) *Hunt Managing Public Relations*, New York: Holt Rinehart and Winton
- Leonard Saffir, (2000). *Power Public Relation*, NTC Pro Business Books,
- Banik G.C. (2006). *PR and Media Relations*, Mumbai: JAICO,
- Philip H (Latest Edition). *Public Relations: A Practical Guide to Basics*.
- Ashok Arya (Latest Edition). *Dynamics of PR*, New Delhi: Manas Publication,

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- Sengupta, *ManagmentofPublic Relations andCommunication*, New Dehli:VikasPublication.

# Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

## MA(Journalism and Mass Communication)

### Paper JMCPG302 Media Research

COURSE CODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 302</b>	<b>JMC</b>	<b>Media Research</b>	4	1	2	6	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 components shall exceed more than 10 marks.

#### **Course Educational Objectives(CEOs):**

The student will be able :

- To understand the concept, scope and significance of media research.
- To enable the students to understand Media Research techniques,
- To familiarize students with media studies by affording them annex posture to contemporary media and provide an opportunity to pursue their areas of interest.

#### **Course Out comes(COs):**

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

- Students will understand the various types of Research
- Students will be able to tabulate Data and write a report in Research.

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## MA(Journalism and Mass Communication)

### JMCPG302 Media Research

COURSE CODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 302</b>	<b>JMC</b>	<b>Media Research</b>	4	1	2	6	60	20	20	0	50

#### Unit I

Introduction to mass communication research– meaning of research; Scientific method– characteristics– steps in research identification and formulation of research problem in communication research, Types of Research/Research Design.

#### Unit II

Basic elements of research– concepts– definitions, and variables; Hypothesis– type of hypothesis– characteristic of good hypothesis.

#### Unit III

Sampling in communication research; Types– Primary and Secondary, their applications and limitations; Methods of Data collection: Interview, Questionnaire, observation, Qualities & Qualities Analysis.

#### Unit IV

Use of statistics in communication research; Basic statistical tools: Mean, mode and median:

#### Unit V

Data processing, analysis, presentation and interpretation of data; Writing research report– Components and style

#### Text Books:

1. Kothari, C.R. (Latest Edition). *Research Methodology Methods and Techniques*
2. Rogers D. Wimmer and Joseph R. Donv (Latest Edition). *Mass Media Research: An Introduction* worth Pub. Company Belmont.
3. Ralph. O. Nafziger and David M. (Latest Edition). *Introduction to Mass Communication Research*, New York: Greenwood Press

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4. Gunter, B. (Latest Edition). *Media Research Methods: Measuring audience reactions and impact*, New Delhi: Sage Publication

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## MA(Journalism and Mass Communication)

### Paper III MBA I 301

#### HUMAN VALUES AND PROFESSIONAL ETHICS

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*
MBAI301	JMC	<b>Human Values and Professional Ethics</b>	4	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 on 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 disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

#### **Course Outcomes(COs):**

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

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and in indirectly affect business.

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## MA(Journalism and Mass Communication)

### MBA I 301

#### HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
MBAI301	JMC	<b>Human Values and Professional Ethics</b>	4	-	-	4	60	20	20	0	0

#### Unit I: Human Value

1. Type of Values—competent
2. Instrumental, terminal
3. Extrinsic & intrinsic values; Hierarchy of values; Dys functionality of values
4. Basis of values: Philosophical, Psychological and socio-cultural

#### Unit II: Theories of Value Development

1. Psycho-analytic
2. Learning theory—social leaning
3. Models of Value Development
4. Value Analysis
5. Inquiry
6. Social Action

#### Unit III: Professional Ethics

1. Meaning
2. Objectives
3. Sources of Ethics
4. Ethics V/s Morals and Values
5. Ethico-Moral Action
6. Theories of Ethics, Codes of Ethics

#### Unit IV: Human Behavior— Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Karma Theory
4. Nishkama Karma Yoga and Professionalism

#### Unit V: Globalization and Ethics

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## **MA(Journalism and Mass Communication)**

1. Impact of globalization on Indian corporate and social culture
2. Corporate Citizenship
3. Environmental Protection
4. Social Welfare and Community Development Activities

