



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 VI (2021-2024)

Paper I
JMCB601
Global Media

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 601	JMC	Global Media	3	0	0	3	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 component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The student will be able:

CEO 1- To understand the concept, scope, and significance of global media and its techniques

CEO 2 -To understand the international media and policies and their use in their work area

Course Outcomes (COs):

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

CO 1- Understand the importance of learning media on global level.

CO 2- To analyse the impact of global influence on Indian media scenario.

CO 3- To determine cultural, social, and economical influence

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JM CB 601	JMC	Global Media	3	0	0	3	60	20	20	0	0

Unit-1 Media

- Media, Types of Media
- Concept of Global Media
- The historical concept of media globalization
- The global news agencies
- Growing Global monopolies and their impact on news, NWICO, MacBride Report

Unit-2 Global News Media

- International Journalism
- The need for depth research, operating in hostile conditions.
- International Laws and the role of Western Media in defining human rights, and rethinking the concepts of human rights from a Third World media perspective
- Asian Region-Focus on Agencies in Asia, Case Study of Japan which has the greatest rate of news diffusion worldwide, china and state control news, India-mixed pattern
- Challenges to International Journalism.

Unit-3 Global Market

- Global Market Place
- Requirement of Global market place
- Types of Global Markets, doing business abroad
- Global media environment, electronic, print, web and people media
- Global Media Economics

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Unit-4 Digital Media and Globalization

- Digital Media Discourse in Global Context- Digital Connectivity
- Introduction the concept of time, space and place
- Global Audience changing needs
- Overview of Digital Media in China, Japan, U.S., India
- Impact of Global Politics

Unit-5 Global Media Impact in India

- Hegemony of International Media Mughals
- Transactional Media and India
- Global media and the promotion of the cult of stars
- Hollywood's foray into film industry
- Impact of Global Media in Indian Policies.

Suggested Readings:

1. Ingrid, V. (2001). *News in the global sphere: A study of CNN and its impact on global communication*. Luton: University of Luton Press
2. William, H. (2002). *World News Prison*. Iowa: Iowa state press
3. Tehri, R. (2006). *Globalization and Media*. London: Sage Publications
4. Howard, H. F. (1993). *Global Communication & International Relations*
5. Anos, O.T. (2006). *Transnational media and controlled Markets*. NewDelhi: Sage publications.
6. Cees, H. (1996). *The Politics of World Communication*. London: Sage publication

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Paper II
JM CB602
Production Portfolio

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 602	JMC	Production Portfolio	0	0	6	3	00	00	00	60	40

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:

CEO1 - Understand practical and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling.

CEO2 - Understand the impact of new communication technologies on the traditional print/radio/television enterprises.


Course Outcomes (COs):


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

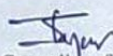
CO1 - To understand different technical and theoretical aspects of production in media

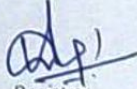
CO2 - To apply ethical consideration in practical applications.

CO3 -To develop ability to critically evaluate their own weakness and strength.


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JM CB 602	JMC	Production Portfolio	0	0	6	3	00	00	00	60	40

Course contents:

In this subject the students will have to make the following production projects during this semester

- Design a front page of a newspaper (with self written articles)
- One radio program
- One TV advertisement
- One short film (fiction or non-fiction)

Suggested Readings:

1. Zettle, H. (2013). *Video Basics*. Boston: Wadsworth Publication.
2. Musburger, B. R. (2007). *An Introduction to Writing for Electronic Media*. George Washington University. Routledge Publications
3. Jan R. et al. (2015). *Broadcast Journalism*, New Delhi: Anmol Publication.

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Paper III
JM CB603
Multi Media Journalism

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB603	JMC	Multi Media Journalism	2	0	2	3	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 component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able:

CEO1 - To develop a reasonable understanding of recording and editing techniques and creative application in multimedia journalism

CEO2- To use hands-on training and critique for journalism, media production

Course Outcomes (COs):

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

CO1 - To analyse the technical approach in multimedia journalism

CO2 - To develop reasonable understanding of editing techniques and creative application

CO3 - To determine the challenges and opportunities in Multimedia Journalism

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Paper III
JMCB603
Multi Media Journalism

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 603	JMC	Multi Media Journalism	2	0	2	3	60	20	20	0	50

Course contents:

Unit 1


- Understanding the role of journalism in society
- Incorporating multimedia elements into stories (text, images, audio, video)
- Introduction to Multimedia and interactivity
- Legal and ethical issues in the media
- Multicultural sensitivity.

