



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## V SEMESTER

### Paper I

### JMCB501

### Principles of Layout and Design

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>JMCB 501</b>	<b>JMC</b>	<b>Principles of Layout and Design</b>	60	20	20	0	0	4	1	0	5

**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

- To understand the concepts of design and layout.
- To understand the concepts of color theory and color psychology.

#### Course Outcomes (COs):

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

- Students would be able to design newsletters, tabloids and newspapers.
- Students would be able to design brochures, visiting cards.

  
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## JMCB501

### Principles of Layout and Design

#### Unit-I

Brief History of Printing; Difference between Daily/ Weekly/Fortnightly/Magazines & Newspaper: Style, Format; .A Brief History of Typography & Composition.

#### Unit II

Elements and Principles of Design; Familiar with various elements and principles used in design for enhancing the quality of production;

Elements of Design: Points - Lines - Space – Perspective – Atmospheric perspective - movement – Texture – Color;

#### Unit III

A Brief History of Printing Process, Screen printing : organization and functions of printing department; Process of Design: Visual Thinking and Creativity in design, - Functions of design; Designing fundamentals in publications: Layout designs - Design Analysis in Newspaper, Advertisement, Photography and Film -Package Designing

#### Unit IV


Principles of Design: Figure/Ground – Balance – Gestalt – Emphasis - Proportion – Rhythm – Unity; Painting and color: Meaning of color, Color Principles, Understanding color in different Medium; Photo editing; Dummy page make-up; Colors and their production aspects

#### Unit V

Kinds of printing papers; Introduction to various types of print publications: Leaflets/ hand bills, booklets and books, folders, posters, brochures / souvenirs, posters.

#### Suggested Readings:

1. Adobe Photoshop CS3 . (Latest Edition).*Class room in a Book* : Adobe Press.
2. Adobe Photoshop CS3 Bible.
3. Essential Reading / Recommended Reading.
4. Carolyn M. Connally. (Latest Edition)., *PageMaker 7* .The Complete Reference.
5. Ted Alspach, . (Latest Edition). *PageMaker 7 for Windows* .Visual Quickstart Guide.

  
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## JMCB502 Event Management

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMC-B-502	JMC	Event Management	60	20	20	0	0	4	1	0	5

**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):

Today event management industry is a viable and cost effective medium in the domain of marketing and advertising and other cause related activities. Event management is aniche industry with strong identity and professional approach spelling a demand for sp0ecialists who manage and provide solutions for clients's promotional needs.

### Course Outcomes (COs):

To prepare students to explore the emerging dimensions of the event management industry and prepare them to conceptualize, plan promotes and produces events and programs in a professional environment.

  
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## JMCB502 Event Management

### Unit I

Events and Event Management: What are events; Types of Events; Understanding Events: Events as a communication tool; Events as a marketing tool; The Need : Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide; Elements of Event Management : Event Infrastructure, Organizers, Sponsors, Logistics.

### Unit II

Creating an Event: Conceptualization and Planning; The Nature of Planning; Project Planning; Planning the Setting; Location and Site; The Operations Plan; The Business Plan; Developing the Strategic Plan

### Unit III

Organization: Setting up an Event Organization structure, The Committee Systems, Committee and Meeting Management; Programming and Service Management : Programme Planning, The Elements of Style, Developing a Program Portfolio, The Programme Life Cycle, Scheduling

### Unit-IV


Generating Revenue: Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales, The Price of Admission, Sponsorship; Financial and Risk Management: The Budget and Accounting; the Key Financial Statements, Measures of Financial Performance,

### Unit-V

Evaluation and Assessment: Market Research, Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys. Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

### Suggested Readings :

1. Bruce, E Skinner.( 2002). *Event Sponsorship*.New Delhi Publisher Vladimir Rukavina Wiley.
2. Anton Shene, Bryn Parry.( 2004). *Successful Event Management* .New Delhi:Thomson Learning
3. Judy, Alley.( 2000). *Event Planning*.New Delhi John Wiley and Sons.

  
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## JMCB503 Film Studies (Optional I)

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 503	JMC	Film Studies (Optional I)	0	0	0	30	20	4	1	0	5

**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:

- To understand the history of Indian cinema.
- To understand the types 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 come to know the various characteristics of films of different Directors.
- Students will come to know of the impact of cinema on society.