### **Suggested Readings**

1. Beteille, Andre(1991). *Society and Politics inIndia*. NewJersey: AthlonePress
2. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. oxforduniversitypress
3. Fernando, A.C. (2009). *Business Ethics -An IndianPerspective*. India: PearsonEducation, India
4. Fleddermann, Charles D.(2012). *Engineering Ethics*. New Jersey: Pearson Education /PrenticeHall.
5. Boatright, John R (2012). *Ethics and the Conductof Business*. NewDelhi: Pearson.Education.
6. Crane, Andrewand Matten, Dirk(2015). *Business ethics*. New York. :OxfordUniversityPress Inc.
7. Murthy, C.S.V. (2016). *BusinessEthics – Text and Cases*. Mumbai: HimalayaPublishingHousePvt.Ltd.
8. Naagrajan, R.R (2016). *Professional Ethics andHuman Values*. New Delhi: NewAgeInternationalPublications.

# Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

## MA(Journalism and Mass Communication)

### Paper IV JMCPG303

#### Video Film Production

COURSECODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two TermEx	TeachersA sssessment#	END SEM University Exam	TeachersA sssessment#
JMCPG303	JMC	Video Film 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 components shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

The student will be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

#### 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 know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television
- Writing They will have knowledge about the working of T.V News Room
- Students will know The Basic Camera Shots

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## MA(Journalism and Mass Communication)

### JMCPG303 Video Film Production

COURSECODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two TermEx ams	TeachersA ssessment*	END SEM University Exam	TeachersA ssessment*
<b>JMCPG303</b>	<b>JMC</b>	<b>Video Film Production</b>	4	0	2	5	60	20	20	0	50

#### Unit 1

Introduction to Video Production, Video production: meaning and scope, Video production process: preproduction, production, post production, Production personnel and their duties and responsibilities, Types of video programs production, ENG production

#### Unit 2

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, Components of video camera, Types of lenses, White balance: process and need, Camera control unit, Basic shots and their composition Concept of looking space, headroom and walking Space

#### Unit 3

Lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems,

#### Unit 4

Editing Concepts and Fundamentals, Editing-meaning and significance  
Grammar of editing–(i)Grammar of Picture (ii)Grammar of Audio, eye line, point of view and continuity type-match cut, jumpcut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.

#### Unit 5

Editing Techniques; Criteria for editing-picture, narration and music, Editing equipment-recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, nonlinear work station, Types of editing-assemble and insert editing, online and off line editing, cut to cut and AB roll editing, Non linear editing(basic soft wares)

#### Reference:

1. Millerson, G. H (1993). *Effective W. Production* New Delhi: Focal Press Holland, P (1998). *The Television Handbook* : New Delhi: Routledge
2. Jack, H. Coote. (Latest Edition). *Making Colour Prints*: New Delhi: Focal Press.
3. Sidney, F. Ray. (Latest Edition). *Applied Photographic Optics*, New Delhi: Focal Press.

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4. John, Tarrant.(Latest Edition). *The Practical Guide to Photographic Lighting*, NewDelhi:FocalPress.
5. Fill,Hunter.Steven,Biver.Paul,Fuqua.(Latest Edition). *Light ScienceandMagic, AnIntroduction to PhotographicLighting*,New Delhi: FocalPress.
6. Gupta, R.G. (Latest Edition). *Audio and video system*.NewDelhi:FocalPress.
7. M.J. Langford. (Latest Edition). *Basic Photography*,NewDelhi:FocalPress.
8. Jack H.Coote.(Latest Edition).*Making Color Prints*, NewDelhi:Focal Press.
9. MarkGaler. ( Latest Edition).*Digital Photography inAvailable Light, Essential Skills*, NewDelhi:FocalPress.
10. John Child.(Latest Edition).*Studio Photography- Essential Skills*, NewDelhi:FocalPress.

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## MA(Journalism and Mass Communication)

### Paper VI JMCPG304 Film Studies

COURSECODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two TermEx am	TeachersA ssessment*	END SEM University Exam	TeachersA ssessment*
<b>JMCPG304</b>	<b>JMC</b>	<b>FilmStudies</b>	3	0	2	4	60	20	20	0	50

**Legends:**L-Lecture;T-Tutorial/TeacherGuidedStudentActivity; P-Practical;C-Credit;

\***TeacherAssessment** shallbe basedfollowingcomponents:Quiz/Assignment/Project/ParticipationinClass, given thatno componentshallexceedmorethan10 marks.

