

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 I (2021-2024)

**Paper I**

**JMCB101**

**Growth and Development of Media**

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 101	CC	Growth and Development of Media	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 acquire fundamental knowledge about the history and working various media platforms.

**CEO 2** –To become socially responsible media professionals with global vision.

**CEO 3** – To acquire theoretical outlook of various media fields.

**CEO 4** – Learn about the visionaries of media.

**CEO 5** – To inculcate the knowledge of current media scenarios.

**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 -

**CO1** - Acquaint student with the glorious journey of Journalism

**CO2** - Analyze nature and characteristics of various mediums.

**CO3** - Demonstrate the foundations required for professional journalism.

**CO4** - Understand the working of web media.


**CO5** - Understand the present status of various mass media.

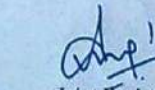
  
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**UNIT-I**

**Brief History of Newspaper**

Indian press: Indian press before and after freedom movement, print media in India: an overview, print media in the nineteenth century, types of newspapers: contents, characteristics, magazines & books: types, characteristics

**UNIT-II**


**Brief History of Radio**

Radio as a medium of mass communication, all India radio, prasar bharti, development of private radio channels, change in programming trends in India, community radio.

**UNIT-III**

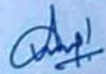
**Brief History of Cinema**

Birth of cinema: Lumiere brothers, historical development of Indian films- silent era, talkies, types of cinemas: parallel cinema, commercial cinema, documentaries, various issues and problems of Indian cinema, film as a mass medium

  
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**UNIT-IV**

**Brief History of T.V. Broadcasting**

Evolution and growth of electronic media, nature and characteristics of the medium, a brief history of telecasting in India, site, brief history of Doordarshan, growth and development of private channels in India.

**UNIT-V**

**Emergence of Digital Media**

The emergence of digital media, need, importance, nature and scope of digital media, limitations of digital media.

**Suggested Readings**


1. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
2. Narula, U. (2019). *Development Communication: Theory and Practice Revised Edition*. Delhi : Har Anand Publication .
3. Natarajan, J. (2010). *History of Indian Journalism* . Delhi: Ministry of Information and Broadcasting .
4. Raguavan, G. (1995). *Press in India: New History* . Delhi: Gyan Publishing House .

  
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**PAPER II**  
**JMCB102**  
**Basics of Media Writing**

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JMCB 102	CC	Basics of Media Writing	60	20	20	0	0	3	0	0	3

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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 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.

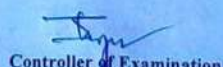
CO 5 - Translate various articles.

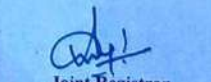
  
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**Paper II**  
**JMCB102**  
**Basics of Media Writing**

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**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, concept of creative language, 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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**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 and typing practice (Hindi & English)

**Suggested Readings:**

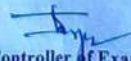
1. Bunton, K. (1998). *Writing Across Media*. Bedford/ St Martin's .
2. Carroll, B. (2010). *Writing for Digital Media*. New York : Routledge .
3. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect* . Washington: SAGE Publications
4. Scott A Kuehn, A. L. (2017). *Thev Basics of Media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



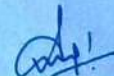
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**Paper III**  
**JMCB103**

**Introduction to Communication and Mass Communication**

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			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCB 103	CC	Introduction to Communication and Mass Communication	60	20	20	0	0	3	0	0	3

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**Course Educational Objectives (CEOs):**

**The students will be able:**

- CEO 1 – Develop the knowledge of basic elements and various types of communication.
- CEO 2 – Acquaint the need and importance of audience in the media.
- CEO 3 – Inculcate the knowledge of different tools of mass communication.
- CEO 4 – identify and acquire knowledge about models and theories of mass communication.
- CEO 5 – Implementing the communication models in improving the day to day 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 -

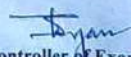
- CO 1 – Understand the process and concept of communication and the basic implications of theories and models of communication.
- CO 2 – Learn about various forms and types of communication.
- CO 3 – Imply various tools of mass communication
- CO 4 – Comprehend the history and development of communication at various levels of the society and its role with respect to modern day technology
- CO 5 - Consume skilled and knowledgeable media content



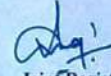
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JMCB 103	CC	Introduction to Communication and Mass Communication	60	20	20	0	0	3	0	0	3

**Unit I**

**Introduction to Communication**

Communication: definition, meaning, nature, characteristics, elements, need and scope, types of communication: intrapersonal, interpersonal, group, and mass communication, forms of communication: verbal and non-verbal communication, barriers to communication, seven C's of communication

**Unit II**

**Basics of Mass Communication**

Mass communication: definition, meaning, functions, characteristics, need and importance audience: types of audience, the study of audience behavior

**Unit III**

**Tools of Mass Communication-**

Newspapers, magazines, radio, television, films, advertising, public relations, traditional and folk media.

**Unit IV**

**Models of Communication**

Aristotle's Model, Berlo's Model, Lasswell's Model, Frank Dance's Model, Shannon Weaver Model, Newcomb's Model, Johari Window



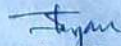
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**Unit V**

**Theories of Mass Communication**

Normative theories, Lazarfield one step and two-step flow theory, hypodermic needle theory, agenda-setting theory, theory of gatekeeping, uses and gratification theory

**Suggested Readings**

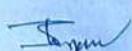
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3. Roden, M. S. (1972). *Introduction to Communication Theory* . New York : Pergamon Press.
4. Rosengren, K. E. (2000). *Communication: An Introduction* . Washington : SAGE Publication.
5. Sharma, A. (2018). *Introduction to Mass Communication: Model and Theories*. Bilaspur : Evincepub Publishing .