  
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## JMCB503 Film Studies (Optional I)

### Unit I

Historical Overview, Types of Cinema; The Silent Era and The Talkie; Factors affecting Selectivity of films.

### Unit II

Some Significant Turns, Parallel Cinema, New Wave Cinema and The Formula Film, The Angry Young Man, The Indian Diaspora and Bollywood, Contemporary Bollywood Cinema

### Unit III

Films of Different Directors-Raj Kapoor, Gurudatt, Rajkumar, Hirani, Karan Johar, Sanjay Leela Bhansali etc The Hindi Film Song; Film review

### Unit IV


The Film Division, Ethics of Cinema, Film Censorship, Censorship Guidelines; Impact of Cinema on Society

### Unit V

Hindi Cinema- Two case studies

### Suggested screenings

1. Do Bigha Zamin/ Bandini.
2. Sahab, Bibi, Ghulam/ Pyaasa.
3. Awara/ Shri 420.
4. Mughal-e-Azam/ Pakeeza.
5. Deewar/ Zanjeer.
6. Koi Mil Gaya/ Krish.
7. **HTHK/DDDJ/Maine Pyar Kiya.**
8. *Sholay/Amar Akbar Anthony.*
9. PK/ Three Idiot
10. Devdas/ Chak De
11. Indicative Reading List.
12. Bose, Mihir (2006). *Bollywood: a history*. Tempus. New Delhi: Anmol Publishers
13. Griffiths, Alison "*Discourses of Nationalism in Guru Dutt's Pyaasa*," New Delhi Deep publishers
14. Manschot, Johan; Vos, Marijke de (2005) *Behind the scenes of Hindi cinema: a*


  
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- visual journey through the heart of Bollywood. Himalaya publishers
15. Mazumdar, Ranjani(2007) *"Rage on Screen" from her Bombay Cinema: An Archive of the City.* Minneapolis and London: University of Minnesota Press
16. Rajadhyaksha, Ashish *"Indian Cinema: Origins to Independence,"* New Delhi:Himalaya publishing house.
17. Ramachandran, T. M.(1983). *70 years of Indian cinema.*New Delhi:Anmol Publishers

  
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## JMCB503

### Corporate Communication (Optional II)

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>JMCB 503</b>	<b>JMC</b>	<b>Corporate Communication (Optional II)</b>	60	20	20	0	0	4	1	0	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

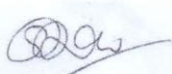
\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

- To enable the students to understand the concept, scope and significance of corporate communication and its techniques, give them an exposure to contemporary media 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

  
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## JMCB503

### Corporate Communication (Optional II)

#### Unit I

Corporate Communication; Concept, Definition, Nature, Scope, Differentiation between Corporate Communication and Publicity, Propaganda, Advertising and Lobbying

#### Unit II

Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication, Corporate Communication Consultancy and Counseling

#### Unit III

Tools of Corporate Communication; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations.

#### Unit IV


Corporate Communication and Management, Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies

#### Unit V

Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. , Corporate Communication Research, Evaluation of Corporate Communication Program

#### Suggested Readings:

1. Alan T. Belasan.( Latest Edition). *Theory & Practice of Corporate Communication: A Competing Values Perspective* State University of New York: SAGE Publications.
2. Paul. A Argenti, Janis Forman. (Latest Edition). *The Power of Corporate Communication: Crafting the Voice and Image of your Business*: Mc Graw Hills Professional.
3. Richard Dolphin, Taylor & Francis . (Latest Edition). *Fundamentals Of Corporate Communication* : CIM Professional Development.

  
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## BBAI501

### Human Values and Professional Ethics

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>BBAI 501</b>	<b>JMC</b>	<b>Human values and professional ethics</b>	60	20	20	0	0	4	0	0	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:

- To give an overview of the press and media laws in India as well as the Constitution of the country
- To provide the students with the ethical issues related to the mass media in India.

#### 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 apply the critical aspect of media content by using various theoretical models and media criticism approaches.
- The student should be able to Understand how news media differ from entertainment media
- The student should be able to Understand how media channels function as businesses, public services and creators of culture

  
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## BBAI501

### Human Values and Professional Ethics

#### UNIT I

Development of Press Origins of Newspapers in India; Role of the language press in the freedom movement; Gandhian journalism: Gandhi as a journalist & Gandhi as a communicator; Important Newspapers; eminent journalists during the freedom movement in India.

