



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 VI (2023-2026)

Paper I  
JMCUG601  
World Media Scenario

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 601	Major	World Media Scenario	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.

**Course Educational Objectives (CEOs):**

The student will be able:

**CEO 1-** To understand the concept, scope, and significance of global media and its techniques

**CEO 2 -**To understand the international media and policies and their use in their work area


**Course Outcomes (COs):**


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

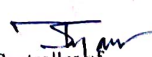
**CO 1-** Understand the importance of learning media on a global level.


**CO 2-** To analyze the impact of global influence on the Indian media scenario.

**CO 3-** To determine cultural, social, and economic influence

  
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**Paper I**  
**JMCUG601**  
**World Media Scenario**

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			THEORY			PRACTICAL					
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JMCUG 601	Major	World Media Scenario	60	20	20	0	0	3	0	0	3

**Course Content:**

**Unit-1**


- Media, Types of Media
- Concept of Global Media
- The historical concept of media globalization
- The global news agencies
- Growing Global monopolies and their impact on news, NWICO, MacBride Report


**Unit-2**

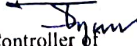
- International Journalism
- The need for depth research, operating in hostile conditions.
- International Laws and the role of Western Media in defining human rights, and rethinking the concepts of human rights from a Third World media perspective
- Asian Region-Focus on Agencies in Asia, Case Study of Japan which has the greatest rate of news diffusion worldwide, china and state control news, India-mixed pattern
- Challenges to International Journalism.


**Unit-3**

- Global Market Place
- Requirement of Global marketplace
- Types of Global Markets, doing business abroad
- Global media environment, electronic, print, web and people media
- Global Media Economics

  
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**Unit-4**


- Digital Media Discourse in Global Context- Digital Connectivity
- Introduction the concept of time, space and place
- Global Audience changing needs
- Overview of Digital Media in China, Japan, U.S., India
- Impact of Global Politics


**Unit-5**

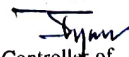
- Hegemony of International Media Mughals
- Transactional Media and India
- Global media and the promotion of the cult of stars
- Hollywood's foray into film industry
- Impact of Global Media in Indian Policies


**Suggested Readings:**

1. Iqani, M. (2020). *Media and the Global South: Narrative Territorialities, Cross-Cultural Currents (Literary Cultures of the Global South)*. Routledge India.
2. Birkinbine, B. (2016). *Global Media Giants Paperback*. Routledge.
3. Pandey, B. (2012). *Global Media Today*. Taxshila Prakashan
4. Flew, T. (2018). *Understanding Global Media*. Bloomsbury Academic.

  
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**Paper II**  
**JMCUG602**  
**Art of Documentary Making**

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 602	Major	Art of Documentary Making	60	40	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 students will be able to:

**CEO1** - Understand practical and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling.

**CEO2** - Understand the impact of new communication technologies on the traditional print/radio/television enterprises.

**Course Outcomes (COs):**

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

**CO1** - To understand different technical and theoretical aspects of production in media

**CO2** - To apply ethical consideration in practical applications.

**CO3** -To develop ability to critically evaluate their own weakness and strength.

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JMCUG 602	Major	Art of Documentary Making	60	40	20	30	20	2	0	2	3

**Courses Content:**

**Unit 1**

Understanding the Documentary, Introduction to Realism Debate Observational and Verite documentary

**Unit 2**

Introduction to shooting styles, Introduction to Editing styles Structure and scripting the documentary

**Unit 3**

Documentary Production Pre-Production Researching the Documentary Topic Research: Library, Archives, location, life stories, ethnography

**Unit 4**


Writing a concept: telling a story Treatment Writing a proposal and budgeting


**Unit 5**

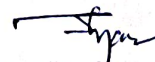
Selecting topic for Documentary, preparing scrip for selected topic, Shooting for documentary


**Suggested Readings:**

1. Hampe, B.(2024) *Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries*. Holt Paperbacks.
2. Bricca, J.(2023) *How Documentaries Work*. Oxford University Press Inc.
3. Kochberg, S. (2003) *Introduction to Documentary Production*. Wallflower Pr.
4. Baddeley,H. .(2022) *The Technique of Documentary Film Production*. Legare Street Press.

  
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Paper III  
JMCUG603 (1)  
Multi 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 603 (1)	DSE 1	Multi Media Production	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 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:

**CEO1** - To develop a reasonable understanding of recording and editing techniques and creative application in multimedia journalism

**CEO2**- To use hands-on training and critique for journalism, media production

**Course Outcomes (COs):**

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

**CO1** - To analyze the technical approach in multimedia journalism

**CO2** - To develop a reasonable understanding of editing techniques and creative application

**CO3** - To determine the challenges and opportunities in Multimedia Journalism

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**Paper III**  
**JMCUG603 (I)**  
**Multi Media Production**

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG 603 (1)	DSE 1	Multi Media Production	60	20	20	0	0	4	0	0	4

**Course contents:**

**Unit 1**

Understanding the role of journalism in society, Incorporating multimedia elements into stories (text, images, audio, video), Introduction to Multimedia and interactivity, Legal and ethical issues in the media, Multicultural sensitivity.

