

JAI HIND COLLEGE AUTONOMOUS



Syllabus for T.Y.B.M.M

Course : Mass Media

Semester : V

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Mass Media (Journalism)

Semester V

Semester 5			
Course Code	Course Title	Credits	Lectures /Week
ABMMJ501	Reporting	5	4
ABMMJ502	Editing	5	4
ABMMJ503	Journalism and Public Opinion	5	4
ABMMJ504	Features & Opinion	5	4
ABMMJ505	Indian Regional Journalism	5	4
ABMMJ506	Newspaper and Magazine Making	5	4

Semester 6			
Course Code	Course Title	Credits	Lectures /Week
ABMMJ601	Press Law and Ethics	5	4
ABMMJ602	Issues in Global Media	5	4
ABMMJ603	Broadcast Journalism	5	4
ABMMJ604	Business and Magazine Journalism	5	4
ABMMJ605	News Media Management and Entrepreneurship	5	4
ABMMJ606	Contemporary Issues	6	4
ABMMJ607	Digital Media	5	4

Semester V

Course: ABMMJ501	Reporting (Credits: 05 Lectures/Week:04)	
	Objectives: They are employable as reporters in the media. Outcomes: The study of how to report for print and television, with practical experience.	
Unit I	<p>What is News? Definition of News.</p> <p>News values. Elements of news/news sense. What makes news as news.</p> <p>Basic Principles of Reporting</p> <p>ABC of Reporting Accuracy, Balance/Brevity and Clarity.</p> <p>Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed.</p> <p>Do these principles clash with each other?</p>	15 L
Unit II	<p>News Gathering</p> <p>How do reporters gather news.</p> <p>Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage. Sources: Primary & Secondary</p> <p>Official & Unofficial or Hidden or Confidential.</p> <p>Off the record sources/ Self Developed sources.</p> <p>Role of anonymous sources.</p> <p>New-age technological sources.</p> <p>How to develop sources.</p> <p>Reliability and confidentiality of sources</p>	15 L
Unit III	<p>News-writing:</p> <p>How to write a news story</p> <p>Construct the news. - Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement.</p> <p>Use of news parlance. Use of verbs, adjectives, comment.</p> <p>Follow-up Story</p> <p>Agenda setting report – added</p> <p>Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.</p>	15 L

	<p>The basic beats such as.</p> <p>Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence.</p> <p>New upcoming beats:</p> <p>Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.</p> <p>Citizen Journalism</p> <p>Participation of citizens in breaking news-stories. A new branch.</p> <p>Importance of New Tools in the hands of Reporters.</p> <p>RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.</p> <p>The use/misuse of these tools, Authenticity and credibility of these tools.</p> <p>Significance of pictorial/graphic element and support to your news story or any such extra audio- visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.</p>	
<p>Unit IV</p>	<p>Coverage of Disasters</p> <p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</p> <p>Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.</p> <p>The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.</p> <p>Investigative Journalism</p> <p>History of Investigative Journalism in the world and India.</p> <p>How to cover an investigative story, Do's and don'ts.</p> <p>The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system.</p> <p>Limitations/Obstacles in covering an investigative story. Role of</p>	<p>15L</p>

	<p>Whistle Blowers and also news tools. Sting Operations.</p> <p>Ethical Issues in reporting/ Credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting.</p> <p>Case Studies:</p> <ul style="list-style-type: none"> • Watergate Scandal • Tehelka - West End Deal Sting • Bofors Gun scandal • 2 G Scam • Anna Hazare Movements Coverage • Farmer agitation • Cambridge analytica • Rafale jet deal <p>Russian intervention in 2016 American presidential elections</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. Inside Reporting, Harrower, Tata McGraw-Hill Education, 2007 2. Fundamentals of Reporting and Editing, AmbrishSaxena, Kanishka Publications, 2007 3. Sound Reporting: The NPR Guide to Audio Journalism and Production, Jonathan Kern, University of Chicago Press, 2012 4. Reporting Live, Lesley Stahl, Simon and Schuster, 2000 		

<p>Course: ABMMJ502</p>	<p>Editing (Credits: 05 Lectures/Week:04)</p>	
	<p>Objectives: Enables the students to get jobs in the desk in print media, and to be able to create content for news televisions (copyeditors). Outcomes: The study of the art of editing copy to create relevant headlines and subheads.</p>	
<p>Unit I</p>	<p>Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.</p>	<p>15 L</p>

