

**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**Paper I**  
**JMCPG401**  
**Media Law and Ethics**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG401	JMC	Media Law and Ethics	5	0	0	5	60	20	20	0	0

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 give an overview of the press and media laws in India as well as the Constitution of the country and also provide the students with the ethical issues related to the mass media in India.
- To study legal and ethical issues in the media
- To develop a working knowledge of the principles and concepts of ethical theory in order to develop an expertise in moral reasoning with regard to ethical problem solving in the media.

**Course Outcomes (COs):**

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

- The student should be able to recognize ethical issues inherent in mass communication theory and practice.
- The student should be able to identify, use, compare, and contrast major ethical approaches and decision-making strategies;
- The student should be able to apply critical thinking skills to ethical dilemmas;
- The student should be able to analyze media messages, issues, and cases in terms of their ethical implications;
- The student should be able to develop personal and professional codes of ethics for himself and his performance as a media professional

  
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**JMCPG 401**  
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							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG401	JMC	Media Law and Ethics	5	0	0	5	60	20	20	0	0

**Unit I**

History of Press Laws in India ;Contempt of Courts Act 1971 ; Civil and Criminal Law of Defamation ; Laws relating to the freedom & press

**Unit II**

Crime Against Women and Children; Laws Dealing with Obscenity; Official Secrets Act, 1923; Right to Information

**Unit III**

Press and Registration of Books Act 1867; Working Journalists Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; Press & Registration of Books Act;

**Unit IV**

WTO Agreement And Intellectual Property Right Legislations, Including Copyright Act, Trade Marks Act And Patent Act – Information Technology,

**Unit IV**

Media's Ethical Problems Including Privacy; Role of Press Council of India and its Broad Guidelines for the Press; Codes Suggested for The Press by Press Council and Press Commissions; Code of Ethics; Drug education & Youth

**Reference Books :**

1. Basu,B(2000): *Laws of Press in India*.New Delhi: AnmolPublishers
2. Basu D.D(2002): *Press Laws*. Nagpur: Wadhwa and companypublication.

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**Paper II**  
**JMCPG402**  
**Event Management**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG402	JMC	Event Management	5	0	0	5	60	20	20	0	0

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 understand that event management industry is a viable and cost effective medium in the domain of marketing and advertising and other cause related activities.
- To understand that Event management industry is a niche industry with strong identity and professional approach spelling a demand for specialists who manage and provide solutions for client's promotional needs.

**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 explore the emerging dimensions of the event management industry.
- The student should be able to conceptualize, plan, promote and produce events and programs in a professional environment.

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**JMCPG402**  
**Event Management**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG402	JMC	Event Management	5	0	0	5	60	20	20	0	0

**Unit I**

Introduction to event management-Early beginnings-Definition of events. Types of event

**Unit II**

Need for management of events; Difference between marketing /advertising and event management; Role of event management in the context of organizational needs.

**Unit III**

Events as part of PR and Corporate campaigns; Understanding the importance of – meetings, press conferences, conventions, expositions.

**Unit IV**

Event Planning and execution- Basics and concepts; Goal settings and objectives; Identifying target groups; situation analyst planning strategies and execution.

**Unit V**

Pre event and post event activities; Logistics money manpower time and tech support. Measuring success or failure;

**References**

Koontz & Weirich(Latest edition). *Essentials of Management*.New Delhi: Tata McGraw Hill.  
Shennon, Kilkenny (Latest Edition).*The Complete Guide to Successful Event Planning*.NewDelhi:Sage publishers.

  
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**Degree Program 2020-2022**

**Paper III**  
**JMCPG403**  
**Development Communication**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG403	JMC	Development Communication	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 will be able:**

To understand the nature and potential of communication for holistic social development

**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 use tools of communication in social development

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**JMCPG403**  
**Development Communication**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG403	JMC	Development Communication	5	0	0	5	60	20	20	0	0

**Unit-I**

Introduction to Development Communication: Concept of Development - Definitions of Development -Philosophy of Development of Communication - Problems of Underdevelopment - Reasons for Development Communication - Characteristics of - Developmentcommunication

**Unit-II**

Theories on Development from Indian and Western perspective: Theories and Models of Communication for Development; Western Theories: Daniel Lerner, Everett M. Rogers, Wilbur Schramm  
 Indian Theories

**Unit-III**

International Perspective; Methodological Framework and application: Communication Based assessment, Strategy design, Implementation and monitoring & evaluation

**Unit-IV**

Role of Media in Development: Components of Communication for Development - Role of Media in Development - The Mass Media - Interpersonal Communication - Folk/Traditional Media - Electronic media -Social Marketing – Social Advertising - Social Activists - People's Media/ Alternative Communication and Functioning

**Unit-V**

Contextualization of media in various development activities  
 Case studies - Environmental Issues: Population , Status of Women, Developmental issues in Current Media

  
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**Degree Program 2020-2022**

