

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper I
JMCPG201
Advertising

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				
JMCPG 201	CC	Advertising	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 should be able:

- CEO 1 - To classify between advertising, Public Relations, Publicity and Propaganda.
- CEO 2 – Aware importance of advertising in media.
- CEO 3 – Knowledge of functioning of advertising agencies.
- CEO 4 - To write effective copy in Advertisements.
- CEO 5 – Inculcate knowledge of economy of media.

Course Outcomes (COs):

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

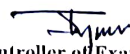
- CO1 - Design advertisements for Print, electronic, digital Media.
- CO2 - Develop understanding of advertising of various media.
- CO3 – Do pre testing and post testing of advertising campaign.
- CO4 – Develop the media plan and execute the buying process.
- CO5 – Understand the characteristics of various advertising platforms.


Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Joint Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper I
JMCPG201
Advertising

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				
JMCPG 201	CC	Advertising	60	20	20	0	0	3	0	0	3

Course Content

Unit I

Introduction to advertising; meaning and definition; need, nature, scope and functions; types of advertising, new trends in advertising; advertising in global scenario

Unit II

Advertising-a critical appraisal -economic, cultural, psychological and social aspects of advertising; advertising theories and models

Unit III

Types of media for advertising - print, electronic, cyber, outdoor, transit, direct; specialty, pop/in- shop media, yellow pages, cinema, traditional; their characteristics, merits & limitations

Unit IV

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

Unit V

Branding- brand image, identity; advertising budget, Role of Research in Advertising, Gathering Information for Advertisement, Product Positioning and Brand Strategy, Ethical Considerations in Advertising Research, media scheduling



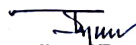
Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG 201	CC	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



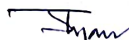
Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper II
JMCPG202
International 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				
JMCPG 202	CC	International Communication	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 students will be able to:

- CEO 1** - To understand the meaning & features of different mediums of communication.
CEO 2 - To build the theoretical background necessary to understand models of international communication.
CEO 3 – Provide an understanding of basic principle of planning and execution in communication.
CEO 4 – Find use and evaluate primary academic writing associated with the communication discipline.
CEO 5 – Communicate effectively orally and in writing.

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** – Relate the role of communication strategy in achieving an organizations goal.
CO 2 – Classify between the various dimensions of international communication.
CO 3 – Implement the tools of international communication for globalization.
CO 4 – Equip themselves with structural and analytical reading, writing and thinking skills.
CO 5 - Able to apply basic and advanced human communication theories and models to academic and professional situations.



Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper II

JMCPG202

International 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				
JMCPG 202	CC	International Communication	60	20	20	0	0	3	0	0	3

Course Content

Unit I

International communication –concept and definition; functions and importance of international communication; cultural dimensions of international communication; political dimensions of international communication

Unit II

Economic dimensions of international communication; social dimension of international communication; communication as a tool of equality and exploitation; communication as human right

Unit III

Transnational media and issues of sovereignty, security and integrity; effect of globalization on media system; international intellectual property rights

Unit IV

New world information and communication order; globalization and modernity; internet as tool of international communication; new media and international communication

Unit V

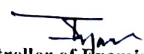
Media organizations – international press institute – international telecommunication union; British broadcasting corporation; voice of America; European broadcasting union; Asia pacific institute for broadcasting development


Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG 202	CC	International Communication	60	20	20	0	0	3	0	0	3

Suggested Readings:

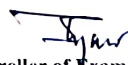
1. Volkmer, I. (2021). *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. Hachten, W. (2016) *World News Prison*. Iowa. Iowa state press.
3. Rantaner, T. (2024). *Globalization and Media*. London: Sage Publications.
4. Frederick, H. H. (1993): *Global Communication & International Relations*.
5. Thomas, A. O. (2023): *Transnational media and controlled Markets*. New Delhi: Sage publications
6. Hamlink, C. (2022): *The Politics of World Communication*. London. Sage publication.



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper-III
JMCPG203
Media Planning & 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				
JMCPG 203	CC	Media Planning & 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 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:


- COE 1 – Get exposure to media management concepts, tools, and techniques.
- COE 2 – To comprehend the functions of various departments of media organizations.
- COE 3 - To develop abilities and skills required for the performance of marketing functions.
- COE 4 – Understand budget allocation for various media organizations.
- COE 5 – To select different media scheduling methods.

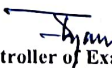
Course Outcomes

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 - Demonstrate understanding of media management.
- CO 2 - Apply the concept of media management in business operations.
- CO 3 – Overcome the challenges faced in media planning
- CO 4 – Effectively handle the financial side of media planning for various organizations.
- CO 5 - Evaluate various types of media planning methods.


 Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore


 Chairperson
 Faculty of Studies
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore


 Controller of Examination
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore


 Registrar
 Shri Vaishnav Vidyapeeth
 Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper-III
JMCPG203
Media Planning & 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				
JMCPG 203	CC	Media Planning & Management	60	20	20	0	0	3	0	0	3

Course Content

Unit I

Media management: concept and perspective, concept of management; functions and principles of good management

Unit II

Characteristics of media industries, mission and vision of media organizations; functions of various departments of these media organizations

Unit III

The function of media planning in advertising; role of media planner, media planning process; challenges in media planning

Unit IV

Criteria for selecting the media vehicles: reach; frequency; cost efficiency, cost per thousand, cost per rating, waste, circulation, pass-along rate (print)

Unit V

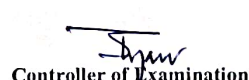
Media timing: flight, pulsing, scheduling, comparing and evaluating continuity of media options/choices; media plan evaluation


Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG 203	CC	Media Planning & Management	60	20	20	0	0	3	0	0	3

Suggested Readings

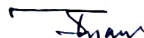
1. Dahiya, S. (2021), The house that zee built, Rupa Publications India
2. Charurvedi, B. (2014), Media Management, Global Vision Publishing House.
3. Diehl, S. et al. (2013) Media and Convergence Management. New York: Springer Heidleberg
4. Chaturvedi, B. K. (2009). *Media Management*. New Delhi: Global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



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper-IV
JMCPG204
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				
JMCPG204	CC	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 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.

CEO 5 -

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.



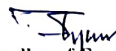
Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper-IV
JMCPG204
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				
JMCPG204	CC	Radio Production	60	20	20	30	20	2	0	2	3

Course Content:

Unit I

Introduction to Radio Program

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

Unit II

Writing for radio

Scripting: radio formats, commercials, illustrating copy with sound effects, news writing: structuring radio-copy; editing, reporter's copy-compiling, radio news bulletins, programmers, writing intro to bytes, writing headlines: teasers and promos, structuring a radio report, news capsuling and radio commentary.

Unit III

Presentation Techniques

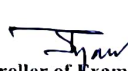
Role and responsibilities of a presenter (anchor and news reader), do's and don'ts for a presenter (anchor and news reader), modulation and voice quality, voice training –effective use of voice, interview techniques, pronunciation, codes and ethics in broadcasting, qualities of a good rj, voice culture: pitch tempo and pacing, sound effect: stereo and mono sound.


Chairperson

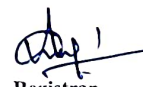
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG204	CC	Radio Production	60	20	20	30	20	2	0	2	3

Unit-IV

Radio Production Process

Production process and techniques, aspects of sound recording, types of microphones and their usage, field recording skills, radio feature production, radio documentary production, live studio broadcast with multiple sources, news production, drama production

Unit-V

Technical process of Radio Broadcasting

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

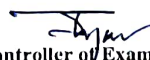
1. Kak, A. *Essentials and Practice of Radio Management*- Mohali: JPC
2. Fleming, C. *The Radio Handbook*. London: Routledge
3. Paul C., Peter, S. *Basic Radio Journalism*. Wranasi :Vishvidhyalaya Publication.
4. Ravindran, R.K. *TV and Broadcast Journalism*. Anmol Publications Pvt ltd
5. Maesand, M. V. *Digital Audio Technology*: Jan Focal Press
6. Sreedher, R. *Radio Vision-Multimedia through Digital Radio* – UNESCO publications,2002)
7. Eapen K.E. (Latest edition). *Role of Radio in Growth &Development* (Report of a Seminar, Bangalore: MassMedia Education research and Information Center.


Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper V
JMCPG205 (I)
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					
JMCPG205 (1)	DSE	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 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 - 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

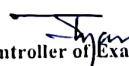
CO 3 - Demonstrate lighting skills to create good photograph.


CO 4 - Practice the ethics of photography in professional life

CO 5 – Execute photojournalism skills.


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper V
JMCPG205 (1)
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				
JMCPG205 (1)	DSE	Photography	60	20	20	30	20	2	0	2	3

Course Content

UNIT I

Brief history of photography; understanding the mechanisms of photography; composition – rule of third, leading lines, rooms, angles, frame, types of shots.

UNIT II

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), ISO, White Balance

UNIT III

Understanding light and shadow; natural light and artificial light; the nature of light- direct light, soft light, hard light; directional light; brightness; contrast, mid tones, highlights, shadow and silhouettes

UNIT IV

Lighting equipment (soft boxes, umbrellas, fresnels, reflectors) three-point lighting technique and metering for light, filters and use of a flash unit

UNIT V

Photojournalism-brief history – global & Indian, application & ethics, ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc.



