



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
Shri Vaishnav Institute of Journalism and Mass Communication  
Choice Based Credit System (CBCS) in light of NEP -2020  
BA+ MA (Journalism and Mass Communication)  
Semester III (2021-2024)

Paper I  
JM CB301  
Film Appreciation

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				
JM CB301	CC	Film Appreciation	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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JM CB301	CC	Film Appreciation	60	20	20	0	0	3	0	0	3

Course contents:

Unit I - Language of Cinema

- 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, Difference between 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

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Unit V – Project

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

Recommended Screenings or clips

- Cult movies from all eras

Suggested Readings:

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

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Paper II  
JM CB302  
Video 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				
JM CB302	DSE	Video 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 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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**Paper II**  
**JMCB302**  
**Video Production**

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JMCB302	DSE	Video Production	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
- Liner Video Editing
- Non-Linier Editing
- Use of Chroma, and Special Effects'

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**Unit-4 Video Lighting**

- Purpose of Lighting
- Lighting Equipment
- Types of Lighting
- Mounting Device for 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, recent trends in set design

**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**  
**JMCB302**  
**Digital and Social Media**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
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JMCB302	DSE	Digital and Social Media	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:

- CEO 1** To identify the fundamental concepts and technological understanding of Digital media.
- CEO 2** Integrate the practical learning of online journalism
- CEO 3** To acquire knowledge about Mobile journalism and Internet Activism

**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 evaluate and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.
- CO 2** The student will be able to employ and apply a wide range of concepts relating to Internet, social media and society.
- CO 3** Student will be able to develop an understanding of social media working

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JM CB302  
Digital and Social Media

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JM CB302	DSE	Digital and Social Media	60	20	20	30	20	2	0	2	3

Course Content:

Unit I – Introduction to Digital Media

- Meaning and concept
- Media literacy
- Types of Digital Marketing
- Trends & Scenarios of the Digital Marketing Industry
- Difference between traditional marketing and digital marketing.

Unit II – Introduction to Social Media

- Meaning and Concept
- Major Social Media Platforms for Marketing
- Social media for Business
- Challenges and opportunities of social media

Unit III – Dimensions of New media

- Media convergence
- Ethics for Online Journalism.
- Webpage Interactivity-Blog
- E-Newspapers On-line Editions of Newspapers

Unit IV – Mobile Journalism

- Meaning and concept
- Techniques for Audio and video recording
- Concept of mobile video editing

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JMCB302	DSE	Digital and Social Media	60	20	20	30	20	2	0	2	3

#### Unit V – Cyber Journalism

- Meaning and concept
- Merits and Demerits of Cyber Journalism over traditional newspapers and magazines
- Socio-economic impact of Cyber journalism
- Fact checking and its importance

#### Suggested Readings

1. Callahan, C. (1990). *Journalist's Guide to the Internet*. Oxford press
2. Andrew, B. (2000). *Web: ABC of the Internet*. New Delhi: Sage Publications
3. Danis, P. C. (2000). *Information Technology*. New Delhi: Sage publications
4. Anil, M. (1990). *Illustrated World of Internet*. New Delhi: Anmol Publishers
5. Preston, G. (2000). *How the Internet Works*. Oxford press
6. Castells, M. (2004). *The Network Society: a cross-cultural perspective*. Edward Elgar. MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45),
7. Kahn, R., Kellner, D. (2006). *New Media and Internet Activism: From The Battle of Seattle to Blogging*. New Media & Society, Vol. 6, No. 1, 2004.
8. Lister, M. (2009). *New Media – A critical Introduction*: Routledge,
9. Saxena, S.(1999). *Web journalism*, New Delhi: Tata Mcgraw Hill Education Pvt. Ltd
10. Sussex(2010). *Web Journalism, A New form of Citizenship*, New Delhi: Academic Press
11. James, G. S. (2000). *Web journalism, Practice and promise of a New Medium*: Oxford press
12. Richard, C. (2008). *Online Journalism, Reporting, Writing and Editing for New media*, Pearson Education

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Paper III  
JM CB303  
Media and Culture Studies

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				
JM CB303	CC	Media and Culture Studies	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 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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**Paper III**  
**JMCB303**  
**Media and Culture Studies**

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				
JMCB303	CC	Media and Culture Studies	60	20	20	0	0	3	0	0	3

**Course Content:**

**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**

- Representation of Media as Texts, Signs and Codes, Genres
- Representation of nation, class, caste, gender.
- Audiences: Active and Passive audience

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JMCB303	CC	Media and Culture Studies	60	20	20	0	0	3	0	0	3

**Unit IV – Culture and Communication**

- Meaning and Concept
- Theoretical approach to cultural communication
- Importance of culture and tradition in media studies
- Cultural barriers in communications,

**Unit V – Traditional versus new Media**

- Folk Media as a form of Mass Culture
- Audience in live Performance
- 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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Paper IV  
JM CB304  
Public Relations

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
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JM CB304	CC	Public Relations	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 components like:

Quiz/Assignments/Project/Participation in Class. (Given that no component shall exceed 10 marks)

**Course Educational Objectives (CEOs):**

The student will be able:

**CEO 1** To know the fundamental concept of Public Relations.

**CEO 2** To recognize the various Public of different organizations.

**CEO 3** To analyze the various tools of Public Relations communication

**CEO 4** To Understand the Ethical communication principles and practices

**Course Outcomes (COs):**

The students should be able to differentiate between various aspects of advertising and public relation.

**CO 1-** The students will be able to write good Press Releases.

**CO 2-** The students will be able to hold press conferences when they join any organization.

**CO 3-** The students will be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.

**CO 4-** The students will be able to utilize communication to embrace difference

**CO 5-** The students will be able to demonstrate the ability to accomplish communicative goals.

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Public Relations

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JM CB304	CC	Public Relations	60	20	20	0	0	3	0	0	3

**Course Content:**

**Unit I - Introduction to Public Relations**

- Role & Meaning of Public Relations
- Need For Public relations
- History Of Public relations
- Objective Of Public relations
- Types of Publics- External & Internal

**Unit II - Role of Public Relation**

- Importance of Public relation
- Functions of Public Relations
- Public relation Techniques
- Characteristics of PR Person
- Ethics of PR

**Unit III - Tools of public relations**

- Press Release
- Press kit
- Press Conference and Videos
- House journal
- Exhibition
- Promotional Material

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JMCB304	CC	Public Relations	60	20	20	0	0	3	0	0	3

**Unit IV - PR agency**

- Structure Of PR agency
- Functions of PR agency
- Public Relations campaigns – Program Planning and evaluating
- Corporate Social Responsibility
- Crisis Communication

**Unit V - PR in various sectors**

- Role of PR in Government Sector and Public Sector
- Role of PR in Educational and Research Institutes
- Role of PR in Political and Election Campaign

**Suggested Readings**

1. Scott, C. et al. (2000). *Effective Public Relations*. New Delhi: Sage publishers
2. James, B. et al. (1984) *Hunt Managing Public Relations*. New York: HoltRinehart and Winton
3. Leonard, S. (2000). *Power Public Relation*. New Delhi: Prosiness Books
4. Banik, G.C. (2006). *PR and Media Relations*. Mumbai: JAICO
5. Philip, H. (2003). *Public Relations: A Practical Guide to Basics*. London: Oxford Press
6. Ashok, A. (1993). *Dynamics of PR*, New Delhi :Manas Publication

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