



Shri Vaishnav Vidyapeeth Vishwavidyalaya
B.A. + M.A. (Journalism and Mass Communication)
2020-2025

Paper I
JM CB301
Film Appreciation

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 301	JMC	Film Appreciation	4	0	2	5	60	20	20	0	50

*Teacher Assessment shall be based 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:

- To understand the prevailing political system
- To know the relation between politics and media
- To understand about Indian Constitution

Course Outcomes (COs):

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

- The student should be able to know the functioning of the political system.
- The student should be able to develop critical and analytical abilities.
- The student will be able to know about the importance of International relations and the functioning of international organizations.
- Students will have detailed information about Constitution of India

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JMCB 301	JMC	Film Appreciation	4	0	2	5	60	20	20	0	50

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; Off Screen Sound; Sync Sound, Difference between story, plot and screenplay

Unit II

Film Form and Style

German Expressionism and Film Noir, Italian Neorealism, French New-Wave
Genre 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

Unit V – Project

Review of any film on the basis of –

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

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Recommended Screenings or clips

- o Rear Window by Alfred Hitchcock (Language of Cinema)
- o Battleship Potemkin by Sergei Eisenstein (Language of Cinema)
- o Man with a Movie Camera by Dziga Vertov
- o Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)
- o Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- o Pather Panchaliby Satyajit Ray
- o The hour of the Furnaces by Fernando Solanas

Unit IV

- o Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- o Pyaas by Guru Dutt

Suggested Readings:

Andre Bazin, —The Ontology of the Photographic Image from his book What is Cinema Vol. I
Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
Sergei Eisenstein, —A Dialectic Approach to Film Form from his book Film Form: Essays in Film
Theory (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt
Brace Jovanovich, Publishers: 1977, 45-63
Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating
Authorship and Genre," in Film Theory: An Introduction. Massachusetts & Oxford: Blackwell
Publishers: 2000, 83-91 & 123-129.
Richard Dyer —Heavenly Bodies: Film Stars and Society in Film and Theory: An Anthology
Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617
Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998
Global Bollywood by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University
Press. 2008

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Paper II
JMCB302
Video Production

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 302	JMC	Video Production	4	0	2	5	60	20	20	0	50

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical;
*Teacher Assessment shall be based on components like Quiz/Assignments/
Project/Participation in Class (Given that no component shall exceed 10 marks.)

C - Credit;

.Course Educational Objectives (CEOs):


The students should be able:


- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):

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

- The student should be able to know the Different T.V Formats
- The students should be able to know the Basic Principles of Effective Television Writing
They will have knowledge about the working of T.V News Room
Students will know The Basic Camera Shot


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Unit-1 Basics of Video Production

- Introduction of Video production
- Steps of Pre production and Production
- Steps of post-production
- Importance of idea of generation
- Concept and research for video production

Unit-2 Video Camera

- Introduction to Video camera and its types
- Video Camera: parts and their functions
- Basic shots and Camera Angle
- Camera Movements
- Importance of tripod in Video Shooting


Unit-3 Video Editing

- Grammar of visual media
- Editing Equipment
- Linear Video Editing
- Non-Linear Editing
- Use of Chroma, and Special Effects'

Unit-4 Video Lighting

- Purpose of Lighting
- Lighting Equipment
- Types of Lighting
- Mounting Device for Lighting
- Lighting controlling Intensity


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Unit-5 Set Designing

- Scenery and set Design
- Importance of set Design in video production
- Role of Art Direction team in set design
- Outdoor and Indoor set design
- Importance of Research in set Design, recent trends in set design

Suggested Readings :

