

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester III (2021-2023)

Paper I
JMCPG301
Tools and Techniques of Public Relations

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				
JMCPG301	CC	Tools and Techniques of 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 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 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.



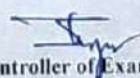
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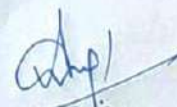


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Paper I
JMCPG301
Tools and Techniques of Public Relation

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				
JMCPG301	CC	Tools and Techniques of 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
- Nature of Work 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



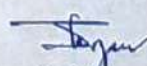
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JMCPG301	CC	Tools and Techniques of Public Relations	60	20	20	0	0	3	0	0	3

Tools and Techniques of Public Relation

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 M. C., Allen H. C., Glen M.B. (2000). *Effective Public Relations*. Englewood Cliffs: N.J. Prentice Hall
2. James B. G., and T.(1984) *Hunt Managing Public Relations*. New York: Holt Rinehart and Winton
3. Leonard, S. (2000). *Power Public Relation*. NTC: Prosiness Books,
4. Banik, G.C. (2006). *PR and Media Relations*. Mumbai: JAICO,
5. Philip, H. *Public Relations: A Practical Guide to Basics*.
6. Ashok, A. *Dynamics of PR*, New Delhi: L. Manas Publication,
7. Sengupta, D. *Management of Public Relations and Communication*. New Delhi. Vikas Publication


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Paper II
JMCPG302
Media Research

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JMCPG302	CC	Media Research	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 develop in depth understanding of the concept, scope and significance of media research.
- CEO 2 – To provide knowledge on methodological concepts of media and communication research.
- CEO 3 – To develop capability for conducting research in media industry.
- CEO 4 – To introduce and enhance understanding about tool, techniques and methods of media research.

To familiarize students with media studies by affording 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 attitudes:

- CO 1 – Students will be able to demonstrate research skills.
- CO 2 – Students will be able to enhance the knowledge of research approach, methods, tools and reports.
- CO 3 – Students will be competent to conduct research in media industry.
- CO 4 – Students will be able to demonstrate thorough understanding of application of research in media industry.



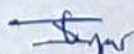
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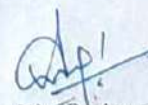
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JMCPG302	CC	Media Research	60	20	20	0	0	3	0	0	3

Course Content:

Unit I - Introduction to mass communication research

- Meaning Concepts and definitions of research
- Characteristics of research
- Research Ethics
- Types of research
- Steps of research
- Problem identification and formulation

Unit II - Basic elements of research

- Variables
- Hypothesis and its types, characteristic of good hypothesis
- Research design

Unit III – Research methodology

- Sampling in communication research
- NOIR
- Types of data- Primary and Secondary
- Tools of data collection
- Techniques of data collection



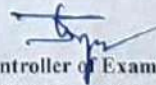
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Unit IV - Statistics in communication research

- Basic statistical tools: Mean, median and mode
- Standard Deviation
- Correlation, T-Test
- Diagrammatic Representation
- Software for Data Analysis; SPSS, Excel

Unit V – Report Writing

- Data processing, analysis, presentation
- Interpretation of data
- Writing research report – components and style
- Bibliography, referencing, citation

Suggested Readings

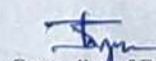
- Anderson, J. A. (2011). *Media Research Methods*. London: Sage Publications.
Gunter, B. (2000). *Media Research Methods*. London: Sage Publications .
Kothari, C. R. (1985). *Research Methodology: Methods and Technique*. New Delhi : New Age Publication Ltd. .
Kumar, R. (2014). *Research Methdology: A Step to Step guide for beginners*. U K : Sage Publications.
Mukul Gupta, D. G. (2011). *Research Methodology*. New Delhi : PHI Learning Private Limited.


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Paper III
JMCPG303
Video Film Production

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
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JMCPG303	DSE	Video Film 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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Course Educational Objectives (CEOs):

The students will be able to -

COE 1 - Have an insight into Pre-Production, Production and Postproduction 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



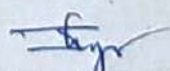
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JMCPG303	DSE	Video Film Production	60	20	20	30	20	2	0	2	3

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

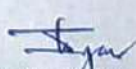
- Grammar of visual media
- Editing Equipment
- Liner Video Editing
- Non-Linier Editing
- Use of Chroma, and Special Effects


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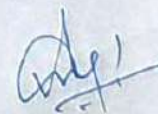
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Unit-4 Editing Concepts and Fundamentals

- Editing - meaning and significance
- Grammar of editing – (a) Grammar of Picture (b) Grammar of Audio
- eye line, point of view and continuity
- Type- match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics.

