

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 V (2023-2026)

**Paper I**  
**JMCUG501**  
**Basics of Digital Media**

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				
JMCUG501	Major	Basics of Digital Media	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 students will be able:

**CEO 1** To identify the fundamental concepts and technological understanding of Digital media.

**CEO 2** Integrate the practical learning of online journalism

**CEO 3** To acquire knowledge about Mobile journalism and Internet Activism


**Course Outcomes (COs):**


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

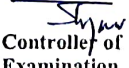
**CO 1** The student will be able to evaluate and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.


**CO 2** The student will be able to employ and apply a wide range of concepts relating to the Internet, social media and society.

**CO 3** Student will be able to develop an understanding of social media working

  
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JMCUG501	Major	Basics of Digital Media	60	20	20	00	00	3	0	0	3

**Course Content:**

**Unit I**

Introduction to Digital Media- Meaning and concept, Media literacy, Types of Digital Marketing, Trends & Scenarios of the Digital Marketing Industry, Difference between traditional marketing and digital marketing.

**Unit II**

Introduction to Social Media - Meaning and Concept, Major Social Media Platforms for Marketing, Social media for Business, Challenges and opportunities of social media

**Unit III**


Dimensions of New Media- Media convergence, Ethics for Online Journalism, Webpage Interactivity-Blog, E-Newspapers On-line Editions of Newspapers


**Unit IV**


Mobile Journalism - Meaning and concept, Techniques for Audio and video recording, Concept of mobile video editing

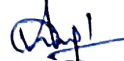
**Unit V**

Cyber Journalism- Meaning and concept, Merits and Demerits of Cyber Journalism over traditional newspapers and magazines, Socio-economic impact of Cyber journalism, Fact checking and its importance

  
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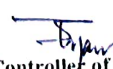
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JMCUG501	Major	Basics of Digital Media	60	20	20	00	00	3	0	0	3

### Suggested Readings

1. Delfanti, A., & Arvidsson, A. (2018). *Introduction to digital media*. Wiley-Blackwell
2. Bora, R., & Yadav, V. (2022). *Basics of social media & digital journalism: A binary revolution*. Kanishka Publishers.
3. Van Laar, E., Van Deursen, A. J., Van Dijk, J. A., & De Haan, J. (2017). The relation between 21st-century skills and digital skills: A systematic literature review. *Computers in Human Behavior*, 72, 577–588.
4. Kamath, K. (2024). *Social Media Marketing Essentials You Always Wanted To Know*, Vibrant Publishers.

  
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**Paper II**  
**JMCUG502**  
**Fundamentals of Film Studies**

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 502	Major	Fundamentals of Film Studies	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 learn about film composition and to analyze dramatic strategies in film.

**CEO 2** - To understand the technical terms needed to critically analyze the films.

**CEO 3** – To understand the art of film direction.

Course Outcomes (COs):


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


**CO 1** – The students will understand the various characteristics of films of different directors.


**CO 2** – The students will understand the impact of cinema on society.

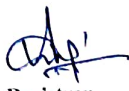
**CO 3** – The students will also understand the distinct film making styles of different directors.

**CO 4** – The student will be able to understand different types of Cinemas.

  
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JMCUG 502	Major	Fundamentals of Film Studies	60	20	20	30	20	2	0	2	3

**Course Content**

**Unit I**

History of world and Indian Cinema (The Silent Era and The Talkie), Types of Cinema, Some Significant Turns, Parallel Cinema, New Wave Cinema (Films of directors such as Mrinal Sen, Mani Kaul, Ketan Mehta)

**Unit II**

Contemporary Bollywood Cinema, the Indian Diaspora and Bollywood, Impact of Cinema on Society, Digital Aesthetics, Music and Choreography, Film Genre, Modernism and Sensibilities in Indian Film, The Hindi Film Song

**Unit III**


Films of Different Directors-Satyaajet Ray, Shyam Benegal, Rajkapoor, Gurudatt, Rajkumar Hirani, Karan Johar, Sanjay Leela Bhansali, Imtiyaz Ali


**Unit IV**


The Film Division, Ethics of Cinema, Film Censorship, Censorship Guidelines, Film review


**Unit V**

Reviewing a movie, Movie case studies

  
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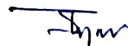
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JMCUG 502	Major	Fundamentals of Film Studies	60	20	20	30	20	2	0	2	3


**Suggested Reading**

1. Sikov, E. (2020) *Film Studies: An Introduction (Film and Culture Series)*. Columbia University Press
2. Villarejo, A. (2021) *Film studies: The basics*. Routledge.
3. Tarantino, Q. (2024) *Cinema Speculation*. W&N
4. Naremore, J. (2019) *Film Noir: A Very Short Introduction*. OUP Oxford.

  
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**Paper III**

**JMCUG503 (1)**  
**News Agencies and Services**

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				
JMCUG503 (1)	DSE	News Agencies and Services	60	20	20	0	0	4	0	0	4

**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 students will be able to

**CEO 1** – Inculcate knowledge about the functions of news agencies

**CEO 2** – To acquire the primary skills and understand the importance of media industry entrepreneurship abilities.

**CEO 3** – To acquire practical knowledge about the internal and external working of the media organization

**Course Outcomes (COs):**

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

**CO 1** – To prepare students to explore the emerging dimensions of the event management industry.

**CO 2** – To prepare them to conceptualize a plan to promote and produce events and programs in a professional environment.