1. Hakemulder, Jan R(2010) **Broadcast Journalism**, New Delhi: Anmol Publications,
2. Trewin, Janet(2009) **Presenting on TV and Radio**, New Delhi: Focal Press
3. Hyde, Stuart(2008) **TV & Radio Announcing**, New Delhi: Kanishka Publishers
4. Boyd, Andrew(2010), **Techniques of Radio and Television**, New Delhi: Focal Press, India.
5. Rich, Underwood(2007) **Shooting TV News: Views from Behind the Lens**. New Delhi: Oxford: Focal Press
6. Bryce, Button(2002) **Nonlinear Editing: Storytelling, Aesthetics and Craft**. New Delhi: Berkley: CMP Books,
7. Steven, E. Browne(2002) **Video Editing: A Post Production Primer**. Amsterdam :Focal Press
8. Mathew, R Kerbel(2000) **If it bleeds, it leads-An anatomy of Television News**. New Delhi: Westview press.
9. Stephen, Cusion(2012) **Television Journalism** New Delhi: Sage Publications
10. Steward, Peter(2014) **Broadcast Journalism**. New Delhi: Focal press
11. Boyd, Andrew(2013) **Broadcast journalism, techniques of Radio and Television News**. New Delhi: Sage publications
12. Kumar, Mukesh and Kashyap Shyam (2010), **Television Ki Kahani**. Gupta Dr. Sanjeev (2012), **Mass Communication**. Ghaziabad: Shruti Books

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Paper III
JMCB303
Media and Culture Studies

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							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 303	JMC	Media and Culture Studies	5	0	0	5	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;
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.Course Educational Objectives (CEOs):

The students should be able:

- To understand the role of T.V as a Mass Media
- To have an insight into Television News
- To Compare Television with other medium

Course Outcomes (COs):

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

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Media and Culture Studies

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JMCB 303	JMC	Media and Culture Studies	5	0	0	5	60	20	20	0	0

Unit I

Introduction to Cultural Studies, Introduction to Media Studies, Mass Culture, Popular Culture, Folk Culture.

Unit II

Application and Approaches: Media and Culture, Frankfurt School: Critical Theories, Audiences: Active and Passive audience, Classification of audience (Age, gender, demography), Uses and Gratification Approach, Reception Studies.

Unit III

Representation of Media as Texts, Signs and Codes, Genres, Representation of nation, class, caste and gender issues in Media

Unit IV

Communication between cultures and traditions, Intercultural communication and mass media, Intercultural communication and international implication.

Unit V

Folk Media as a form of Mass Culture, Audience in live Performance, Media technologies, New Media and Cultural forms.

Suggested Readings

1. Fiske, John(1982), **Introduction to Communication Studies**, Routledge
2. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
3. Stevenson Nick, (2002) **Media Cultures**, New Delhi: Sage Publication.

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Paper IV
JM CB304
Public Relations

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JM CB 304	JMC	Public Relation	5	0	0	5	60	20	20	0	0

*Teacher Assessment shall be based on components like: Quiz/Assignments/Project/Participation in Class, given that no component shall exceed 10 marks.

.Course Educational Objectives (CEOs):

The student will be able to:

- To know about the concept of Public Relations..
- To enable students to know about the various Public of Different Organizations.
- To prepare students for the field of Public Relations.
- To enable students to differentiate between Advertising and Public Relations.

Course Outcomes (COs):

- The students should be able to differentiate between Advertising, Public Relations, Publicity and Propaganda
- The students must be able to write good Press releases.
- The students should be able to hold press conferences when they join any organization.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidence level.
- The students should be able to express his /her ideas and thoughts in speech or writing,
- The students should be able to communicate effectively.


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Paper IV
JMCB304
Public Relations

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JMCB 304	JMC	Public Relation	5	0	0	5	60	20	20	0	0

Unit I

Concept and definitions of public Relations; Types of Public; External & Internal, Need and scope of public relations; Growth and development of PR with special reference to India

Unit II

Public relations and Advertising, Propaganda and Public relation, Publicity and Public relation, Tools of public relations, Public Opinion and Pressure Groups, Identifying Target Audience.

Unit III

PR agency- structure and functions, Process of public relations, Public relation transfer process.

Unit IV

Public Relations campaigns, Careers in PR, Media relations, Community Relations, Government Relations.

Unit V

PR in various sectors such as police, Hospital, education industries. Corporate social Responsibility, PR in corporate and social sector, E public Relations, Social media and PR, Press Release, House journal and exhibition,.