#### **CourseEducationalObjectives(CEOs):**

Thestudent will be able:

- To introduce the basicconcept in film studies. Alongwith some backgroundinformation on the beginningof themedium „cinema“ and major trends incinema-making.
- To familiarize students with the information on World andIndiaincinemaincludingregionallanguages andlayafoundation forfilm analysis.

#### **CourseOutcomes(COs):**

Aftercompletion ofthiscoursethe students areexpected to be able to demonstratethefollowingknowledge, skills and attitudes

- Historyofcinema -fromsilent totalkies
- Understandingof variousfilm forms
- Basics offilm analysis

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## MA(Journalism and Mass Communication)

### JMCPG304 Film Studies

COURSECODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG304</b>	<b>JMC</b>	<b>FilmStudies</b>	3	0	2	4	60	20	20	0	50

#### Unit I

Film history; Film as a mass medium from silent to introduction of sound in cinema: Understanding Visual Grammar; various Directors and Characteristics of their films(Gurudatt,RajKapoor, SurajBadjatya, Yash chopra, Sanjayleela bhansali, Rajkumar Hirani)

#### Unit-II

Types of Films; Factors affecting Selectivity of Films ; Film analysis and Review

#### Unit III

Films and Society, Art Cinema and Commercial cinema; film and literature; Film and Feminism;Film and Violence

#### Unit IV

Film criticism; Hollywood cinema; Film Institute in India; Film Censorship

#### Unit V

Screening of Various important films of different era.

#### Reference:

1. BadleyLinda, R. Barton PalmerandStevenJaySchneider(1990)*Traditions in WorldCinema*,NewDelhi:SagePublishers
2. Boggs, Joseph(2000). *The Art of Watching Films*.NewDelhi:Sagepublishers
3. Storey, John(2014).*Cultural Studies and the Study of Popular Culture*.New Delhi:oxfordPress
4. Ray,Satyajit.(2007).*Our Films andtheir Films*.NewDelhi: OrientBlackswan
5. Roberge, Gaston(2005).*The Subject ofCinema*.NewDelhi:Seagull Books,
6. Hayward,Susan(1996).*Cinemastudies: The KeyConcepts*Oxon,NewDelhi:Routledge
7. Roberge, Gaston(2005)*Another Cinema for another Society*, Calcutta:Seagull Books

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8. Bordwell,David and Kristin Thompson(2001). *FilmArt: AnIntroduction*.NewYork:McGrawHill

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# Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

## MA(Journalism and Mass Communication)

### PaperVIIJ MCPG305

#### ComprehensiveViva Voce

COURSECODE		COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
<b>JMCPG 305</b>	<b>JMC</b>	<b>Comprehensive Viva Voce</b>	0	0	0	0	0	0	30	20	

**Legends:**L-Lecture;T-Tutorial/TeacherGuidedStudentActivity;P-Practical;C-Credit; \***Teacher Assessments** 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): These students will be able to:**

- To give answers to the various questions asked by the examiner.
- To study each paper in detail as he will have to answer all the questions asked by examiner.

#### **Course Outcomes (Cos)**

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

- Demonstrate critical and innovative thinking.
- Display competence in oral, written, and visual communication.

A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subjects.

# Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore

## MA(Journalism and Mass Communication)

### JMCPG307 Summer Internship

COURSECODE	CATEGORY	COURSENAME	L	T	P	CREDITS	TEACHING&EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two TermEx am	TeachersA ssessment*	END SEM University Exam	TeachersA ssessment*
<b>JMCPG307</b>	<b>JMC</b>	<b>Summer Internship</b>	0	0	0	2	0	0	0	30	20

**Legends:**L-Lecture;T-Tutorial/TeacherGuidedStudentActivity;P-Practical;C-Credit;\***TeacherAssessment**shallbebasedfollowingcomponents:Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10marks.

#### **Course Educational Objectives(CEOs):**

##### **The students will be able to:**

- To Excel in problem solving and programming skills in the various computing fields.
- To work in the media organizations and understand their working
- Students will enrich themselves with knowledge after completing the summer internship.

#### **CourseOutcomes(Cos)**

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

- Demonstratcritical andinnovative thinking.
- Displaycompetencein oral,written,andvisualcommunication.

Work in the media organization in 30-40 working days and present the report and give viva voce for the same.