

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 I (2021-2023)

**Paper I**  
**JMCPG101**  
**Print 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				
JMCPG 101	CC	Print Journalism	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 students will be able:

COE 1 – Execute functions of journalism in professional life.

COE 2 – Acquire theoretical knowledge of news values, elements, structures and its formation.

COE 3–To develop the knowledge about the significance of reporting and different writing techniques.

COE 4 – To familiarize themselves with the basics of writing for print media.

COE 5 – to comprehend knowledge about the codes of ethics for print journalism.

**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 – Develop understanding of various types of journalism.

CO2 – Execute the qualities of a reporter

CO3 - Have good understanding of the facets of Print Journalism

CO4 - Develop the knowledge of news agencies.

CO5 - Create understanding of various print media content.

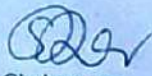
CO6 – Familiarize themselves with the basics of writing of print media.



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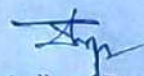
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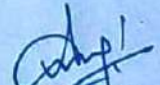
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**Print Journalism**

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JMCPG 101	CC	Print Journalism	60	20	20	0	0	3	0	0	3

**Unit I**

Introduction to journalism: concept, objective and functions of journalism: credible-informational journalism and critical investigative-adversarial journalism; various types of journalism: watchdog journalism, advocacy journalism, investigative journalism, community journalism, development journalism, citizen journalism, entrepreneurial journalism; yellow journalism, pr journalism, tabloid journalism

**Unit II**

Concept of news: definition and development of news values; collection of news: source of information, observation and research; elements of news; structure of news; precaution for news writing; hard news and soft news.

**Unit III**

Concept of reporting; types of reporting; kinds of beat; magazine journalism, types of magazine reporting techniques for newspaper and magazine, meaning and characteristics of a reporter/correspondent, their function; qualities of reporter; function & quality of sub-editor

**Unit IV**

Reporting of central/state governments and ministries; parliamentary/state assembly reporting; reporting of sports, court and crime, it, science and technology, agriculture, business, education, art and culture, social issues/general issues, environmental issues; political reporting, investigating, in depth reporting



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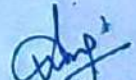
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#### Unit V

Editing meaning and significance, editing principles, tools and techniques; news room functions; headline meaning, significance and types; effective headline writing: characteristics and techniques, news agency & its function, various news agencies.

#### Suggested Readings

- Chaturvedi, B. (2004). *The Ethics of Reporting the News*. Rajasthan : ABD Publication.
- Dick, J. (n.d.). *Freelance Writing for Newspaper*. New Delhi: A&C Publication .
- Dixit, S. (Latest Edition). *Journalism: Reporting, Writing and Editing* . New Delhi : Pearl Books.
- Kothari, G. (1949). *Newspaper Management in India*. Rajasthan : Rajasthan Patrika .
- Nivani, S. (Latest Edition). *Headlines from the Heart Land: Reinventing the Hindi Public Sphere*. New Delhi : Sage Publications.
- Saxena, S. (2005). *Headline Writing* . New Delhi : Sage Publications .
- Sharma, D. (n.d.). *Modern Journalism: Reporting and Writing* . New Delhi: Deep and Deep Publications .



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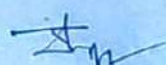
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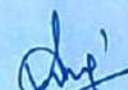
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**Paper II**  
**JMCPG102**

**Introduction to Communication Theories and Models**

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 102	CC	Introduction to Communication Theories and Models	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.

**Educational Objectives (CEOs):**

The students will be able to:

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:

CO1 - Understand the process and concept of communication and the basic implications of theories and models of communication.

CO2 - Learn about various forms and types of communication.

CO3 - Imply various tools of mass communication.

CO4 - Comprehend the history and development of communication at various levels of the society and its role with respect to modern day technology.

CO5 - Consume skilled and knowledgeable media content.



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JMCPG 102	CC	Introduction to Communication Theories and Models	60	20	20	0	0	3	0	0	3

**UNIT I**

Nature and characteristics of communication-definition of communication; nature scope and process; human needs of communication & functions of communication; types of communication; process of communication; concept of 'mass'; concept of target audience; types of audience, forms of communication, barriers of communication.

**UNIT II**

Communication flows: one steps, two-steps, multi – steps; verbal and non-verbal communication; models (SMCR, Shannon & weaver model, Laswell model, Osgood model, dance model, Schramm model, Gerbner's model, new comb model, convergent model.

**UNIT III**

Hypodermic needle, play theory, uses & gratification; selective exposure, perception & retention theory, individual difference theory.

**UNIT IV**

Definition mass communication, meaning, need, functions, types, elements of mass communication; dependency model, agenda setting & effect model, model of gate keeping

**UNIT V**

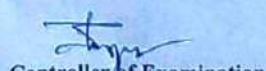
Press theories, media for mass communication: print media, electronic media; medium for mass communication: oral, traditional and folk.

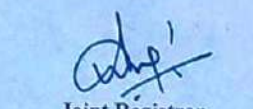
  
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**Suggested Readings**

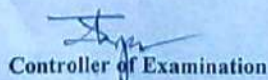
- Berger, A. A. (1995). *Essentials of Mass Communication*. New Delhi : Sage Publication .  
 Kumar, K. J. (2000 ). *Mass Communication in India*. New Delhi: Jaico Publishing Co. .  
*Norms of Journalistic Conduct*. (2005). New Delhi: Press Council of India.  
 Quail, D. M. (2010). *Mass Communication Theory*. New Delhi : Sage Publication.  
 Schramm, W. (1964). *Mass Media and National Development*. Stanford University Press.  
 Stewart Tubbs, Sylvia Moss. (1999). *Human Communication Principles and Contexts*. McGraw-Hill Education.


