

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## BA- Journalism and Mass Communication

### SECOND SEMESTER

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMC-B-201	JMC	Economic Development and Planning	60	20	20	0	0	4	1	0	5

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

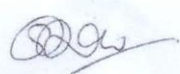
\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Educational Objectives (CEOs):

- To provide an introduction to the concepts, ideas, and strategies employed in the pursuit of economic development;
- To develop and understand basic principles that enable critical assessment of alternative development policies and programs
- To reflect on the goals and objectives, implementation strategies, and successes and failures of economic development efforts.

#### Course Outcomes(COs):

- The students should be able to apply the key principles of international frameworks to economic planning
- The students should be able to Examine the role of agriculture, natural resources and technology in development
- The students should be able to analyze, enhance and evaluate performance
- The students should be able to Find the balance between regulatory frameworks and economic development

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## BA- Journalism and Mass Communication

### Paper - I

### JMC-B-201

### Economic Development and Planning

#### Unit-I

Economic development: concept and general perspective, common characteristics of under development; developed and developing economies. Features of Indian Economy .Strategies of development: balanced vs. unbalanced growth strategy; Mahalanobis model of economy

#### Unit-II

Factors influencing economic growth. Capital accumulation as a factor in economic growth; role of Education in economic development, Population and economic development (the two-way relationship). Aspects of human development: education, poverty and in equality of income distribution (with special Reference to India); changes in the sectoral development since independence.

#### Unit-III

Agriculture :role of agriculture in India's economic development, factors influencing productivity in agriculture, institutional factors, technological factors, pattern of ownership; Prices and availability of finance. Industry: the rate and pattern of industrial growth, New Industrial Policy 1991.

#### Unit-IV

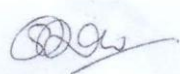
Public sector in India and its role and problems in the growth process; role of the small scale and cottage Industries and government 's policy with respect to these; problem of industrial sickness. Budget and economic survey.

#### Unit -V

External sector: role of foreign aid, capital and MNCs in India's growth process. Foreign trade: Composition and direction. India 's balance of payments problem; impact of liberalization, particularly since 1991 on Indian economy– WTO and IMF conditionality.

#### Suggested Readings:

- Edward J. Blakely and Ted K. Bradshaw, **Planning Local Economic Development: Theory and Practice**, (latest edition). Thousand Oaks, Calif.: Sage
- S.K. Mishra and V.K. Puri: (Latest edition) **Economic Planning and Development**
- Micheal P Todaro and Stephenn C Smith : (Latest edition) **Economic Development**
- P.K Dhar: (Latest edition) **Indian Economy. Its Growing Dimensions**
- Economic Survey, GOI for Latest Updates



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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMC-B-202	JMC	Radio Journalism	60	20	20	0	0	4	1	0	5

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### Course Educational Objectives (CEOs):

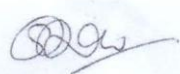
- To lay the foundation of skills required for radio broadcasting both writing and production skills.
- To develop techniques for conducting effective interviews.
- To build understanding of the skills of professional radio production.

### Course Outcomes (COs):

- A student should be equipped to produce audio content for any medium, including radio.
- The students should be able to research the background and related issues
- The students should be able to develop questions that anticipate what the listener wants to know.

### Paper II JMC-B-202 Radio Journalism

### Unit I

  
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## BA- Journalism and Mass Communication

**Writing for radio-** Spoken language writing- writing for programmes writing for radio commercials- illustrating copy with sound effects; news writing - structuring radio-copy; editing, reporter's copy-compiling radio news bulletins, programmes; writing intro to bytes-writing headlines, teasers and promos, Using sound bites and actualities.

### Unit II

Generic element: content and format, Spot light, talk, review, discussion, news reel, Interactive programs, Special audience programs, structuring a radio report, news capsuling

And radio commentary, talk, review, discussion, news reel, Special audience programs, studio interviews-studio discussions-phone-in programmes, current affair programmes.

### Unit III

Role and responsibilities of a reader, Do's and don'ts for reader, Modulation and voice quality, Voice training - effective use of voice; interview techniques pronunciation, Codes and ethics in broadcasting, Basics of audio recording, Audio control and sound effect, Stereo and mono sound.

### Unit-IV

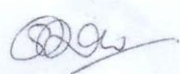
Production process and techniques, aspects of sound recording, types of microphones and their use, field recording skills; radio feature production; radio documentary production; feature production, studio chain, live studio broadcast with multiple sources-news production, radio documentary production

### Unit-V

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. (Latest edition) *Broadcasting in India*, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: *Broadcasting in India*, Sage, New Delhi, 1988.
- Masani, Mehra: *Broadcasting and People*, National Book Trust, New Delhi, 1997.
- Luthra, H.R. *Indian Broadcasting*, Publication Division, New Delhi, 1998.
- Crook, Tim, *Radio Drama; Theory and Practice*, London.

  
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
JMC-B-203	JMC	Principles of Management	60	20	20	0	0	4	1	0	5


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### Course Educational Objectives (CEOs):

- The student will be able to give an overview of the major functions of management
- The student will be able examine how a manager can add value to an organization
- The student will be able explain the differing approaches to defining management and the standard cycle of the management process.