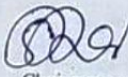
Unit 2


- Paraphrases, Quotes and attribution in media writing,
- Leads and Nut Graphs,
- News Writing for Web,
- Sources and Online Research
- Strategies for effective interviewing and note taking

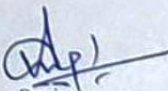
Unit 3

- Photography as a powerful tool to tell a story
- Composition Rule of thirds, focal point
- Photography and cutline
- Importance of photojournalism in today's journalism


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JMCB 603	JMC	Multi Media Journalism	2	0	2	3	60	20	20	0	50

Unit 4

- Storytelling with audio
- Storytelling with video
- Strategies for audio and video recording
- Audio and Video editing
- Mobile journalism
- Responsive web and webcasting

Unit 5

- Artificial Intelligence in journalism
- Emerging technologies and their impact on journalism
- Copyright and fair use in multimedia content
- Privacy concerns in digital reporting
- Fact-checking and combating misinformation on social media

Suggested Readings:

1. Gupta, V.S. (2004). *Communication and Development*. New Delhi: Concept Publication.
2. Ganesh, S. (1995). *Lectures in Mass Communication*. New Delhi: India Publishers.
3. Murthy, D. V. (Latest Edition). *Development Journalism, What Next?*. New Delhi: Kanishka Publication.
4. Melkote, S. et al. (1991). *Communication for Development in The Third World*. New Delhi: Sage Publications.
5. Joshi, U. (2001). *Understanding Development Communication*. New Delhi: Dominant Publishers

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Paper IV
JMCB 604
Dissertation

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 604	JMC	Dissertation	2	0	2	3	60	40	20	30	20

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:

CEO1 - To develop a reasonable understanding of how to conduct a research.

CEO2- To get hands-on training on writing a research paper and fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis.

Course Outcomes (COs):


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

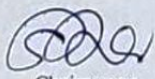
CO1 - Plan and critical investigation and evaluation of a chosen research topic relevant to environment and society

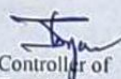
CO2 - Appropriately apply qualitative and/or quantitative evaluation processes to original data


CO3 - Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.

CO4 - Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.


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Dissertation

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JM CB 604	JMC	Dissertation	2	0	2	3	60	20	20	30	20

Unit-I

- Introduction to Media Research - Meaning, Definition, Characteristics and Importance
- Origin of Research in Communication
- Types of Research

Unit-II

- Overview of Research Problem and Objective,
- Steps in Research Process
- Hypothesis: Concept, Types and Error
- Variables and its types
- NOIR

Unit-III

- Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks
- Research Design: Concept and definition, types of research design - descriptive, exploratory, experiment, Quasi Experimental Design, Observation Method

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JMCB 604	JMC	Dissertation	2	0	2	3	60	20	20	30	20

Unit-IV

- Research methodology
- Sampling technique
- Tools of data collection
- Tabulation of Data and Graphical Representation of Data
- Data Interpretation
- Use of Microsoft Excel and SPSS, References
- Research ethics and Plagiarism

Unit-V

- Report writing
- Preparation of MRP

Suggested Readings:

1. Anthony, M. et.al. (2009). Research Methods: A Process of Inquiry, Allyn and Bacon.
2. Carlos, C.M.,(2000). Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options. Zed Books, New York.
3. Leedy, P.D. and Ormrod, J.E., (2004) Practical Research: Planning and Design, Prentice Hall.
4. Fink, A., (2009). Conducting Research Literature Reviews: From the Internet to Paper. Sage Publications

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Paper V
JM CB605
Field Study and Seminar

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 605	JMC	Field Study and Seminar	0	0	8	4	0	0	0	60	40

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:

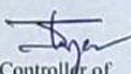
- CEO1 - This paper has the objective of exposing the students to various field study concepts
- CEO2 - Provide an opportunity for students to apply theoretical concepts in real-life situations
- CEO3 - Enable students to manage resources, work under deadlines, identify and carry out specific goal-oriented tasks
- CEO 4 - The Paper will help to acquire research skills and capabilities to take up the project work.

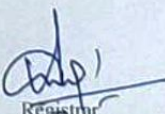
Paper -V
JM CB604
Field Study and Seminar

Field study and Seminar is an integral part of the 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 serve the twin purposes of providing critical economic and business insights to students and providing the 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 based on work assigned and regular submissions. The students need to complete the work in the stipulated time.


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