



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 II (2025-2028)

Paper I
JMCUG 201
Radio 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 201	Major	Radio Production	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 on the 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 get the in depth knowledge of the working of radio.

CEO 2 – write script for various radio program formats and news bulletins.

CEO 3 – Recognize roles and responsibilities of radio presenter

CEO 4 – To carry out the production process and techniques of radio.

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 - Produce good content for radio.

CO 2 - Develop questions that anticipate what the listener wants to know.

CO 3 - Do research about the background & related issues of the broadcasting content.

CO 4 - Work in professional atmosphere of radio station

CO 5 - Identify, write, record, produce and edit several formats of radio programs.

CO 6 - Evaluate the quality of radio program.


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Course Content:

Unit I

- Radio as a medium of communication
- Organizational structure and it's working.
- Radio program: spot light, talk, review, discussion, interview, news capsuling, news bulletin, interactive programs: audience programs, phone- in programmes, drama, documentary
- Community radio

Unit II

- Scripting: radio programmes, commercials, news. radio report
- Illustrating copy with sound effects
- Copy Editing
- Reporter's copy-compiling
- Writing intro for Radio shows
- Writing for headlines, teasers and promos, structuring
- Radio commentary.


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Unit III

- Role and responsibilities of a presenter (anchor and news reader),
- Do's and don'ts for a presenter (anchor and news reader)
- Modulation and voice quality, voice training, pronunciation, pitch tempo and pacing
- Interview techniques
- Codes and ethics in broadcasting,
- Qualities of a good RJ

Unit-IV

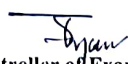
- Production process and techniques
- Aspects of sound recording, stereo and mono sound
- Types of microphones and their usage
- Field recording skills
- Live studio broadcast with multiple sources


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Unit-V

- Basic studio setup,
- 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-

1. Shrivastava, S. (2023). *Radio and TV Production*. Rawat Prakashan
2. Shrivastava, M. (2023). *Basics of Radio Programing and Production*
3. Kumar, D. (2017). *Radio Journalism and Production*. Galgotia Publishing Company
4. Nelamalar, M. (2017). *Radio Program Production*. PHI Learning Pvt. Ltd.
5. Carlile, J. (2023). *Production and Direction of Radio Program*. Legare Street Press.

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Paper II
JMCUG 202
Basics of Journalism

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
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JMCUG 202	Major	Basics of Journalism	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical - 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 basics of journalism including roles and responsibilities of reporters

CEO 2 - To carry out the process of news making.

CEO 3 - To excel in theoretical and practical working in Media Organizations.

CEO 4 – To acquire knowledge about different types of journalism.

CEO 5 - To understand the importance and purpose of journalism for the betterment of society

Course Outcomes (COs):

After completion of this course the students are expected to be

CO 1 – Inculcate the knowledge of elements of journalism

CO 2 – Obtain comprehensive and advanced education in the field and seek wide career opportunities..

CO 3 – Analyze the role and responsibility of media in democracy.

CO 4 – Differentiate between various types of journalism.

CO 5 - Apply various styles of news writing.

CO 6 - Understand technical terms and jargons of journalism.

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JMCUG 202	Major	Basics of Journalism	60	20	20	0	0	4	0	0	4

COURSE CONTENTS:

Unit 1

- Journalism: meaning and definition
- Journalist: types, roles and responsibilities, stringers, correspondents, reporter, anchor, freelancer.
- News: meaning, definition, nature, elements, types: hard and soft
- Understanding the structure and construction of news

Unit 2

- The News Process: from the event to the reader
- Basic components of a news story: Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline, Principles of news selection, use of archives, Sources of news
- Use of internet

Unit 3

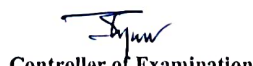
- Yellow journalism
- Penny press, Tabloid press
- Alternate Journalism: Citizen Journalism
- Mobile Journalism.
- Embedded journalism
- Constructive Journalism



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JMCUG 202	Major	Basics of Journalism	60	20	20	0	0	4	0	0	4

Unit 4

- Characteristics of print media writing
- Characteristics of electronic media writing
- Characteristics of online media writing
- Basic differences between print, electronic and online journalism writing