  
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HU101	AECC	Foundation English I	60	20	20	0	50	3	0	2	4	

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**Course Educational Objectives (CEOs): The students will**

- CEO 1 Understand the different nuances of communication.
- CEO2 understand the features of listening skill.
- CEO3 Comprehend the factors that influence use of grammar and vocabulary in speech and writing.
- CEO4 study the essential aspects of effective written communication through Business letters and email writing for professional success.
- CEO5 Identify other common methods of professional communication.

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

- CO1 develop a comprehensive understanding of the theoretical and practical aspects of communication.
- CO2 explain the difference between listening and hearing and understand the value of listening.
- CO3 Apply grammatical rules in speech and writing.
- CO4 Use proper formats of written business communication.
- CO5 Use appropriate organization and order of words, sentences and paragraphs in technical writing.

**Paper I**  
**HU101**  
**Foundation English I**

**COURSE CONTENTS**

**UNIT I**

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication, Verbal and Non-Verbal Communication, Barriers to Communication.

  
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HUI01	AECC	Foundation English I	60	20	20	0	50	3	0	2	4	

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**UNIT II**

Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening, Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

**UNIT III**

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, Subject and Verb Agreement, Prepositions, Articles, Types of Sentences, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

**UNIT IV**

Business Correspondence: Business Letters, Parts & Layouts of Business Letter, Job application and Resume, Application Calling/ Sending Quotations/ Orders/ Complaints, E-mail writing, Email etiquettes

**UNIT V**

Precis Writing and Noting: The Purpose of Notes, Methods of Notetaking, General Principles of Good Notes. Drafting: Notices, Agenda and Minutes, Advertisement: Importance, Types, Various Media of Advertising, Slogan Writing.

**Practicals**

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role plays
- Oral Presentation - Preparation & Delivery using audio-visual aids with stress on body language and voice modulation.
- Social etiquettes

  
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**Suggested Readings:**

- Adair, John (2003). **Effective Communication**. London: Pan Macmillan Ltd
- A.J. Thomson and A.V. Martinet (1991). **A Practical English Grammar** (4<sup>th</sup> ed). New York: Oxford IBH Pub
- Ashraf Rizvi, (2005). **Effective Technical Communication**. New Delhi: Tata Mc Graw Hill
- Kratz, Abby Robinson. (1995). **Effective Listening Skills**. Toronto: ON; Irwin Professional Publishing.

  
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**Paper V**

**JMCB 104**

**Basics of Journalism**

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 104	CC	Basics of Journalism	60	20	20	0	0	3	0	0	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical - 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 understand the basics of journalism including roles and responsibilities of reporters
- CEO 2 - To carry out the process of news making.
- CEO 3 - To excel in theoretical and practical working in Media Organizations.
- CEO 4 – To acquire knowledge about different types of journalism.
- CEO 5 - To understand the importance and purpose of journalism for the betterment of society

**Course Outcomes (COs):**

After completion of this course the students are expected to be

- CO 1 – Inculcate the knowledge of elements of journalism
- CO 2 – Obtain comprehensive and advanced education in the field and seek wide career opportunities..
- CO 3 – Analyze the role and responsibility of media in democracy.
- CO 4 – Differentiate between various types of journalism.
- CO 5 - Apply various styles of news writing.
- CO 6 - Understand technical terms and jargons of journalism.



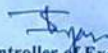
Chairperson

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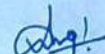
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Shri Vaishnav Institute of Journalism and Mass Communication  
Choice Based Credit System (CBCS) in light of NEP -2020  
BA+ MA (Journalism and Mass Communication)  
Semester I (2021-2024)

**Paper V**  
**JMCB 104**  
**Basics of Journalism**

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**COURSE CONTENTS:**

**Unit 1**

**Introduction to Journalism**

Journalism: meaning and definition, journalist: types, roles and responsibilities, stringers, correspondents, reporter, anchor, freelancer.

News: meaning, definition, nature, elements, types: hard and soft, understanding the structure and construction of news

**Unit 2**

The News Process: from the event to the reader, basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline, Principles of news selection, use of archives, Sources of news, Use of internet

**Unit 3**

Yellow journalism, Penny press, Tabloid press, Alternate Journalism: Citizen Journalism, Mobile Journalism.

**Unit 4**

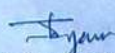
Basic differences between print, electronic and online journalism based on Language and principles of writing.

  
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**Unit 5**

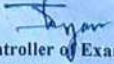
Role of Media in a Democracy, Responsibility to Society, Media Ethics, Current issues of press freedom

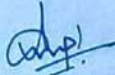
**Suggested Readings**

1. Berner, R. T. (2007). *Fundamentals of Journalism: Reporting, Writing and Editing*. Northwestern University : Marquette Books .
2. Carole Flemming, E. H. *An Introduction to Journalism* . 2006: Vistaar Publication.
3. Keeble, R. (2006). *The Newspaper's Handbook* . New York : Roultdge Publication.
4. Rodmann, G. (2007). *Mass Media in Changing World* . Macgraw Hill Pulbication .

  
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