Suggested Readings

1. Scott, Cutlip, Allen, Center and Glen, Broom (2000) **Effective Public Relations**. New Delhi: Sage publishers
2. James B, Grunig and Tood (1984) **Hunt Managing Public Relations**, New York: Holt Rinehart and Winton
3. Leonard, Saffir, (2000). **Power Public Relation**. New Delhi: Prosiness Books,
4. Banik, G.C. (2006). **PR and Media Relations**. Mumbai: JAICO
5. Philip, H (Latest Edition). **Public Relations: A Practical Guide to Basics**: Oxford Press
6. Ashok Arya (Latest Edition). **Dynamics of PR**, New Delhi L: Manas Publication

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Paper V
ML301
Environment and Energy studies

Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCB 304	JMC	Environment and Energy studies	4	0	0	4	60	20	20	0	0

Teacher Assessment shall be based 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:

- To understand sources of information required for addressing environmental challenges
- To identify a suite of contemporary tools and techniques in environmental informatics
- To apply literacy, numeracy and critical thinking skills to environmental problem-solving.

Course Outcomes (COs):

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

- The students should be able to apply the principles of ecology and environmental issues that apply to air, land and water issues on a global scale.
- The students should be able to develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment.
- The students should be able demonstrate ecology knowledge of a complex relationship between predators, prey, and the plant community.

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Paper V
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JMCB 304	JMC	Environment and Energy studies	4	0	0	4	60	20	20	0	0

Unit I

Environmental Pollution and control Technologies: Environmental Pollution & Control: Air pollution: Primary and secondary pollutants, Automobile and industrial pollution, Ambient air quality standards. Water Pollution: Sources & Types, Impacts of modern agriculture, Degradation of Soil. Noise Pollution: Sources and Health hazards, standards, Solid waste management composition and characteristics of E-Waste and its management. Pollution Control Technologies: Wastewater Treatments methods: Primary, Secondary and Tertiary.

Unit II


Natural Resources: Classification of Resources: Living and Non-living Resources, Water Resources: Use and overutilization of surface and groundwater, floods and droughts, Dams: benefits and problems, Mineral Resources: use and exploitation, environment effects of extracting and using mineral resources, Land Resources: Forest Resources, Energy Resources: Growing energy needs, Renewable energy sources, case studies.


Unit III

Ecosystem: Definition, scope and Important Ecosystem. Classification, Structure and function of an ecosystem, Food chains, food webs and ecological pyramids. Energy flow in the ecosystem, Biogeochemical cycles, Bioaccumulation, Ecosystem Value, Devices and Carrying Capacity, Field Visit.

Unit IV

Biodiversity and its Conservation: Introduction- Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India- Values of Biodiversity: consumptive use, productive use, social, ethical, aesthetic and option value. Biodiversity at global, National and local levels. India as mega diversity nation- Hot-spots of Biodiversity-Threat to Biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Conservation of biodiversity: In situ and Ex-situ conservation. National Biodiversity Act.


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Unit V

Environmental Policy, Legislation & EIA: Environmental Protection Act, Legal aspects Air Act-1981, Water Act, Forest Act, Municipal solid waste management and handling rules, biomedical waste management and handling rules, hazardous waste management and handling rules. EIA: EIA structure, methods of baseline data acquisition. Overview on Impact of air, water, biological and Social-economical aspects. Strategies for risk assessment, Concepts of Environmental Management Plan(EMP).

Suggested Readings:

Agrawal. K.C., (latest edition). **Environment Biology**, Bikaner: Nidi Pub. Ltd.
Brunner, R.C. (latest edition) **Hazardous Waste Incineration**. New Delhi: McGraw Hill Inc.
Clank, R.S. (latest edition) . **MarinePollution**, Oxford(T.B): Clanderson Press
Dr. A.K. (latest edition) **Environmental Chemistry**, New Delhi: Wiley Western Ltd.
Erach, Bharucha (2005). **Environmental Studies for Undergraduate course by for University Grant Commission**.
R. Rajagopalant (2006). **Environment Studies**. New Delhi: Oxford University Press.


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