



**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 IV (2024-2027)**

**Paper I**  
**JMCUG401**  
**Electronic News 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				
JMCUG401	Major	Electronic News 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 10 marks.)

**Course Educational Objectives (CEOs):**

The students will be able:

**CEO 1** To know about the theories and approaches that deal with how Internet and social media shape society and are shaped by society and power structures at an advanced level.

**CEO 2** To understand the electronic media terms and concepts

**CEO 3** To acquire knowledge about the digital media

**CEO 4** To enhance the knowledge of the students in new broadcast technologies

**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 systematically and critically discuss, evaluate, and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.

**CO 2** Student will be able to simplify technical content in simple language and multimedia as a part of technical communication

**CO 3** They will develop an understanding and an ethical and critical appreciation of the importance of the Internet and social media in contemporary society.

**CO 4** Students will be able to use social media to disseminate journalistic information to the public

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**Paper I**  
**JMCUG401**  
**Electronic News Production**

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			THEORY			PRACTICAL					
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JMCUG401	Major	Electronic News Production	60	20	20	30	20	2	0	2	3

**Course Content:**

**Unit-1**

- How Electronic News differ from Print?
- Role of Audio-Visual Inputs
- How News production differs from other production
- Importance of Editing in electronic News Production
- Electronic Media as a tool of Development

**Unit -2**

- Terminology for Broadcast news
- Elements of television News, Fundamentals of Camera Operation
- Importance of lighting in video production, Audio and sound control in video.
- Digital Editing techniques and principles, performing technique for reporters
- Electronic news Gathering

**Unit-3**

- Introduction to Radio as a Mass Medium
- Types of News Bulletin
- Compilation of News: Pool Copy, Compiling News Bulletins.
- Radio Programme production: Basics Equipment
- Production elements of Radio Programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Gateway, music, silence etc.

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**Unit-4**

- Structure of a Web Newsroom
- Responsibilities of content team members
- Online Reporting
- Writing for Web
- Content for e-paper, web radio and web television.

**Unit-5**

- Live News Reporting
- Citizen Journalism
- Talk Show
- Panel Discussion
- Ground Reporting

**Suggested Readings**

1. Tassel. J (2020), The New News: The Journalist's Guide to Producing Digital Content for Online & Mobile News, Routledge
2. Orman. J. (2016), News Across Media: Production, Distribution and Consumption, Routledge.
3. John. R. (2018), Making News, OUP Oxford
4. Albarran, A. (2016), Management of Electronic and Digital Media, Wadsworth Publishing Co Inc.

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**Paper II**  
**JMCUG402**  
**Media Industry Management**

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				
JMCUG402	Minor	Media Industry Management	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 following components: Quiz/Assignment/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

**Course Educational Objectives (CEOs):**

The students will be able:

**CEO 1** Demonstrate the role, skills and functions of Media Industry Management.

**CEO 2** Understand the complexities associated with Media Organization

**CEO 3** Integrate the practical learning of Management Skills

**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 learn how an organization can use the media for their own advantage.

**CO 2** Students should be able to analyze, enhance and evaluate performance.

**CO 3** Students will be able to exhibit management skills

**CO 4** Students will be able to work effectively with ethical and moral values

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Media Industry Management

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JMCUG402	Minor	Media Industry Management	60	20	20	0	0	3	0	0	3

Course contents:

UNIT – 1

- Management Concepts
- Role and responsibilities of manager
- Principles of Management
- Long term and short term goals

UNIT – 2

- Overview of media sectors (film, TV, digital, print)
- Functions of Various departments of Media Organization
- Impact of technology on media consumption
- Revenue models

UNIT – 3

- SWOT analysis and strategic planning
- Mergers and acquisitions
- Audience analysis
- Data analytics and audience insights

  
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**UNIT – 4**

- Strategic Management and its importance
- Financial Management and its importance
- Personnel Management and its importance
- Crisis Management and its importance

**UNIT - 5**

- Media Laws and ethics
- Media Regulations and Compliance
- Corporate Social Responsibility

**Suggested Readings**

1. Dahiya, S. (2021), The house that zee built, Rupa Publications India
2. Charuvedi, B. (2014), Media Management, Global Vision Publishing House.
3. Diehl, S. et al. (2013) Media and Convergence Management. New York: Springer Heidelberg
4. Chaturvedi, B. K. (2009). *Media Management*. New Delhi: Global Visionpublishing house

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Paper III  
JMCUG403  
Advertising

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG403	Major	Advertising	60	20	20	0	0	3	0	0	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:

- CEO 1 To Understand the concept and importance of advertising
- CEO 2 To enhance writing skills for different media organizations.
- CEO 3 To understand the structure of Ad Agency.

