

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
B.A. + M.A. Dual Degree (Journalism and Mass Communication)
Semester II (2021-2024)

PAPER – I
JMCB 201
Reporting and Anchoring

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				
JMCB 201	CC	Reporting and Anchoring	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 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 understand the basics of reporting and functions of reporter.

CEO 2 - To understand the basics of anchoring and functions of an anchor

CEO 3 – To grasp the knowledge about the tools and techniques of anchoring and reporting

CEO 4 – To illustrate the working environment of media industries.

Course Outcomes (COs):

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

CO 1 - Execute techniques of news reporting and anchoring.

CO 2 - Think critically, creatively and independently.

CO 3 - Demonstrate the professional tools of news reporting and anchoring

CO 4 - Develop the qualities of anchor and reporter with more objectivity, accuracy and brevity.

CO 5 - Analyze different types of reporting based on various beats.



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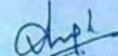


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JMCB 201	CC	Reporting and Anchoring	60	20	20	30	20	2	0	2	3

Unit I

Introduction to Reporting

Definition, scope, concept & principles of news reporting, types & techniques of news reporting, functions of reporter: interview, collection of data, research, qualities & responsibilities of a reporter, ethics of reporting.

Unit II

Introduction to Anchoring

Definition, scope, concept & principles of anchoring, qualities & responsibilities of an anchor, ethics of anchoring

Unit III


Tool and Techniques of Anchoring and Reporting

Tools: camera handling, teleprompter, lighting, need of editing, techniques: voice modulation (pitch/tone/intonation/inflection/ fluency), pronunciation, dictation writing, appearance and presentation, preparing and wiring of PTC, rhythm of speech, breathing, resonance, VO for TV commercials



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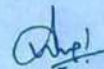
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Unit IV

Coordination and Corporation in Media

Difference between reporter and anchor, co-ordination between reporter and anchor, source of news, problems faced by reporters and anchors.

Unit V

Project work

1. Prepare an anchoring video
2. Prepare a reporting video

Suggested Readings

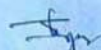
- Fiske, J. (1982). *Introduction to Communication Studies*. Routledge Publication.
- K.M., S. (2012). *News Reporting and Editing*. New York: Sterling Publication.
- Keeble, R. (1998). *The Newspaper's Handbook*. New York : Routledge Publication.
- Sten, M. L. (2006). *News Writer's Handbook: An Intriduction to Journalism*. New Jersey : Blackwell Publishing

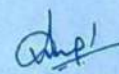

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Paper II
JMCB202
Radio Production

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				
JMCB 202	CC	Radio Production	60	20	20	30	20	2	0	2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical C - Credit;
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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 get the in depth knowledge of the working of radio.
- CEO 2 – write script for various radio program formats and news bulletins.
- CEO 3 – Recognize roles and responsibilities of radio presenter
- CEO 4 – To carry out the production process and techniques of radio.

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 - Produce good content for radio.
- CO 2 - Develop questions that anticipate what the listener wants to know.
- CO 3 - Do research about the background & related issues of the broadcasting content.
- CO 4 - Work in professional atmosphere of radio station
- CO 5 - Identify, write, record, produce and edit several formats of radio programs.
- CO 6 - Evaluate the quality of radio program.


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JMCB 202	CC	Radio Production	60	20	20	30	20	2	0	2	3

Unit I

Introduction to Radio Program

Radio as a medium of communication, structure of a radio station, organizational structure and it's working. radio program: spot light, talk, review, discussion, interview, news, interactive programs: audience programs, phone- in programmes, drama, documentary, community radio

Unit II

Writing for radio-

Scripting: radio formats, commercials, illustrating copy with sound effects, news writing: structuring radio-copy; editing, reporter's copy-compiling, radio news bulletins, programmers, writing intro to bytes, writing headlines: teasers and promos, structuring a radio report, news capsuling and radio commentary.

Unit III

Presentation Techniques

Role and responsibilities of a presenter (anchor and news reader), do's and don'ts for a presenter (anchor and news reader), modulation and voice quality, voice training –effective use of voice, interview techniques, pronunciation, codes and ethics in broadcasting, qualities of a good rj, voice culture: pitch tempo and pacing, sound effect: stereo and mono sound.