**References:**

1. Melkote, Srinivas and Steeves Leslie (2001). *Communication for Development in the Third World*. New Delhi: SagePublication
2. Chauhan, Meenakshi R. (1995) *Advertising- The social Ad Changes*. New Delhi: Ammol Publications PvtLtd.
3. Desmond A, D'Albero (1990) *Voice to the People*. (Chennai):sagepublications
4. Mathur, Kanwar, B(1994) *Communication for Development and Social Change*. New Delhi: Allied PublicationsLtd

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**Paper -IV**  
**JMCPG404**  
**Corporate Communication**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 404	JMC	Corporate Communication	5	0	0	5	60	20	20	0	0

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 to:

- To know about the concept of Corporatecommunication
- To enable students to know about importance and role of corporate communication in mediaindustry
- To enable students to differentiate tools of corporatecommunication

**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 differentiate between Publicity andPropaganda
- The students must be able to write good Pressreleases.
- The students should be able to improve upon their language skills, oral communication skills, group discussion, personal development and confidencelevel.
- The students should be able to express his /her ideas and thoughts in speech orwriting,
- The students should be able to communicateeffectively.

  
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**Shri Vaishnav Vidhyapeeth Vishwavidyalaya, Indore**  
**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

**JMCPG404**  
**Corporate Communication**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG 404	JMC	Corporate Communication	5	0	0	5	60	20	20	0	0

**UNIT I**

Corporate Communication; Concept, Definition, Nature, Scope, Differentiation between Corporate Communication and Publicity, Propaganda, Advertising and Lobbying

**UNIT II**

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

**UNIT III**

Tools of Corporate Communication; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations.

**UNIT IV**


Corporate Communication and Management, Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies

**UNIT V**

Govt. Corporate Communication - Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt., Corporate Communication Research, Evaluation of Corporate Communication Programmes

**Suggested Readings:**

1. Belasan, T Alan. (latest edition). *Theory & Practice of Corporate Communication: A Competing Values Perspective*, State University of New York: SAGE

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

2. Naomi, Langford-wood, Brian Salter Adobe (latest edition) *Critical Corporate Communications*: New Delhi: Sage Publishers
3. Paul. A Argenti, Forman Janis (latest Edition). *The Power of Corporate Communication: Crafting the Voice and Image of your Business*: Tata Mc GrawHills
4. Richard, Dolphin, Taylor & Francis (latest edition). *Fundamentals Of Corporate Communication*: Oxford university press.
5. Joep, Cornelissen (latest edition). *Corporate Communication: A Guide to Theory and Practice (New Delhi)*: Oxford press
6. Michael, B. Goodman, Peter B. Hirsch (latest condition) *Corporate Communication: Strategic Adaptation for Global Practice (New Delhi)*: Sage publishers
7. Fernandez, Joseph (2012). *Corporate communications: a 21st century primer (New Delhi)*: Sage publishers
8. James Thomas (latest edition). *Digital Strategies For Powerful Corporate Communications*: Sage publishers

  
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**Degree Program 2020-2022**

**Paper -V**  
**JMCPG405**  
**Dissertation**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG405	JMC	Dissertation	0	0	8	4	0	0	0	60	40

**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):**

Students are assigned to a faculty. Under the supervision and direction of the faculty they will fix a relevant topic, carry out the data collection, analyze it and prepare a report in the form of a thesis. Students are to present the final report in the presence of independent body consisting of the HOD/Coordinator, Guiding Faculty and an external examiner.

**Course Outcomes (COs):**

On satisfying the requirements of this course, students will have the knowledge and skills to:

1. Plan and engage in an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
2. Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
3. Engage in systematic discovery and critical review of appropriate and relevant information sources
4. Appropriately apply qualitative and/or quantitative evaluation processes to original data.
5. Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources
6. Communicate research concepts and contexts clearly and effectively both in writing and orally.

  
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**M.A. (Journalism and Mass Communication)**  
**Degree Program 2020-2022**

Paper -V  
JMCPG405  
Dissertation

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG405	JMC	Dissertation	0	0	8	4	0	0	0	60	40

**Unit-I**

First Report

Proposal for the research- present the final proposal for acceptance of the topic for dissertation.  
This has to take place after consultations with the guide.

**Unit-II**

Review of Literature

Work on the Review of Literature and present a reviewed paper as part of the Journal Club.

**Unit-III**

Methodology

Learn about the research design and tools for data collection and submit the report.

**Unit-IV**

Data Analysis

Use SPSS or theoretical basis for analysis of the data collected.

**Unit-V**

Introduction-Writing of the introduction to the dissertation. Final submission

The dissertation after incorporating the changes will be submitted to the guide.

  
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Paper – VI  
JMCPG 406  
Comprehensive Viva Voce

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							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
JMCPG406	JMC	Comprehensive Viva Voce	0	0	0	2	0	0	0	60	40

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:**

- To provide an opportunity for students to apply theoretical concepts in real lifesituations
- The Paper will help to acquire speaking skills and capabilities to demonstrate thesubject knowledge.

**Course Educational Outcomes (Co)**

- The students will be able to demonstrate their knowledge in front of externalexaminer.
- The students will thoroughly study the subject and will have a deep knowledge of the subject.

A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subjects.

  
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