**Unit 2**

Paraphrases, Quotes and attribution in media writing, Leads and Nut Graphs, News Writing for Web, Sources and Online Research, Strategies for effective interviewing and note taking

**Unit 3**

Photography as a powerful tool to tell a story, Composition Rule of thirds, focal point, Photography and cutline, Importance of photojournalism in today's journalism

**Unit 4**

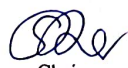
Storytelling with audio, Storytelling with video, Strategies for audio and video recording, Audio and Video editing, Mobile journalism, Responsive web and webcasting


**Unit 5**


Artificial Intelligence in journalism, Emerging technologies and their impact on journalism, Copyright and fair use in multimedia content, Privacy concerns in digital reporting, Fact-checking and combating misinformation on social media


**Suggested Readings:**

1. Gupta, V.S. (2004). *Communication and Development*. New Delhi: Concept Publication.
2. Murthy, D. V. (2022). *Development Journalism, What Next?* New Delhi: Kanishka Publication.
3. Joshi, U. (2009). *Understanding Development Communication*. New Delhi: Dominant Publisher

  
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**Paper III**  
**JMCUG603(2)**  
**Fundamentals of Corporate Communication**

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 603 (2)	DSE 1	Fundamentals of Corporate Communication	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 the class.

(Given that no component shall exceed more than 10 marks)

**Course Educational Objectives (CEOs):**

The student will be able to:

**CEO 1** To enhance knowledge about the concept and evaluation of corporate communication

**CEO 2** To enable students to know about the importance and role of corporate communication in the media industry

**CEO 3** To demonstrate the role, functions and skills of corporate communication

**CEO 4** To understand the concept of Brand Management and image factors in the context of organizations

**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 be able to understand the concept of corporate communication


**CO 2** The students will be able to understand different tools used for corporate communication


**CO 3** The students will be able to improve their language skills and confidence level.


**CO 5** The students will be able to gain knowledge about the working of government and private sector

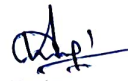
**CO 6** The students will be able to communicate effectively.

**CO 7** The students will be able to perform the roles and responsibilities accurately.

  
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**Paper III**  
**JMCUG603(2)**  
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JMCUG 603 (2)	DSE 1	Fundamentals of Corporate Communication	60	20	20	0	0	4	0	0	4

**Course Content:**

**UNIT 1**

Introduction to Corporate Communication, Concept, Definition, Nature, Scope, Corporate Communication and Publicity, Propaganda and Advertising, Lobbying

**UNIT 2**

Techniques of Corporate Communication, Corporate Communication Publics; Internal and External, Corporate Communication Process, Corporate Communication Consultancy, Counseling

**UNIT 3**

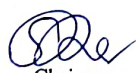
Tools of Corporate Communication, House Journals, Press Release, Press Conference, Brochures, Posters, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video.

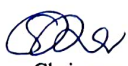
**UNIT 4**

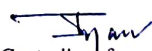
Employee Relations, Financial Relations, Consumer Relations, Media Relations, Govt. Corporate Communication

**UNIT 5**

Corporate Communication Research, Evaluation of Corporate Communication Programme, Crisis Management, Case Studies

  
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JMCUG 603 (2)	DSE 1	Fundamentals of Corporate Communication	60	20	20	0	0	4	0	0	4

**Suggested Readings:**

1. Bachu, S.(2021). *Corporate Communication Skills For Professionals*. White Falcon Publishing.
2. Cornelissen, J.(2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications Ltd.
3. Adhikary, G.(2020). *Communication & Corporate Etiquette : (Including grooming for today's business world)*. Notion Press.
4. Rath, P.(2018). *Corporate Communication*. Cengage India Private Limited.

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Paper IV  
JMCUG604 (1)  
Production Portfolio Submission

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 604 (1)	DSE 2	Production Portfolio Submission	00	00	00	60	40	0	0	8	4

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

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**CEO1** - Understand practical and ethical frameworks for integrating traditional and new forms of media gathering, reporting, and storytelling.

**CEO2** - Understand the impact of new communication technologies on the traditional print/radio/television enterprises.


**Course Outcomes (COs):**


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

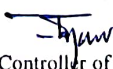
**CO1** - To understand different technical and theoretical aspects of production in media

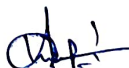
**CO2** - To apply ethical consideration in practical applications.

**CO3** -To develop ability to critically evaluate their own weakness and strength.

  
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**Production Portfolio Submission**

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			THEORY			PRACTICAL					
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JMCUG 604 (1)	DSE 2	Production Portfolio Submission	00	00	00	60	40	0	0	8	4


**Course contents:**


In this subject the students will have to make the following production projects during this semester

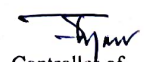
- Design a front page of a newspaper (with self-written articles)
- One radio program
- One TV advertisement
- One short film (fiction or non-fiction)


**Suggested Readings:**

1. Zettle, H. (2022). *Video Basics*. Boston: Wadsworth Publication.
2. Musburger, B. R. (2017). *An Introduction to Writing for Electronic Media*. George Washington University. Routledge Publications
3. Jan R. et al. (2015). *Broadcast Journalism*, New Delhi: Anmol Publication.

