



**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 III (2022-2025)**

**Paper I**  
**JMCUG301**

**Video Production and Editing**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem Universit v Exam	Two Term	Teacher's Assessment	End Sem Universit v Exam	Teacher's Assessment				
JMCUG 301	Major	Video Production and Editing	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 will be able to -

**COE 1** - Have an insight into Pre-Production, Production and Post Production of video production.

**COE 2** - Carry out basic techniques of video production and video editing

**COE 3** - Learn about the lighting, set designing and various equipment's involved in video production.

**COE 4** - To acquire fundamental of Video Camera

**Course Outcomes (COs):**

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

**CO 1**- The student should be able to shoot a proper technical video.

**CO 2**- Student will have knowledge about the basic camera shots, lighting techniques, set designing and editing.

**CO 3** - The students will have knowledge about research of video production

**CO 4** - The students will be able to perform the different production activity

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**Paper I**  
**JMCUG301**  
**Video Production and Editing**

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

**Course Content:**

**Unit-1**

Basics of Video Production- Introduction of Video production, Importance of idea of generation, Steps of Pre-production and Production, Steps of post-production, 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, Lighting controlling Intensity

**Unit-5**

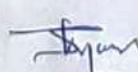
Set Designing- Scenery and set Design, Importance of set Design in video production, Role of Art Direction team in set design, Outdoor and Indoor set design, Importance of Research in set Design

  
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BA (Journalism and Mass Communication)  
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			End Sem Universit y Exam	Two Term	Teacher's Assessment	End Sem Universit y Exam	Teacher's Assessment				
JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

**Suggested Readings:**

1. Hakemulder, J. R.(2010). *Broadcast Journalism* New Delhi: Anmol Publications,
2. Trewin, J.(2009). *Presenting on TV and Radio*. New Delhi: Focal Press
3. Hyde, S.(2008). *TV & Radio Announcing* .New Delhi: Kanishka Publishers
4. Boyd, A.(2010). *Techniques of Radio and Television*. New Delhi: Focal Press, India.
5. Rich, U.(2007). *Shooting TV News: Views from Behind the Lens*. New Delhi: Oxford: Focal Press
6. Bryce, B.(2002). *Nonlinear Editing: Storytelling, Aesthetics and Craft*. New Delhi: CMP Books

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**Semester III (2021-2024)**

**Paper II**  
**JMCUG302**  
**Basics of Script writing**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem Universit y Exam	Two Term	Teacher's Assessment	End Sem Universit y Exam	Teacher's Assessment				
JMCUG 302	Minor	Basics of Script writing	60	20	20	30	20	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 -

- COE 1 - Have an insight into script writing techniques.
- COE 2 – Carry out basic types of scripting.
- COE 3 - Learn about the importance of script writing in production
- COE 4 - To acquire fundamental of scripting.

**Course Outcomes (COs):**

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

- CO 1- Student will be able to understand the concept of script writing
- CO 2- Student will be able to make script for any video or audio program.
- CO 3 - The student will be able to understand the art of writing script for different kinds of media.
- CO 4 – The students will be able to differentiate between various types of script.

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**Paper II**  
**JMCUG302**  
**Basics of Script writing**

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							THEORY			PRACTICAL	
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JMCUG 302	Minor	Basics of Script writing	3	0	0	3	60	20	20	0	0

**Unit-1**

Communication: Verbal & non-Verbal, audience and the medium, introduction to script, research in script writing, Role of script writer

**Unit-2**

Visual Writing, Visual grammar, story, character, plots, 3 Act structure

**Unit-3**

Scripting for Television- Full page & split page scripts. Writing for different Television Programs: News, Documentary, soap operas, sitcom, etc

**Unit-4**

Scripting for Radio- Writing for Ear, Writing for different radio programs: News, Talk show, spotlight, Interview, etc.

**Unit-5**

Scripting for web- Use of sound Visual, and graphics to complement of words, Writing for different web formats: News, Articles, Feature, Advertisement etc.

**Suggested Readings:**

1. Filak, V. F. (2019). *Dynamics of Writing*. Los Angeles: CQ Press.
2. Heuth, A. C. (2019). *Scripting for Film, Television and New Media*. New York: Routledge Publication.
3. Patti, L. (2019). *Writing About Screen Media*. New York : Routledge Press.
4. Straczynski, J. M. (1982). *The Complete Book of Script Writing*. Writers Digest Books.

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Semester III (2021-2024)

**Paper III**  
**JMCUG303**  
**Media Writing Techniques**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem Universit v Exam	Two Term	Teacher's Assessment	End Sem Universit v Exam	Teacher's Assessment				
JMCUG 303	Major	Media Writing Techniques	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 demonstrate, write, edit and report content for print and online media platforms.
- CEO 2 - To learn how to respond creatively to challenges and apply principles of writing.
- CEO 3 – To develop the knowledge of scripting for radio and television.
- CEO 4 – To understand the impactful writing content for web.
- CEO 5 – To write for various media organization.

**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 news values and comprehend the news process
- CO 2 – Demonstrate interviewee and news gathering skills
- CO 3 – Comprehend articles, features, news stories and reviews.
- CO 4 – Write different leads, caption writing, reports and press release.
- CO 5 - Translate various articles.

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**Semester III (2021-2024)**

**Paper III**  
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**Media Writing Techniques**

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			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

**UNIT I**

Basics of Writing- Communication language: meaning and importance, style of writing (5w's and 1h, inverted pyramid, hour glass, pyramid), essentials of mass media writing, use of creative writing in the field of media.