  
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Paper III  
JMCPG103  
Development of Media

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			THEORY			PRACTICAL					
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JMCPG 103	CC	Development of Media	60	20	20	0	0	3	0	0	3

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**Course Educational Objectives (CEOs):**


The student will be able:

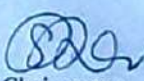
- CEO 1** – To acquire fundamental knowledge about the history and working various media platforms.
- CEO 2** – To become socially responsible media professionals with global vision.
- CEO 3** – To acquire theoretical outlook of various media fields.
- CEO 4** – Learn about the visionaries of media.
- CEO 5** – To inculcate the knowledge of current media scenarios.

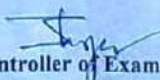
**Course Outcomes (COs):**

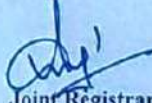
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, students will be able to –

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

  
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JMCPG 103	CC	Development of Media	60	20	20	0	0	3	0	0	3

**UNIT I**

Development of press: origins of newspapers in India; role of the language press in the freedom movement; Gandhi as a journalist & Gandhi as a communicator; important newspapers; eminent journalists during the freedom movement in India.

**UNIT II**

Development of radio brief history of radio in India, AIR, Prasar Bharti, community radio, and satellite radio & current scenario.

**UNIT III**

Development of television in India brief history of television in India. television industry after liberalization in India, recommendations of various committees for radio and television.

**UNIT IV**

Development of cinema in India brief history of cinema in India: silent era, the golden age: Sohrab Modi, Raj Kapoor and Guru Dutt, the angry young man age, the 'new wave' cinema; regional cinema, impact of cinema on society.

**UNIT V**

Development of digital media internet –introduction, history, evolution and development, services of internet: e-mail, chatting, newsgroups, chat rooms, bulletin board services, information superhighway.



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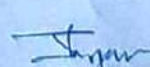
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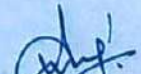
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**Suggested Readings**

- Barua, V. (2002). *Press and Media Law Manual*. New Delhi : Universal Publication .  
 Bhargava, M. (1987). *Role of Press in the Freedom Movement*. New Delhi: Reliance Publishing House .  
 Kumar, K. J. (2000 ). *Mass Communication in India*. New Delhi: Jaico Publishing Co. .  
 Mehra, M. (1976). *Broadcasting and the People*. New Dlehi : National Book Trust .  
 Mustafa, F. (n.d.). *Freedom of Information*. New Delhi : Kanishka Publication and Distributers .



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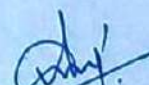
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**Paper IV**  
**JMCPG104**  
**Basics of Media Writing**

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**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 -

- CO1 - Identify news values and comprehend the news process.
- CO2 - Demonstrate interviewee and news gathering skills.
- CO3 - Comprehend articles, features, news stories and reviews.
- CO4 - Write different leads, caption writing, reports and press release.
- CO5 - Translate various articles.



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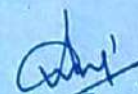
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**Paper IV**  
**JMCPG104**  
**Basics of Media Writing**

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**UNIT I**

Meaning and importance of communication language; essentials of mass media writing, concept of creative language, use of creative writing in the field of media.

**UNIT II**

Feature writing: news feature, personality feature, human interest stories; book review, film review, television reviews; photo feature and caption writing

**UNIT III**

Article and editorial writing; writing for public relations: press release, minutes, memo, reports and writing for house journals.

**UNIT IV**

Basics of writing for television and radio; script writing for various radio and TV Programmes, copy writing for print Ads and publicity materials; script writing for radio and TV Ads

**UNIT V**

Elements of translation; types of translation; techniques of translation; translating different items; translating articles; translating creative writing of about 500 words

**Suggested Readings:**

1. Parthasarthy, R. *Here is the News Reporting for The Media*, Sterling Publishers, Private Limited.
2. White, T. *Basic TV Reporting News Writing, Reporting and Producing*, Focal Press.



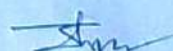
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**Paper V**  
**JMCPG105**  
**Theatre and Communication**

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 105	CC	Theatre and Communication	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 to:

COE 1- Understand the theatre as a medium of mass communication.

COE 2 – Inculcate the aesthetic sense in theatre practice.

COE 3 – Understand the tools and techniques used in theatre

COE 4 – Execute the skills of direction, acting and stage management in theatre practice.

COE 5 – To carry out different types of dramas.

**Course Outcomes (COs):**

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

CO1 - The student should be able to express the emotion and understand acting.

CO2 - Students should be able to understand and perform Drama and theatre.

CO3 – Understand the concept of Natyashastra and its execution in theoretical and practical approach.


CO4 – To do overall stage management.


  
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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  
 M.A. (Journalism and Mass Communication)  
 Semester I (2021-2023)

**Paper V**  
**JMCPG105**  
**Theatre and Communication**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
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JMCPG 105	CC	Theatre and Communication	60	20	20	30	20	2	0	2	3

**UNIT I**

Introduction to theatre, Indian Traditional Folk Theatre: (e.g., Jatra, Nautanki, Yakshagan, Dashavata, Tamasha, Ranamale, Jagor etc.) and regional theatre

**UNIT II**

Acting: Nature, Four Categories of acting according to Natyashastra, Importance of Speech, Diction, body language, expressions and silence in theatre, Theatre as a tool of self-expression and communication, Elements of Aesthetics in drama,

**UNIT III**

Elements of theatre: Lights, Sound, Props, Sets, Costumes, Marketing of drama,

**UNIT IV**

Direction, Acting, Stage Management, Performing a scene on stage

**UNIT V**

Performing a Drama (any type)



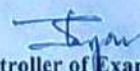
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