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Unit-IV

Radio Production Process

Production process and techniques, aspects of sound recording, types of microphones and their usage, field recording skills, radio feature production, radio documentary production, live studio broadcast with multiple sources, news production, drama production

Unit-V

Technical process of Radio Broadcasting

Basic studio setup, recording of programs; selection of sound effects, editing and mixing techniques, process of planning: scheduling and transmission, evaluation of programs and quality control

Suggested Readings-

- Awasthy, G.C. (1965). *Broadcasting in India*. Mumbai: Allied publishers.
- Chatterji, P.C. (1988). *Broadcasting in India*. New Delhi: Sage Publication
- Masani, M. (1997). *Broadcasting and People*. New Delhi: National Book Trust.
- Luthra, H.R.(1986). *Indian Broadcasting*. New Delhi: Publication Division
- Crook. T. (1999). *Radio Drama: Theory and Practice*. London: Sage Publication



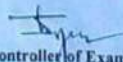
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Paper III
JMCB203
Photography

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCB 203	CC	Photography	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 following components: Quiz/Assignment/Project/Participation inClass, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able:

- CEO 1 - To understand the concept, scope and significance of Photography.
- CEO 2 - To distinguish between various types of photography.
- CEO 3 - To demonstrate lighting techniques for different photographic scenarios.
- CEO 4 - To understand the concept the techniques of Photo Journalism 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 attitudes, the students will be able to –

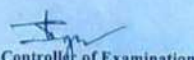
- CO 1 - Identify the elements of photography.
- CO 2 - Execute various types of composition techniques
- CO 3 - Demonstrate lighting skills to create good photograph.
- CO 4 - Practice the ethics of photography in professional life
- CO 5 – Execute photojournalism skills.


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JMCB203
Photography

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCB 203	CC	Photography	60	20	20	30	20	2	0	2	3

UNIT I

Basics of Photography

Brief history of photography, Types of photographic cameras and their working principles and parts of camera body (Pin-hole, SLR, TLR, D-SLR), exposure triangle: aperture, shutters speed, ISO, white balance, hue, saturation, exposure meter, image formats

UNIT II

Photography Techniques

Types of photography, compositional techniques: rule of third, symmetry, leading lines, rooms, camera angles and shots, frame: types of frame.

UNIT III

Lighting Techniques

Understanding light and shadow, natural light and artificial light, the nature of light: direct light, soft light, hard light; directional lighting, colour theory: understanding colour, brightness, contrast, mid tones, highlights, shadow, mood and texture

UNIT IV

Photography Equipment

Lighting equipment: soft boxes, umbrellas, fresnel, skimmers, reflectors. three point lighting technique, different filters, flash: types and uses, tripod, lenses: types and their purpose


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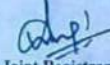
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JMCB 203	JMC	Photography	60	20	20	30	20	3	0	2	4

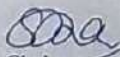
UNIT V


Brief History of Photojournalism: Global & Indian, Photography Ethics, Basic editing techniques


Suggested Readings


- Anderson, G.H. (1993). *Video Editing and Post Production* London: Focal Press
- Gupta, R.G. (2000). *Audio and Video Systems*. New Delhi: Tata Mc Graw – Hill
- Millerson, G. (2003) *Video Camera Techniques (Media Manuals)*. Focal Press: London.
- Musberger, R. B. (2008). *Single-camera Video Production*. New Delhi: Tata Mcgraw Hill


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Humanities (Common Course)
Semester II (Batch 2021-24)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & REEVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment				
HU201	AECC	Foundation English II	60	20	20	-	50	1	0	2	4

Legend: 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

- CEO1 Understand the role and types of workplace communication
- CEO2 Read their texts for understanding for pleasure and business purpose.
- CEO3 Understand language, word relationships and nuances in word meanings.
- CEO4 Recall key elements of structure and style in drafting technical reports
- CEO5 Develop competency in professional communication.

Course Outcomes (COs): The students will be able to

- CO1 Discuss the role and types of workplace communication.
- CO2 Practice reading based on comprehension of a text.
- CO3 Use resources to increase vocabulary and gain deeper understanding by using context of words and sentences.
- CO4 Write according to standard principles of structure, style, and English-language mechanics.
- CO5 Demonstrate different strategies for using professional communication skills.

Paper I

HU201

Foundation English II

COURSE CONTENTS

UNIT I

Communication: Objectives of Communication, Formal and Informal Channels of Communication, Advantages and Disadvantages, Extra personal communication, Interpersonal communication, Intrapersonal communication, Principles of communication.