	<p>Rewriting news. Holistic composition with general rules regarding editing. Familiarizing national, international abbreviations, local usages, etc.</p> <p>Justification of news placements. Beat specialty in writing news.</p> <p>Art of writing headlines. Types of headlines, strap lines, sub-headlines and slugs.</p>	
Unit II	<p>Difference between Headline writing for broadsheets and tabloids.</p> <p>Layout- and design. Different types of layouts.</p> <p>Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.</p> <p>Copy editing techniques for digital media and e editions, multi-editional papers</p>	15 L
Unit III	<p>Judging newsworthiness and knowing wire services</p> <p>Organisation and hierarchy chart for editorial department and functions at each level.</p>	15 L
Unit IV	<p>Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebook.</p> <p>Photo and visual selection, writing captions, ethics for visual</p> <p>Case Studies:</p> <p>Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter.</p> <p>Broadsheet- Times of India, Asian Age</p> <p>Broadsheet: Regional Lokmat</p> <p>International tabloid- The Sun</p> <p>International Broadsheet: The Washington Post</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Fundamentals of Reporting and Editing, AmbrishSaxena, Kanishka Publications, 2007 2. News Editing in Theory and Practice, SourinBanerji, K. P. Bagchi, 1992 3. The Art of Readable Writing, RudolfFlesch, Collier Books, 1962 4. Editing and Design: Newsman's English, Harold Evans, Heinemann [for] the National Council for the Training of Journalists, 1973 5. Newspaper Layout and Design: A Team Approach,Daryl R Moen, State University Press, 1984 		

6. Creative Editing, Diane L. Borden, Dorothy A. Bowles, 3rd edition, Wadsworth, 2000
7. Digital Sub-Editing and Design, Stephen Quinn, Taylor & Francis Group, 2016

Course: ABMMJ503	Journalism and Public Opinion (Credits: 05 Lectures/Week:04)	
	<p>Objectives: Helps students to apply it when they are reporting and writing features and when they work as researchers in think tanks.</p> <p>Outcomes: The study of the theories of opinion formation and how to apply them in contemporary socio-political environment.</p>	
Unit I	Media theories and their understanding of Public Opinion Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications	15 L
Unit II	Defining Public Opinion, Its functions in society Media and Political Opinion: Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns: Democrats & Republicans in U.S.A.; BJP in India Media shaping opinion with respect to government’s policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy. Media’s role in fanning an activist, Indian Foreign Policy with respect to “balancing” China, “Embracing” USA, “Isolating” Pakistan	15 L
Unit III	Role of Media in shaping public opinion during conflicts Vietnam War; The 2 Gulf Wars, Bangladesh Crisis 1971; Kargil conflict; How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya, Egypt; Syria- role of social media War on international terrorism – media coverage Islamic State (IS); Al-Qaeda; Taliban, Gaza Crisis 2008-09; 2014	15 L
Unit IV	Internal Conflicts and Media coverage: National media vis-à-vis regional media in India’s North East – Manipur, Nagaland Bodo conflict Portrayal of Women’s issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape	15L

	<p>case & other contemporary cases. Kathua and Una Cases</p> <p>Farmer distress, Forest Rights Act, displacement</p> <p>Rise of the Dalit Movement, reservation</p> <p>Media Coverage of Marginalised sections of Society : Perspective from Above' (Ignoring the marginalized)</p> <p>Social media and cause for conflict with special reference to trolling and fake news</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. 21st Century Journalism in India, NaliniRajan, Sage Publications, 2007 2. A Handbook of Journalism: Media in the Information Age, V. EshwarAnand, K.Jayanthi, Sage Publication, 2018 3. Public Opinion, Walter Lippmann, Courier Corporation, 2012 4. Public Opinion, Vincent Price, Sage Publications, 1992 5. Opinion Polls and the Media: Reflecting and Shaping Public Opinion, C. Holtz-Bacha, J. Stromback, Springer, 2012 		

<p>Course: ABMM504</p>	<p>Features and Opinion (Credits: 05 Lectures/Week:04)</p>	
	<p>Objectives: The students should be able to get a job in the features department and become feature editors in the magazine.</p> <p>Outcomes: The study of the skills to write features for a magazine or newspapers and to write an opinion piece.</p>	
<p>Unit I</p>	<p>Difference between 'hard' news, 'soft' news and how the demarcation is blurring</p> <p>What is a feature</p> <p>Types of features: Performing art, culture, travel, F&B, literature, web and social media, fashion & lifestyle, health and fitness.</p> <p>Difference between news reports and features</p> <p>Difference between features for newspapers and magazines</p> <p>Writing a feature:</p> <p>Formulating a story idea and writing a pitch</p> <p>Tips and tools</p>	<p>15 L</p>