### Course Outcomes(COs):

  
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**BA- Journalism and Mass Communication**

- The students should be able to comprehend the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge.
- The students should be able to Differentiate between the various types of organizational structures and patterns.
- The students should be able to explain the importance of delegation in organizations and describe the relationship between authority, responsibility and accountability
- The students should be able to discuss the impact of productivity on corporate and managerial success

**Paper III  
JMC-B-203  
Principles of Management**


**Unit I** Definition - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.

**Unit II** Nature and purpose of planning - Planning process - Types of plans – Objectives - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making

**Unit III** Nature and purpose of organizing - Organization structure - Formal and informal groups I organization - Line and Staff authority - Departmentation - Span of control - Centralization and Decentralization - Delegation of authority - Staffing - Selection and Recruitment - Orientation - Career Development - Career stages – Training - Performance Appraisal

**Unit IV** Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.

**Unit V** Process of controlling - Types of control - Budgetary and non-budgetary control Q techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

  
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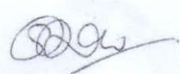
### Suggested Readings:

- *Stephen P. Robbins and Mary Coulter, (Latest edition.) 'Management' Prentice Hall of India.*
- *Charles W L Hill, Steven L McShane, (Latest edition.) 'Principles of Management', New Delhi:Mcgraw Hill Education.*

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JMC-B-204	JMC	Media Law and Ethics	60	20	20	0	0	4	1	0	5

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## BA- Journalism and Mass Communication

### Course Educational Objectives (CEOs):

- The student will be able to give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media in India.
- The student will be able to study of legal and ethical issues in the media
- The student will be able to develop a working knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

### Course Outcomes (COs):

- The student should be able to recognize ethical issues inherent in mass communication theory and practice.
- The student should be able to identify, use, compare, and contrast major ethical approaches and decision-making strategies;
- The student should be able to apply critical thinking skills to ethical dilemmas;
- The student should be able to analyze media messages, issues, and cases in terms of their ethical implications;
- The student should be able to develop personal and professional codes of ethics for himself and his performance as a media professional

### Paper- IV

### JMC-B-204

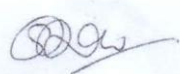
### Media Law and Ethics

**Unit I** Freedom of speech and expression (Article 19(1) (a) and Article 19(1)(2) ; Defamation- Libel and slander; Issues of privacy; Right to Information; Intellectual Property Rights Media ethics and cultural dependence

**Unit II** Live reporting and ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc, Ethical issues in Social media; Discussion of important cases-eg- Operation Westend--- some related laws- Relevant sections of Broadcast Bill, NBA guidelines

**Unit III** Rights and Liabilities of the Editor, Printer and Publisher– Editorial autonomy and Independence.

**Unit IV** Codes and Ethical Guidelines by regulatory bodies; Self-Regulation by media; Debates on morality and accountability of media, Media, Social Responsibility and Economic Pressures; Media reportage of marginalized sections- children, dalits, tribals, Gender

  
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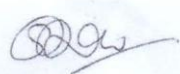
**Unit** V The Press and Registration of Books Act 1867, Copyright Act – Periodical Changes, Official Secrets Act of 1923, Press Council Act 1978, The Working Journalists Act 1955, obscenity, censorship and contempt of court, defamation, ethics and code of conduct of media

### Suggested Readings

- Basu, D.D., (Latest Edition). *Introduction to the Constitution of India*, Prentice-Hall of India.
- Bhatiya, Sita, (Latest Edition). *Freedom of the Press: Political, Legal Aspects of Press Legislation in India*.
- Fackler, Mark et. al., (Latest Edition). *Media Ethics- Cases and Moral Reasoning*, Longman.
- Frankena, William K., (Latest Edition). *Ethics*, Prentice Hall India. (2002).
- Kashyap, Subhas, (Latest Edition). *Indian Constitution*, New Delhi: National Book Trust.
- Singh, P.P. et. al., (Latest Edition). *Media, Ethics and Laws*. Anmol.
- Umrigar, K. D., *Laws of the Press in India*

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JMC-B-205	JMC	Environmental Studies	60	20	0	0	20	3	0	2	4

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### Course Educational Objectives (CEOs):

- To understand sources of information required for addressing environmental challenges
- To identify a suite of contemporary tools and techniques in environmental informatics
- To apply literacy, numeracy and critical thinking skills to environmental problem-solving.

### Course Outcomes (COs):

- The students should be able to apply the principles of ecology and environmental issues that apply to air, land and water issues on a global scale.
- The students should be able to develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment.
- The students should be able demonstrate ecology knowledge of a complex relationship between predators, prey, and the plant community.

## Paper V JMC-B-205 Environmental Studies

### Unit I

Nature of Environmental Studies, Definition, scope and importance. Multidisciplinary nature of environmental studies Need for public awareness.

### Unit II

Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources.

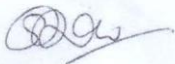
### Unit III

Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids.

### Unit IV

Definition: Causes, effects and control measures of: Air pollution, Water pollution, soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.

### Unit V



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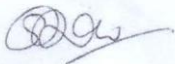
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## BA- Journalism and Mass Communication

Disaster management: floods, earthquake, cyclone, tsunami and landslides. Urban problems related to energy Water conservation, rain water harvesting, watershed management Resettlement and rehabilitation of people; its problems and concerns. Environmental ethics: Issue and possible solutions. From Unsustainable to Sustainable development. Environmental Protection Act.

### Suggested Readings:

- Agarwal, K.C.,(latest edition).**Environmental Biology**, Bikaner :Nidi Pub. Ltd.,
- Brunner R.C.(latest edition) **Hazardous Waste Incineration**, McGraw Hill Inc.
- Clank R.S. ,(latest edition. **Marine Pollution**, Clanderson Press Oxford (TB)
- *Environmental Encyclopedia*, Jaico Pub. Mumbai,
- De A.K., ,(latest edition) **Environmental Chemistry**, Wiley Wastern Ltd.

  
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