Unit-5 Editing Techniques

- Criteria for editing - picture, narration, and music
- Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, nonlinear workstation
- Types of editing - assemble and insert editing, on-line and off-line editing, cut to cut and AB roll editing, Nonlinear editing (basic software)

Suggested Readings

1. Millerson, G. H. (1993). *Effective TV. Production* New Delhi; Focal Press
2. Holland, P. (1998). *The Television Handbook*: New Delhi: Routledge
3. Jack, H.C. *Making Color Prints*. New Delhi: Focal Press.
4. Sidney, F.R. *Applied Photographic Optics*, New Delhi: Focal Press.
5. John, T. *The Practical Guide to Photographic Lighting*. New Delhi: Focal Press.
6. Fill, H., Steven, B., Paul, F. *Light Science and Magic, An Introduction to Photographic Lighting*. New Delhi: Focal Press.
7. Gupta, R.G. *Audio and video system*. New Delhi: Focal Press.
8. Langford, M.J. *Basic Photography*, New Delhi: Focal Press.
9. Jack, H.C. *Making Color Prints*, New Delhi: Focal Press.
10. Mark, G. *Digital Photography in Available Light, Essential Skills*. New Delhi: Focal Press.
11. John, C. *Studio Photography- Essential Skills*. New Delhi: Focal Press.


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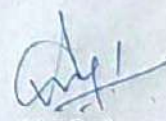
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Paper IV
JMCPG 304
Reporting and Anchoring

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			THEORY			PRACTICAL					
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JMCPG 304	DSE	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;

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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.



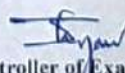
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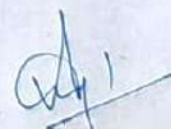
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Course Content:

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



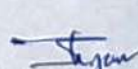
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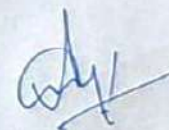
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Unit IV – Coordination and Corporation in Media


- Difference between reporter and anchor
- Co-ordination between reporter and anchor
- Source of news
- Problems faced by reporters and anchors.


Unit V – Project Work

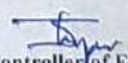
- Prepare a reporting video
- Prepare an anchoring video

Suggested Readings

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


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Vishwavidyalaya, Indore


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Vishwavidyalaya, Indore


Joint Registrar
Shri Vaishnav Vidyapeeth
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Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
MA (Journalism and Mass Communication)
Semester III (2021-2023)

Paper V
JMCPG305
Film 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				
JMCPG 305	CC	Film Studies	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 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 analyze the basic formal elements of cinema

CEO 2 – To understand the basic vocabulary of film analysis

CEO 3 – To introduce from significant film, film figures and specific film moments

CEO 4 – To introduce the basic concept in film studies. Along with some background information on the beginning of the medium 'cinema' and major trends in cinema-making.

CEO 5 – To familiarize students with the information on World and Indian cinema including regional languages and lay a foundation for film analysis.

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 students will have knowledge about history of cinema – from silent to talkies

CO 2 – They will get knowledge and understanding of various film forms

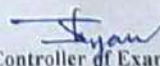
CO 3 – They will be able to do basics of film analysis.



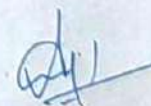
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Board of Studies
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JMCPG 305	CC	Film Studies	60	20	20	30	20	2	0	2	3

Course Content:

Unit I - Film history

- Film as a mass medium from silent to introduction of sound in cinema
- Understanding Visual Grammar.
- various Directors and Characteristics of their films (Gurudatt, RajKapoor, Suraj Badjatya, Yash chopra, Sanjay leela bhansali, Rajkumar Hirani)

Unit-II - Film and its types

- Types of Films
- Factors affecting Selectivity of Films
- Film analysis and Review

Unit III - Dimensions of Films

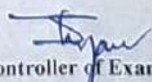
- Films and Society
- Art Cinema and Commercial cinema
- Film and literature
- Film and Feminism
- Film and Violence
- Films and Children


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Unit IV – Film Institute

- Central Board of Film Certification
- Film division
- Film Institute in India – FTII, Pune; SRFTR: Culeutta, Madars

Unit V Detail study of following films as text – films

- Boot Polish: Raj Kapoor
- Kagaj Ke Phool: Gurudutt
- Bandini: Bimal Roy
- Machis: Gulzar

Reference Books:

1. Badley, L., Palmer, R. B., Schneider, S.J.(1990) *Traditions in World Cinema*. New Delhi: Sage Publishers
2. Boggs, J. (2000). *The Art of Watching Films*. New Delhi: Sage publishers
3. Storey, J. (2014). *Cultural Studies and the Study of Popular Culture*. New Delhi: Oxford Press
4. Ray, S. (2007). *Our Films and their Films*. New Delhi: Orient Blackswan
5. Roberge, G. (2005). *The Subject of Cinema*. New Delhi: Seagull Books,
6. Hayward, S. (1996). *Cinema studies: The Key Concepts* Oxon. New Delhi: Routledge
7. Roberge, G. (2005) *Another Cinema for another Society*, Calcutta: Seagull Books
8. Bordwell, D. and Kristin T. (2001). *Film Art: An Introduction*. New York: McGraw Hill




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Paper V
JMCPG306
Summer Internship

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				
JMCPG306	SI	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.

Course educational objectives (CEO'S):

The student will be able

CEO 1 -To excel in problem solving and programming skills in the various computing fields.

CEO 2 - To work in the media organizations and understand their working.

CEO 3 - 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

CO 1 - The student should be able to understand the working of media organizations.

CO 2 - Students will understand how the different departments function in a media organization.

JMCPG306
Summer Internship

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



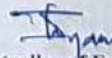
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