	<p>Understanding cultural, political and social nuances</p> <p>Profile:</p> <p>What is a profile How to write a profile Profiles of established journalists. (Example: S Sadanand, Kumar Ketkar, ShyamLal, Vinod Mehta, P Sainath)</p> <p>Snippets</p> <p>What are snippets Writing snippets with catchy headlines</p> <p>News Gathering:</p> <p>How do reporters gather news: How to develop sources and build a network Reliability and confidentiality of sources</p> <p>Incident/On the spot coverage: Press Conference, Public Meetings, Press Release, Interviews, Rallies.</p>	
Unit II	<p>Other aspects of feature writing:</p> <p>Collecting facts and opinions/anecdotes/quotes</p> <p>Types of leads Adding colour and imagery</p> <p>Outline of:</p> <p>Seasonal stories Nostalgic stories Human interest stories</p> <p>Trend Stories</p> <p>Blogs:</p> <p>How to write a blog with reference to food, travel and fashion</p>	15 L
Unit III	<p>Interviews-</p> <p>Art of interviewing:</p> <p>Preparing for face-to-face interview</p>	15 L

	<p>Structuring the questions</p> <p>Attitude during interview</p> <p>Transcribing: notes or recording</p> <p>Writing the interview: question-answer format and descriptive format</p> <p>Outline and special techniques needed for the following interviews:</p> <p>Phone</p> <p>Email</p> <p>Television</p> <p>Writing Reviews.</p> <p>For films books, food, fashion, art & culture.</p> <p>Format, ethics involved and qualities/skills required</p> <p>Obituary:</p> <p>What is an obituary</p> <p>How to write an obituary</p> <p>Can obituaries be critical</p> <p>Types of beats</p> <p>Film reporting (Bollywood/India films/film festivals/trends), Sports (Indian and world sports/local - Mumbai sports scene, beyond cricket with football, badminton and tennis being most popular) (Always use a Dictaphone)</p>	
<p>Unit IV</p>	<p>Columns:</p> <p>What is a column</p> <p>Types: analytical, advisory, interactive and agony aunt columns, ethics involved</p> <p>Editorial page:</p> <p>What is an editorial</p> <p>Importance of editorial page</p> <p>Layout of editorial page</p>	<p>15L</p>

	Transformation of the page: fading of op-ed, middle, Erosion of editorial independence with growing commercialization A few city-based examples: like Adarsh building scam, Indrani-Peter trial, Metro III vs. the citizens, and other current issues.	
References:		
<ol style="list-style-type: none"> 1. Art of Feature Writing, Huned Contractor, Icon Publications, 2004 2. Writing Opinion: Editorials, William L. Rivers, Bryce McIntyre, Alison Work, Iowa State University Press, 1991 3. Feature Writing for Newspapers, Daniel R. Williamson, Hastings House Publishers, 1975 4. The Art of Interview: A Guide to Insightful Interviewing, Martin Perlich, Silman James Press, 2007 		

Course: ABMM505	Indian Regional Journalism (Credits: 05 Lectures/Week:04)	
	<p>Objectives: The students are exposed to the media, bilingual students will be able to get jobs in non-English media</p> <p>Outcomes: The study of the relevance of regional journalism in India and how they are forming ideas and contributing change.</p>	
Unit I	<p>Regional press during the British Raj: an overview</p> <p>Hindi media plus any 3 regional media (Marathi Press, Bengali Press, Urdu Press, Malayalam Press, Telugu Press, Tamil Press) with focus on the sub-topics as follows:</p> <p>Birth and earliest publications and Role during the freedom movement</p> <p>Role in social reforms</p> <p>Focus on Hindi media today</p>	15 L
Unit II	<p>Profile leading Journalists of the past and present. For example: Raja Rammohan Roy, Bal Gangadhar Tilak, KP Kesava Menon, K.C. Mammen Mappillai, Maulana Abdul Kalam Azad, Govind Talwalkar, S. Sadanand, Ravish Kumar, and others.</p> <p>Comparison of English and regionalism journalism. Difference in: Impact</p>	15 L

	Reporting Editorial policy Reach	
Unit III	Growth of Regional television channels Increasing ownership and dominance of families with political connections over regional newspapers and their influence in editorial content.	15 L
Unit IV	Focus on regional broadcast medium as a tool for social change and political discourse which will include Hindi media and any 3 other regional languages.	15L
References:		
<ol style="list-style-type: none"> 1. Indian Regional Journalism, P. K.. Ravindranath, Authorspress, 2005 2. 21st Century Journalism in India, NaliniRajan, Sage Publications, 2007 3. A Handbook of Journalism: Media in the Information Age, V. Eshwar, AnandJayanthi, 2018 4. India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press 1977-99, Robin Jeffrey, C. Hurst & Co. Publishers, 2000 		