#### UNIT II

Development of Radio Brief history of Radio in India, AIR, Prasar Bharti, Community Radio, and Satellite Radio & Current Scenario

#### UNIT III

Development of Television in India Brief history of television in India. Television industry after liberalization in India. Recommendations of various committees for radio and television.

#### UNIT IV

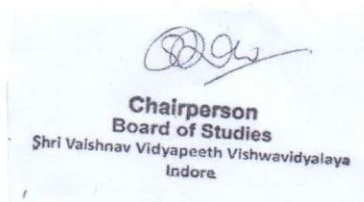
Development of Cinema in India Brief history of Cinema in India: Silent era, The Golden Age: Sohrab modi, Raj Kapoor and Guru Dutt; The Angry young man age, The 'New wave' Cinema; Regional Cinema; Impact of cinema on society.

#### UNIT V

Development of Digital Media Internet –Introduction, History, evolution and development, Services of internet: e-mail, chatting, newsgroups, Chat rooms, bulletin board services, Information Superhighway.

#### Suggested Readings


1. B.N. Surjith.(Latest Edition)*History of Indian Press – Growth of Newspaper in India*. New Delhi: Publications.
2. Motilal, Bhargava. .(Latest Edition), *Role of Press in the Freedom Movement*, New Delhi: Reliance.
3. Chalapati, Rao M (Latest Edition), *The Press in India*, New Delhi: National Book Trust
4. Vidisha, Barua (Latest Edition).*Press and Media Law Manual* New Delhi: Universal Publication
5. Faizan, Mustafa. .(Latest Edition), *Freedom of Information*, New Delhi: Kanishka Publishers Distributers.
6. Chatterjee, P.C .*Broadcasting in India,(Latest Edition)*, Chatterjee P.C., Sage Publication
7. Chowla, N.L.(Latest Edition)*Listening and Viewing*, New Delhi: Sage Publication
8. Mehra, Massani.(Latest Edition),*Broadcasting and the People*, New Delhi: National Book Trust





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## 9. *Parliament Privileges and Freedom of Press* (Press Council of India)

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Paper V JMCB504

### Communication Research

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 504	JMC	Communication Research	60	20	20	0	0	4	1	0	5

**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 get acquainted with the fundamental features of Indian folk culture.
- To comprehend the meaning & features of different mediums of cultural 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:

- Students should be able to make effective oral presentations on a variety of topics in public settings.
- The student should be able to understand how media channels function as businesses, public services and creators of culture

  
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## JMCB504

### Communication Research

#### Unit I

Introduction to Research, Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

#### Unit II

Methods of Media Research, Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

#### Unit III

Sampling, Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

#### Unit IV


Methods of analysis and report writing, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical), Working with Archives; Library Research, Working with Internet as a source; Writing Citations, Bibliography, Writing the research report

#### Unit V

Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis, Ethical perspectives of mass media research

#### Suggested Readings:

1. Wimmer, Roger, D and Dominick, Joseph,R.(2006). *Mass Media Research*, New Delhi: Sage Publications.
2. Arthur Asa Berger. (1998). *Media Research Techniques*.New Delhi: Sage Publications.
3. John Fiske. (1982). *Introduction to Communication Studies*: Routledge Publications.
4. David Croteau and William Hoynes. (Latest Edition). *Media/Society: Industries, Images and Audiences*.
5. Kothari, C.R.(2004). *Research Methodology: Methods and Techniques*: New Age International Ltd. Publishers.
6. Bertrand, Ina and Hughes, Peter. (2005). *Media Research Methods; Audiences, Institutions, Texts*. New York : Palgrav.

  
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## Paper V JMCB505 Summer Internship

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMCB 505	JMC	Summer Internship	0	0	0	30	20	0	0	0	2

**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.

## JMCB205 Summer Internship

### Course educational objectives (CEO'S):


The student will be able

- 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

### Course outcomes (CO'S):

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 understand the working of media organizations.
- Students will understand how the different departments function in a media organization.

  
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## JMCB205 Summer Internship

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

  
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