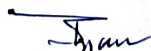
Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG205 (1)	DSE	Photography	60	20	20	30	20	2	0	2	3

Suggested Readings

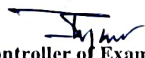
1. Various. (2021). The Barnet Book Of Photography: A Collection Of Practical Articles. India: Alpha Editions.
2. Diwali, A.(2010).All about Photography. New Delhi.
3. Miotke,J.(2010). Better Photo Basics
4. Barnbaum.B, (2010). The Art of Photography and Approach to personal expression. Rockynook.
5. Peterson.B, (2016). Understanding Exposure. Amphotobooks, Fourth Edition



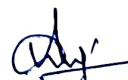
Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper V
JMCPG205 (2)
Film Appreciation

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				
JMCPG205 (2)	DSE	Film Appreciation	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 components like Quiz/Assignments/ Project/Participation in Class.
(Given that no component shall exceed 10 marks.)

Course Educational Objectives (CEOs):

The students should be able:

- CEO 1** - To understand the various theories related to cinema.
- CEO 2** - To examine the functioning of Indian cinema
- CEO 3** - To understand language and style of cinema

Course Outcomes (COs):

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

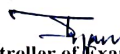
- CO1**- The student should be able to know history of cinema.
- CO2** - The student should be able to understand the in-depth style and form of cinema.
- CO3** - The student will be able to know about the importance of various element involve in producing film.



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper V
JMCPG205(2)
Film Appreciation

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				
JMCPG205 (2)	DSE	Film Appreciation	60	20	20	30	20	2	0	2	3

Course contents:

Unit I

Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mise'en'scene, Deep focus, Continuity Editing, Montage. Language of Cinema II – Focus on Sound and Color: Diegetic and Non-Diegetic Sound; OffScreen Sound; Sync Sound, Difference between story, plot and screenplay

Unit II

Film Form and Style

German Expressionism and Film Noir, Italian Neorealism, French New-WaveGenre and the development of Classical Bollywood Cinema

Unit III Alternative

Visions

Third Cinema and Non-Fiction Cinema Introduction to Feminist Film Theory Auteur- Film Authorship with a special focus on Ray or Kurusawa

Unit IV

Hindi Cinema

Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave Globalization and Indian Cinema, The multiplex Era, Film Culture



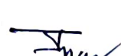
Chairperson

Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson

Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

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				
JMCPG205 (2)	DSE	Film Appreciation	60	20	20	30	20	2	0	2	3

Unit V – Project

Review of any film based on –

- Visuals (shots, colors)
- Music
- Editing
- Storyline

Recommended Screenings or clips

- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potemkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo-Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- Pather Panchali by Satyajit Ray
- The hour of the furnaces by Fernando Solanas
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- Pyaasa by Guru Dutt

Suggested Readings:


- Bazin, A. (1967). *What is Cinema Vol. 1*. Los Angeles and London : University of California Press.
- Dyer, R. (2000). *Film and Theory: An Anthology*. Blackwell Publication.
- Eisenstein, S. (1977). *Film Form: Essay in Film Theory*. New York: A Harvest/ Harcourt Brace Jovanoich Publication.
- Kavoori, A. P. (2008). *Global Bollywood*. New York: New York University Press.
- Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
- Stam, R. (2000). *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publication.



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper –VI
JMCPG206
Field Study

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				
JMCPG206	SEC	Field Study	0	0	0	60	40	0	0	4	2

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 to:

- CEO 1** - To get exposure about working of ad agencies and radio stations.
- CEO 2** – Work on different types of photography.
- CEO 3** – Demonstrate the planning process of any media organization properly.
- CEO 4** - Demonstrate the theoretical knowledge in field work

Course Outcome-

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 manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- CO 2** - The student will be able to acquire practical skills and capabilities to take up project work in professional life.
- CO 3** – The students will learn how to deal with work pressure.



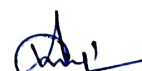
Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Journalism and Mass Communication
Choice Based Credit System (CBCS) in light of NEP -2020
M.A. (Journalism and Mass Communication)
Semester II (2025-2027)

Paper –VI
JMCPG206
Field Study

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				
JMCPG206	SEC	Field Study	0	0	0	60	40	0	0	4	2

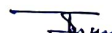
Field study and Seminar is an integral part of academic curriculum of the Department. It is an initiative to bridge the gap between knowledge and application through a series of interventions that will enable students to gain insights and exposure. The field work and Seminar serves the twin purposes of providing critical economic and business insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore