



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
BA (Journalism and Mass Communication)
Semester I (2025-2028)

Paper I
JMCUG101
Print Media Production

| 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 | | | | |
| JMCUG 101 | Major | Print Media Production | 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.

The student will be able:

- CEO 1 – To understand print as a medium of mass communication
CEO 2 – To understand the concept of design elements and principles
CEO 3 – To understand the concept of layout of a newspaper
CEO 4 – To understand concepts of typography
CEO 5 – To understand sociology of news

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 -

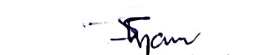
- CO1 – Acquaint with the news selection and placement process
CO2 – Design various pages of a newspaper
CO3 – Understand about the various types of news paper
CO4 – Acquire knowledge about the working of the organizational setup of a newspaper
CO5 – Acquire knowledge about the sociology of newspaper readers.

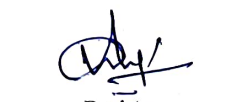

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UNIT-I

- News selection and Placement
- News paper formats – Broadsheet, Tabloid & Magazine
- Newspaper printing methods
- Types of paper printing methods
- Types of paper printing

UNIT-II

- Typography and visual representation
- Elements of design
- Principles of design and their importance
- Plotting text: headlines, editing pictures, captions

UNIT-III

- Preparing dummy of news paper and it's different pages
- Rules – Column rule, cut off rule, window
- Plotting text: headlines, editing pictures, captions
- Front page design, functional design, horizontal design
- Editorial page, Supplements, Week-end pullouts, columns/columnists
- Content Management System (CMS)

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UNIT-IV

- Newsroom, Organizational setup of a newspaper
- Editorial department, Revenue in newspaper
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Headlines; importance, functions of headlines
- Types of headline
- Importance of pictures and selection of news pictures

UNIT-V

- Sociology of news: factors affecting news treatment, paid news, agenda setting,
- Gatekeepers in news paper
- Objectivity and politics of news
- Neutrality and bias in news

Suggested Readings

1. Kumar, R. (2021). *Digital and Print Media*. Pearl Books
2. Khandelwas, N. (2024). *Print Media and Broadcast Journalism*. BS Publication
3. Mariano, M. (2024). *Print Production: A Complete Guide to Planning, Printing and Packaging*. Laurence King Publishing.
4. Singh, P. (2023). *Print media in the age of ai*. Taran Publication
5. Zacharia, A. (2008). *Print Media Communication and Management: Elements, Dimensions and Images*. Kanishka Publishing House

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Paper II
JMCUG102
Growth and Evolution of Indian Media

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***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 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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Course Content

UNIT-I

- History of print media in India
- Types of newspapers: contents, characteristics
- Newspaper as a medium of mass communication
- Magazines: contents, characteristics
- Magazines as a medium of mass communication,

UNIT-II

- History of Radio in India
- Radio as a medium of mass communication,
- Government Media Communication
- Development of private radio channels
- Community radio.


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UNIT-III

- History of Indian Cinema
- Types of cinemas: Fiction, Non- Fiction, documentaries, Animation films
- Films as a medium of mass communication
- Effects of cinema on society.

UNIT-IV

- History of television in India
- Doordarshan
- Growth and development of private channels in India.
- Television as a medium of mass communication

UNIT-V

- Digital media: definition, need, importance, nature
- Scope of digital media
- Limitations of digital media.
- Digital Media as a medium of mass communication

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Suggested Readings

1. Bora, R. (2022). *Basics of social media & digital journalism: a binary revolution*. Kanishka publishers.
2. Dutta, S. (2024). *The English newspapers on Indian Independence*. Kalpaz Publication
3. Mehra, C. (2019). *History of Newspaper in India*. Notion Press
4. Nanda, V. (2018). *Radio Journalism in India*. Kanishka Publishing House
5. Scolari, C. (2023). *On the Evolution of Media: Understanding Media Change*. Routledge.
6. Saran, R. (2024). *History of Indian Cinema*. Diamond Books.

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Paper III

JMCUG103

Introduction to Communication and Media

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

***Teacher Assessment** shall be based on 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:

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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JMCUG103
Introduction to Communication and Media

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| JMCUG 103 | Minor | Introduction to Communication and Media | 60 | 20 | 20 | 0 | 0 | 3 | 0 | 0 | 3 |

Unit I

- 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

- Mass communication: definition, meaning, functions, characteristics, need and importance
- Audience: definition, types
- Study of audience behavior

Unit III

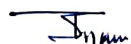
- Newspapers as a tool of mass communication
- Magazines as a tool of mass communication
- Radio as a tool of mass communication
- Television as a tool of mass communication
- Films as a tool of mass communication
- Traditional and folk media as a tool of mass communication
- Advertising & Public relations


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Unit IV

- Aristotle's Model
- Berlo's Model
- Lasswell's Model
- Shannon Weaver Model
- Newcomb's Model
- Johari Window

Unit V

- Indian theory of communication
- Normative theories
- Lazarfield one step and two-step flow theory
- Hypodermic needle theory
- Agenda-setting theory
- Theory of gate keeping

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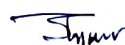
1. Dayal, A. (2023). *20th Century Mass Communication Theories in the age of Social Media: 41 Mass Communication Theories*. Notion Press.
2. Kumar, K. J. (2020). *Mass Communication in India*. abcibook.
3. McQuail,D. (2023). *McQuail's Media and Mass Communication Theory*. SAGE Publications
4. Pandey,U. (2019). *Perspectives on Mass Communication Theories*. Alpana Enterprise.
5. West.R (2018). *Introduction to Communication Theory*. McGraw Hill Education.


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Paper IV
JMCUG104
Communication, Media and Culture

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Course Educational Objectives (CEOs):

The students should be able:

CEO 1 To improve the understanding of cultural perspective in media

CEO 2 To analyze the historical development of society through media

CEO 3 To have insight in the traditional media tools and approaches

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 will get to know about the importance of culture in media studies.

CO 2 The students will be able to understand the approaches and application implies in media studies.

CO 3 Students will be able to examine the method to study the different media and audience.

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Unit I

- Introduction to Media and Culture Studies
- Mass Culture
- Popular Culture
- Folk Culture.

Unit II

- Frankfurt School: Critical Theories
- Uses and Gratification Approach
- Reception Theory
- Frank dance Model

Unit III

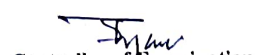
- Semiotics
- Use of Texts, Signs and Codes in media for cultural representation
- Representation of nation, class, caste, gender
- Audiences: Definition and types (Active and Passive audience)



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Unit IV

- Importance of culture and tradition in media studies
- Impact of media on culture
- Cross cultural communication
- Cultural barriers in communications

Unit V

- Folk media: Definition and typed
- Folk Media as a form of Mass Culture
- Effect of digital media on traditional media
- Media technologies, New Media and Cultural forms.

Suggested Readings

1. Curran, J. (2024) *Understanding Media: Communication, Power and Social Change*. Pelican
2. Campbell, R. (2017). *Media and Culture: An Introduction to Mass Communication*. Bedford/st Martins.
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