**Course Outcomes (COs):**

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

- CO 1 Student will be able to differentiate between advertising, Public, Relations, Publicity and Propaganda.
- CO 2 Students will come to know of the various Theories of Advertising.
- CO 3 Students will be able to write effective copy in Advertisements.

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**Paper III**  
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JMCUG403	Major	Advertising	60	20	20	0	0	3	0	0	3

**Course Content:**

**Unit I**

- Meaning and importance
- Types of advertising
- Functions of advertising.
- Media Channels for Advertising
- Advertising Appeals

**Unit II**

- Importance of Ad agency
- Various departments of Ad-agency and their functions
- Types and Specializations of Ad-Agencies
- Planning an Ad-campaign

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**Unit III**

- Motivation theory
- AIDA
- DAGMAR
- Hierarchy-of-effects

**Unit IV**

- Role of Research in Advertising
- Gathering Information for Advertisement
- Product Positioning and Brand Strategy
- Ethical Considerations in Advertising Research

**Unit V**

- Creative ad copy
- Characteristics of effective ad copy
- Copy writing for different platform
- Ethics in advertising

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JMCUG403	Major	Advertising	60	20	20	0	0	3	0	0	3

**Suggested Readings**

1. Lingwood, G. (2022), Copywriting: successful writing for design, advertising and marketing, Quercus Publishing.
2. Rodger, S. (2018), Advertising Theory, Routledge
3. Landa, R. (2022), Strategic Creativity: A Business Field Guide to Advertising, Branding, and Design, Taylor & Francis Ltd.
4. Bellur, V.V. (2003) Reading in Advertising. Bombay: Himalaya Publishing Management House

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Paper IV  
JMCUG404  
Media Laws and Ethics

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG404	Minor	Media Laws and Ethics	60	20	20	0	0	3	0	0	3

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**Course Educational Objectives (CEOs):**


The students will be able:


- CEO 1** To help students to gain an understanding of media laws in India and their implications on the profession of journalism
- CEO 2** To identify and analyze ethical questions pertaining to journalism
- CEO 3** To develop 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.

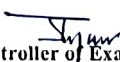
**Course Outcomes (COs):**

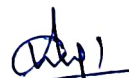
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- CO 1** The student will be able to recognize ethical issues inherent in journalism
- CO 2** The student will be able to identify, use, compare, and contrast major legal and ethical approaches
- CO 3** The student will be able to apply laws to case studies and evaluate the relative merits and demerits of laws and ethical question pertaining to media
- CO 4** The student will be able to understand legal procedure related to media industry.
- CO 5** The student will be able to develop personal and professional codes of ethics for himself and his performance as a media professional

  
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Course Content:

Unit-1

- Introduction to Constitution and Laws in India
- Jurisprudence; Introduction to Indian Constitution
- Laws and Types of Laws in India, Indian Penal Code
- Brief Introduction to current Media Laws in India

Unit-2

- Introduction to Media Laws and Ethics
- History of Indian Media Laws
- Understanding the concept of Media Ethics
- Concept of Legality and Ethicality in Media Industry
- Rights and Duties of Media Professionals
- Self- regulation by media.

Unit-3

- Freedom of Speech and Expression Article 19
- Gagging Act; Vernacular Press Act; The Press Registration of Books Act 1867
- Official Secret Act 1923; Press Commission, Cinematograph Act 1927
- Copy right Act 1957, Contempt of Court 1971 (journalistic perspective)
- Press Council act 1978; Indecent Representation of Women (Prohibition) Act, 1986; Prasar Bharati: 1990
- Defamation, Wireless and Telegraphy Act, 2000; IT Act 2000
- Right to Information 2005; Obscenity; Right to Privacy. IT Rules 2021
- Digital Media Ethics Code 2021

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**Unit-4**

- Media and Journalistic Ethics
- Ethical Issues in Media Print, Electronic and social media
- Media Content- Debates on Morality & Accountability
- Censorship in Media
- Ethical issues in Sting Operations in India.

**Unit-5**

- Case Study related to Media Laws and Ethics in India

**Suggested Readings**

1. Mahapatra, S. (2023), Media Law in India, Lexis Nexis
2. Trikha, N. (2012), Press Vidhi,
3. Nanda, V. (2018), Media laws and ethics: an introduction to legal and ethical issues in journalism, Kanishka Publishers Distributors.
4. Basu, D.D.(2002). *Press Laws*. Nagpur: Wadhwa and company publication.

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