**CO 3** – Students will be able to understand the workings of different national and international news agencies.

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			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG503 (I)	DSE	News Agencies and Services	60	20	20	0	0	4	0	0	4

**Course Content**

**Unit -1**

Origin of News Agency – History of news agency, Role & Function of news agency, Types of agencies, Need for news agencies, Benefits of news agencies.

**Unit-2**

Structure of News Agency- News agency structure, responsibilities of journalist working in news agency, News Agency Law & Ethics

**Unit-3**

International News Agencies- Famous News agencies of world, their presence in different countries, subscription of news agencies, Delivery mechanism of news through these news agencies.

**Unit-4**

National News agency – Origin of news agencies in India, Various news agencies of India, Criteria to open & work in news agency, Role & Responsibilities of News Agencies.

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JMCUG503 (1)	DSE	News Agencies and Services	60	20	20	0	0	4	0	0	4

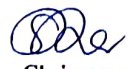
**Unit-5**

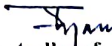
Importance & Future of News Agencies – Significance of news agencies in today's time, Scope & future of news agencies, News agencies & social media, Convergence with media, New services & Challenges with current era.

**Suggested Readings:**

1. Jukes, S. (2022) *News Agencies: Anachronism or Lifeblood of the Media System? (Disruptions)*. Routledge.
2. Swami, S. (2010) *A Handbook for News Agency Reporter*. Cyber Tech Publications.
3. Paterson, C. (2011) *The International Television News Agencies: The World from London*. Peter Lang Publishing Inc.
4. Czarniawska, B.(2011) *Cyberfactories: How News Agencies Produce News*. Edward Elgar Publishing Ltd

  
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**Paper III**  
**JMCUG503 (2)**  
**Reporting and Anchoring Techniques**

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 503 (2)	DSE	Reporting and Anchoring Techniques	60	20	20	0	0	4	0	0	4

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 understand the basics of reporting and the functions of the reporter.

CEO 2 – To understand the basics of anchoring and the functions of an anchor

CEO 3 – To grasp the knowledge about the tools and techniques of anchoring and reporting

CEO 4 – To illustrate the working environment of media industries.

**Course Outcomes (COs):**

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


CO 1 - Execute techniques of news reporting and anchoring.


CO 2 - Think critically, creatively and independently.


CO 3 - Demonstrate the professional tools of news reporting and anchoring

CO 4 - Develop the qualities of anchor and reporter with more objectivity, accuracy and brevity.

CO 5 - Analyze different types of reporting based on various beats.

  
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Paper III  
JMCUG503 (2)  
Reporting and Anchoring Techniques

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 503 (2)	DSE	Introduction to Reporting and Anchoring	60	20	20	0	0	4	0	0	4

**Course Content:**

**Unit I**

Reporting - Definition, scope, concept & principles of news reporting, types & techniques of news reporting, functions of reporter: interview, collection of data, research, qualities & responsibilities of a reporter, ethics of reporting.

**Unit II**

Anchoring- Definition, scope, concept & principles of anchoring, qualities & responsibilities of an anchor, ethics of anchoring

**Unit III**

Anchoring and Reporting tools: camera handling, teleprompter, lighting, need of editing, techniques

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JMCUG 503 (2)	DSE	Introduction to Reporting and Anchoring	60	20	20	0	0	4	0	0	4

#### Unit IV

Techniques of Anchoring and Reporting- Voice modulation (pitch/tone/intonation/inflection/ fluency), pronunciation, dictation writing, appearance and presentation, preparing and wiring of PTC, rhythm of speech, breathing, resonance, VO for TV commercials

#### Unit V


Coordination and Corporation in Media- Difference between reporter and anchor, co-ordination between reporter and anchor, source of news, problems faced by reporters and anchors.


#### Project work

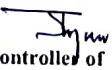
1. Prepare an anchoring video
2. Prepare a reporting video

#### Suggested Readings

1. Sidlow, F. (2022) *Broadcast News in the Digital Age: A Guide to Reporting, Producing and Anchoring Online and on TV*. Routledge.
2. Nagpal, B. (2020) *Working For Media : Handbook For Building A Career In Journalism: Learn The Art Of Anchoring, Reporting And News-Making*.
3. Bhawesh, K. (2016) *Reporting Se Anchoring Tak*. Prabhat Prakashan

  
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**Paper IV**  
**JMCUG504**  
**Internship Report**

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 504		Internship Report	0	0	0	60	40	0	0	0	2	

**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 (CEO'S):**

The student will be able

**CEO 1** - To work in the media organizations and understand their working.

**CEO 2** - Students will enrich themselves with knowledge after completing the summer Internship.


**Course outcomes (CO'S):**


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


**CO 1** - The student should be able to understand the working of media organizations.

**CO 2** - Students will understand how the different departments function in a media organization

The students need to present a detailed report of their work done during the period of internship.

  
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