  
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**Paper IV**

**JMCUG604(2)**

**Visual Elements & Narratives**

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 604 (2)	DSE 2	Visual Elements & Narratives	0	0	0	60	40	0	0	8	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 to:

**COE 1-** Foster a deeper appreciation and understanding of film as an art form

**COE 2 –** Cultivate the ability to critically assess and compare various film genres, styles, and cultural representations.

**COE 3 –** Understand film history, genres, and cultural contexts.


**Course Outcomes (COs):**


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

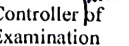
**CO1 –** The student will be able to demonstrate the ability to critically analyze and evaluate various aspects of films.


**CO2 –** The student will effectively communicate their film analyses and opinions through well-structured and engaging written and verbal reviews.

**CO3 –** The course will equip students with a comprehensive understanding of film history, genres, and cultural contexts.

  
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Choice Based Credit System (CBCS) In light of NEP -2020  
BA (Journalism and Mass Communication)  
Semester III (2023-2026)

**Paper IV**  
**JMCUG604(2)**  
**Visual Elements & Narratives**

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 604 (2)	DSE 2	Visual Elements & Narratives	0	0	0	60	40	0	0	8	4

**Course contents:**

**Unit 1**

Types of films, Film genres

**Unit 2**

Understanding film costume, understanding film set designing

**Unit 3**

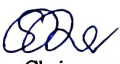
Understanding film sounds, understanding film camera


**Unit 4**

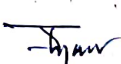
Understanding the work of Imtiaz Ali, Understanding the work of Sanjay Leela Bhansali  
Understanding the work of Rajkumar Hirani, Understanding the work of Ayan Mukerji  
Understanding the work of Gauri Shinde

**Unit 5**

Review of movies based on the above elements

  
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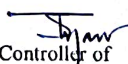
Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher' s Assessment	End Sem University Exam	Teacher' s Assessment				
JMCUG 604 (2)	DSE 2	Visual Elements & Narratives	0	0	0	60	40	0	0	8	4


**Suggested Readings:**

1. Fabe, M. (2014). *Closely Watched Films – An Introduction to the Art of Narrative Film Technique*. University of California Press.
2. Cook, D. (2016). *A History of Narrative Film*. W. W. Norton & Company.
3. Ryan, M. (2020). *An Introduction to Film Analysis: Technique and Meaning in Narrative Film*. Bloomsbury Academic USA.
4. Branigan, E. (2020). *Narrative Comprehension and Film*. Routledge

  
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BA+MA (Journalism and Mass Communication)  
Semester VI (2023-2026)

**Paper V**  
**JMCUG 605**  
**Minor Research Project**

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 605		Minor Research Project	60	20	20	30	20	4	0	4	6

**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):**

The students will be able:

**CEO1** - To develop a reasonable understanding of how to conduct research.

**CEO2** - To get hands-on training on writing a research paper and fixing a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis.

**Course Outcomes (COs):**

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

**CO1** - Plan and critical investigation and evaluation of a chosen research topic relevant to environment and society

**CO2** - Appropriately apply qualitative and/or quantitative evaluation processes to original data

**CO3** - Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.

**CO4** - Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.

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**Shri Vaishnav Institute of Journalism and Mass Communication**  
**Choice Based Credit System (CBCS) in light of NEP -2020**  
**BA (Journalism and Mass Communication)**  
**Semester VI (2023-2026)**

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 605		Minor Research Project	60	20	20	30	20	4	0	4	6

**Course Content:**

**Unit 1**

Introduction to Media Research - Meaning, Definition, Characteristics and Importance, Origin of Research in Communication, Types of Research

**Unit 2**

Overview of Research Problem and Objective, Steps in Research Process, Hypothesis: Concept Types and Error, Variables and its types, NOIR

**Unit 3**


Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks, Research Design: Concept and definition, types of research design - descriptive, exploratory, experiment, Quasi Experimental Design, Observation Method

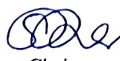
**Unit 4**

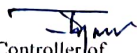
Research methodology, Sampling technique, Tools of data collection, Tabulation of Data and Graphical Representation of Data, Data Interpretation, Use of Microsoft Excel and SPSS, References, Research ethics and Plagiarism

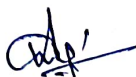
**Unit 5**

Report writing, Preparation of MRP

  
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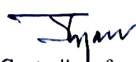
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JMCUG 605		Minor Research Project	60	20	20	30	20	4	0	4	6

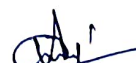
**Suggested Readings:**

1. Kothary, C. (2019). *Research Methodology*. New Age International Publishers.
2. Kumar, R. (2023). *Research Methodology: A Step By Step Guide For Beginners*. Sage Publications Pvt. Ltd.
3. Creswell, J.(2023).*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Pubns.
4. Sansanwal, D.(2020). *Research Methodology And Applied Statistics*. Shipra Publications

  
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