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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teacher Assessment*	END SEM University Exam	Teacher Assessment*				
HU201	AECC	Foundation English II	60	20	20	-	50	3	0	2	4

Legend: 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.

UNIT II
Developing Reading Skills: Reading Comprehension, Process, Active & Passive reading, Reading speed Strategies, Benefits of effective reading, SQ3R Reading technique.

UNIT III
Vocabulary Building: Using Dictionaries and Thesaurus, Synonyms, Antonyms, Homophones, One Word Substitution, Affixation: Prefixes & Suffixes, Derivation from root words, Jargon, Scientific Jargon, Word Formation.

UNIT IV
Developing Writing Skills: Planning, Drafting and Editing, Developing Logical Paragraphs, Report Writing: Importance of Report, Characteristics of Good Report, Types of Report, Various Structures of a Report.

UNIT V
Professional Skills: Negotiation Skills, Telephonic Skills, Interview Skills: Team building Skills and Time management

Practical:

- Listening
- Linguistics and Phonetics
- Telephonic Conversation
- Mock Interviews
- Group discussions
- Extempore
- Debate
- Role Plays


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COURSE CODE	COURSE NAME	COURSE NAME	TEACHING METHODOLOGY							CREDITS
			THEORY			PRACTICAL				
			LECTURE	TUTORIAL	SEMINAR	LABORATORY	FIELD VISIT	INTERVIEW	PROJECT	
HU-201	AEEC	Foundation English II	60	20	-	-	-	-	-	8

Legend: L = Lecture, T = Tutorial, S = Seminar, Pr = Practical, V = Project, F = Field Visit, I = Interview, P = Project
 *Teacher Assessment shall be based following components: Class Attendance, Project/Participation in Class, group test or assignment shall count more than 10 marks.

Suggested Readings

- Axtell, (R.), (2017), Effective Technical Communication, New Delhi, 111, Cengage India
- Puri, (K.), (2017), How to Prepare for Group Discussion and Interview, New Delhi, 201, A.P. Conson Ltd.
- Pridem, (C.), (2017), Body Language, Delhi, Sadha Publications
- Morgan, Dana (1998), 10 Minute Guide to Job Interviews, New York: Macmillan.

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Paper V
JMCB204
Field Study and Seminar

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				
JMCB 204	SEC	Field Study and Seminar	0	0	0	60	40	0	0	4	2

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

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Course Educational Objectives (CEOs):

The students will be able to:

CEO 1 - To get exposure about working of radio stations.

CEO 2 – Work on different types of photography.

CEO 3 – Demonstrate the skills and qualities of a news anchor and reporter

CEO 4 - Demonstrate the theoretical and practical knowledge in field work

Course Outcome-

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 execute qualities of a good news anchor and reporter

CO 2 - student will be able to execute qualities of a good radio presenter

CO 3 - student will be able to execute photography skills.

CO 4 - The student will be able to acquire practical skills and capabilities to take up project work in professional life.

CO 5 – The students will learn how to deal with work pressure.



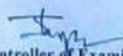
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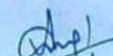
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 Choice Based Credit System (CBCS) in light of NEP -2020
 B.A. + M.A. Dual Degree (Journalism and Mass Communication)
 Semester II (2021-2024)

Paper V
JMCB204
Field Study and Seminar

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				
JMCB 204	SEC	Field Study and Seminar	0	0	0	60	40	0	0	4	2

Field study and Seminar is an integral part of academic curriculum of the Department. It is an initiative to bridge the gap between knowledge and application through a series of interventions that will enable students to gain insights and exposure. The field work and Seminar serves the twin purposes of providing critical economic and business insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.



Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore



Chairperson
 Faculty of Studies
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore



Controller of Examination
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore



Joint Registrar
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore

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Paper VI
JMCB205
Comprehensive Viva-Voce

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					
JMCB 205	CVV	Comprehensive Viva – Voce	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.**

Course Educational Objectives (CEOs):

The students will be able to:

COE 1 – Demonstrate theoretical and practical knowledge of anchoring, reporting and radio production.

COE 2 – Demonstrate various skills of photography

CEO 3 - Apply theoretical concepts in real life situations

Course Outcome (CO)

CO 1 - The students will be able to understand the working system of news channels and radio stations.

CO 2 - Students will have in depth knowledge about practical and theoretical aspects of media.

CO3 - Students will exhibit professional etiquette suitable for career progression

CO4 - Students will read and understand each subject in depth.

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



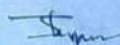
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