**UNIT II**

Writing for Print Media- Language of news: Robert Gunning principles of clear writing, Rudolf Flesch formula- skills to write news, headline and its types, article and editorial writing, column writing, writing for public relations: press release, minutes of meeting, detailed report writing of any event.

**UNIT III.**

Writing for Electronic Media- Writing for Radio: scripting, news, drama, advertisement, jingles  
Writing for Television: scripting, news, advertisement, tv program (developing concept developing character) Feature writing: news feature, personality feature, human interest stories, photo feature and caption writing.

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Choice Based Credit System (CBCS) in light of NEP -2020  
BA (Journalism and Mass Communication)  
Semester III (2021-2024)

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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

UNIT IV

Writing for Digital Media- Writing Content for web: news portals, articles, blogs, social media writing, review writing

UNIT V

Writing Practices- Feature writing: types and practices, writing projects for various mediums, translation

Suggested Readings:

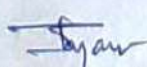
1. Bunton, K. (1998). *Writing Across Media*. Bedford/ St Martin's .
2. Carroll, B. (2010). *Writing for Digital Media*. New York : Routledge .
3. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect* . Washington: SAGE Publications
4. Scott A Kuehn, A. L. (2017). *The Basics of Media Writing: A Strategic Approach*. Sage Publishing .

  
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Choice Based Credit System (CBCS) in light of NEP -2020  
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Semester III (2021-2024)

**Paper IV**  
**JMCUG304**  
**Film Appreciation and Analysis**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			THEORY			PRACTICAL						
			End Sem Universit y Exam	Two Term	Teacher's Assessment	End Sem Universit y Exam	Teacher's Assessment					
JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;  
\*Teacher Assessment shall be based on the following 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:

- COE 1 - To acquire fundamental knowledge of film aesthetics
- COE 2 - To understand the various theories related to cinema.
- COE 3 - To learn about the film movements.
- COE 4 - To recognize the gems of Hindi cinema.
- COE 5 - 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, the students will be able to –

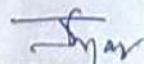
- CO 1 – The students will learn about the theoretical approach of Hindi cinema.
- CO 2 - The students will learn about the practical approach of Hindi cinema.
- CO 3 - The students will have knowledge about forms and styles of international and national films.
- CO 4 – The students will be able to analyze the various elements of films

  
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**JMCUG304**  
**Film Appreciation and Analysis**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

**Course contents:**

**Unit I**

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, story, plot, and screenplay

**Unit II**

Film Form and Style- German Expressionism and Film Noir, Italian Neorealism, French New-Wave Genre, Development of Classical Bollywood Cinema

**Unit III**

Alternative Visions- Third Cinema and Non-Fiction Cinema, Feminist Film Theory, Auteur- Theory

**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**

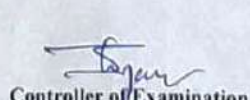
Project- Review of any film based on – Visuals (shots, colors), Music, Editing, Storyline

  
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**Semester III (2021-2024)**

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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

**Recommended Screenings or clips**

- Cult movies from all eras

**Suggested Readings:**


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

  
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BA (Journalism and Mass Communication)  
Semester III (2021-2024)

**Paper V**  
**JMCUG305**  
**Theatre and Communication**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 305	SEC	Theatre and Communication	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/  
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**Course Educational Objectives (CEOs):**

The student will be able to:

COE 1- Understand the theatre as a medium of mass communication.

COE 2 – Inculcate the aesthetic sense in theatre practice.

COE 3 – Understand the tools and techniques used in theatre

COE 4 – Execute the skills of direction, acting and stage management in theatre practice.

COE 5 – To carry out different types of dramas.

**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 express the emotion and understand acting.

CO2 - Students should be able to understand and perform Drama and theatre.

CO3 – Understand the concept of Natyashastra and its execution in theoretical and practical approach.

CO4 – To do overall stage management.

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**Paper V**  
**JMCUG305**  
**Theatre and Communication**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 305	SEC	Theatre and Communication	60	20	20	30	20	2	0	2	3

**UNIT I**

Introduction to theatre, Indian Traditional Folk Theatre ( Jaatraa, Nautanki, Yakshagaan, Dashavatar, Tamasha, Ranamale, Jagor etc.) and regional theatre

**UNIT II**

Acting: Nature, Four Categories of acting according to Natyashastra, Importance of Speech, Diction, body language, expressions and silence in theatre, Theatre as a tool of self-expression and communication, Elements of Aesthetics in drama,

**UNIT III**

Elements of theatre: Lights, Sound, Props, Sets, Costumes, Marketing of drama,

**UNIT IV**

Direction, Acting, Stage Management, Performing a scene on stage

**UNIT V**

Performing a Drama (any type)

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Choice Based Credit System (CBCS) in light of NEP -2020  
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Semester III (2022-2025)

**Paper V**  
**JMCUG305**  
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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 305	SEC	Theatre and Communication	60	20	20	30	20	2	0	2	3

**Suggested Readings:**

1. Tripathi, R.(2012). *Natyasastra and the Indian Dramatic Tradition Hardcover*. Print World Ltd
2. Gillette, M.(2019). *Designing with Light: An Introduction to Stage Lighting*. 7<sup>th</sup> edition Routledge
3. McNamara,(M). (2004). *Introduction to Stage Lighting: The Fundamentals of Theatre Lighting Design*. Christian Publishers LLC

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