Unit 5

- Role of Media in a Democracy
- Responsibility of media towards Society
- Media Ethics
- Press freedom

Suggested Readings

1. Kovach, B. (2021). *The elements of Journalism*. Crown
2. Kumar, K. (2020). *Mass Communication in India*. Jaico Publishing House
3. Rao, S. (2019). *Indian Journalism in a new era*. Oxford University Press
4. Lovett, P. (2023). *Journalism in India*. Legare Street Press
5. Menon, M. (2020). *Basics of journalism*. Kanishka publishers



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Paper III
JMCUG203
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				
JMCUG 203	Minor	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 on the components like:
Quiz/Assignments/Project/Participation in Class. (Given that no component shall exceed 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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JMCUG203
Public Relations

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG 203	Minor	Public Relations	60	20	20	0	0	3	0	0	3

Course Content:

Unit I

- Role & Meaning of Public Relations
- Need for Public relations
- History of Public relations
- Objective of Public relations
- Types of Publics- External & Internal

Unit II

- Importance of Public relation
- Functions of Public Relations
- Public relation Techniques
- Characteristics of PR Person
- Ethics of PR

Unit III

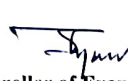
- Press Release, Press kit
- Press Conference and Videos
- House journal
- Exhibition
- Promotional Material
- Corporate communication
- Disaster management communication

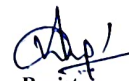

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JMCUG 203	Minor	Public Relations	60	20	20	0	0	3	0	0	3

Unit IV

- Structure Of PR agency
- Functions of PR agency
- Public Relations campaigns – Program Planning and evaluating
- Corporate Social Responsibility
- Crisis Communication

Unit V

- 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. Laxman, B. (2020). The role of Public Relations in India. Lamberd Academic Publishing.
2. Rousenberg, A. (2021). A modern guide to public relation: Unveiling the mystery of PR. Veracity Marketing.
3. Smudde, P. (2023). Managing Public Relations: Business Principles and tools for strategic communication. Taylor and Francis Ltd.
4. Moore, H. (2021). Public Relation: Principles, Cases and Problems. Surjeet Publications.

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Paper IV
JMCUG204
Fundamentals of Photography

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 204	Minor	Fundamentals of Photography	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 on the following components: Quiz/Assignment/Project/Participation inClass, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able:

CEO 1 - To understand the concept, scope and significance of Photography.

CEO 2 - To distinguish between various types of photography.

CEO 3 - To demonstrate lighting techniques for different photographic scenarios.

CEO 4 - To understand the concept the techniques of Photo Journalism 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, the students will be able to –

CO 1 - Identify the elements of photography.

CO 2 - Execute various types of composition techniques

CO 3 - Demonstrate lighting skills to create good photograph.

CO 4 - Practice the ethics of photography in professional life

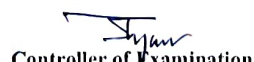
CO 5 – Execute photojournalism skills.



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JMCUG 204	Minor	Fundamentals of Photography	60	20	20	30	20	2	0	2	3

Course Content:

UNIT I

- Brief history of photography
- Photography as a powerful tool to tell a story
- Types of photography
- Types of photographic cameras

UNIT II

- Compositional Techniques
- Types of shots and angles
- Aperture
- Shutters
- ISO
- White Balance

UNIT III


- Natural light and Artificial Light
- The Nature of Light- Soft light, Hard light
- Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
- Three Point Lighting Technique



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UNIT IV

- Photography equipment: soft boxes, umbrellas, reflectors, Diffuser
- Tripod
- Filters
- Flash

UNIT V


- Photojournalism
- Image editing
- Ethics in photography


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Suggested Reading

1. Gatum, C. (2024) The beginner's Photographty Guide: The ultimate step -by – step manual for getting the most from your digital camera
2. Polishetty, A. (2023). Photography basics made easy: Grow your business with stunning photos. Notion Press.
3. Kelby, S. (2020). The Digital Photography Book: The step-by-step secrets for how to make your photo look like a pros. Rocky Nook.
4. Newton, M. (2023). The school of Photography: Beginner's Guide. Ilex Press.
5. Ernaux, A. (2024).The use of Photography. Fitzcarrlido Editions.

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