Course: ABMM506	Newspaper and Magazine Making(100 Mark Project) (Credits: 05 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ Print media reporters are expected to file soft copies in formatted fashion they are able to create ➤ Students are taught relevant software that are in use in contemporary print media <p>Outcomes: The students are satisfying the industry requirements of copy editing and formatting</p>	
Unit I	<p>Why and How</p> <p>Why we read</p> <p>Need of updates</p> <p>Favourite topics</p> <p>Analysing the newspaper from layout point of view</p> <p>Understanding parts of Newspaper- Stylebook</p> <p>Total Page Content (TPC)</p> <p>Terminology, Regulars, Weekly, Columns and Supplements</p> <p>Headlines- different types and logic behind each</p> <p>Errors- Orphan, widow, Dog legging, etc.</p>	60L

	<p>Grid Structure</p> <p>Space distribution in Newspaper</p> <p>Column and Grid Pattern</p> <p>Newspaper layouts</p> <p>Distinguishing Factors</p> <p>Types of Newspaper</p> <p>Tabloid vs Broadsheet</p> <p>Stories</p> <p>Presentations</p> <p>Structural differences</p> <p>Introduction to Typography</p> <p>Typefaces and Font</p> <p>Classification of Typeface</p> <p>Combination of Typefaces</p> <p>Introduction to Adobe InDesign</p> <p>Runaround, Inset. Box color and Tone</p> <p>Frame and Linking</p> <p>Shortcut and Keys</p> <p>Style Sheets, Colour Palette and Measurement Bar</p> <p>Introduction to Graphic Principles</p> <p>Contrast, Balance and Harmony</p> <p>Visual Paths and Visual Syntax</p> <p>Introduction to the Types of Layout</p> <p>Types of layouts – Magazine</p> <p>Adaption of Layout</p> <p>Final Project</p> <p>Improving Visual Appeal and Layout</p> <p>Content Plan (Magazine)</p> <p>Flat Plan (Magazine)</p>	
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	<p>Rough Layout (Sketch)</p> <p>Introduction to Print Production</p> <p>Pagination and Set up</p> <p>Type of Paper, Surface Nature, Weight and Standard Size</p> <p>Collating, Gathering and Staple Binding/Saddle Stitch</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. Newspaper Layout & Design:A Team Approach, Daryl R. Moen, Fourth Edition, Surjeet Publications, 2000 2. Visual Journalism, Rajesh Pandey, Adhyayan Publishers & Distributors, 1stedition, 2009 3. Editorial Art & Design, Randy Stano, Miami Herald 4. The Magazines Handbook, Jenny McKay, Routledge, 2002 		

Semester VI

Course: ABMM601	Press Law and Ethics (Credits: 05 Lectures/Week:04)	
	<p>Objectives: To create an awareness amongst media students about the importance of ethical journalism and the role of the fourth estate in contemporary times</p> <p>Outcomes: The study of various laws that govern media and the importance of journalistic ethics.</p>	
Unit I	<p>Introduction to law-</p> <p>A brief introduction to Indian Constitution related to press freedom- (Salient features, Fundamental Rights)</p> <p>India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.</p> <p>Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)</p>	15 L
Unit II	<p>Press Council of India:</p> <p>Its organizational structure, functions, history and rationale behind its establishment.</p>	15 L

	<p>Powers – the debate over punitive powers</p> <p>PCI’s intervention in cases of communal rioting and protection of Press freedom.</p> <p>Code of conduct for journalists</p> <p>Comparison with the News Broadcasting Standards Authority (NBSA)</p> <p>Laws regulating the media:</p> <p>Laws related to freedom of the Press — Article 19 clause (1) sub clause (a) of Indian Constitution and how it guarantees freedom of the press.</p> <ol style="list-style-type: none"> 1. b) Clause 2 of article 19 and reasonable restrictions. 2. c) Defamation –sections 499,500 3. d) Contempt of Courts Act 1971 4. e) Public Order – sections 153 A&B,295A,505 5. f) Sedition (124A) 6. g) Obscenity (292,293) <p>Introduction to laws connected with internet:</p> <p>Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.</p>	
<p>Unit III</p>	<p>Article 21 of the constitution and Right to Privacy:</p> <p>Right to Privacy versus Right to Know</p> <p>Right to Information Act 2005</p> <p>Official Secrets Act and conflict with RTI</p> <p>Whistle Blowers Protection Act 2011-Implications and challenges.</p> <p>Indian Evidends Act: Primary, Secondary, Direct and Indirect evidence Confession and its evidentiary value</p> <p>Copyright Act 1957: A Discussion on Intellectual Property Rights in the context of changing Global environment.</p> <p>Contempt of Parliament:</p>	<p>15 L</p>

	<p>Breach of Privilege rules. Clash between Judiciary and Legislature. It's a threat to media freedom? Breach of Privilege rules. Clash between Judiciary and Legislature. It's a threat to media freedom?</p>	
Unit IV	<p>Working Journalists Act-Its effectiveness in current scenario.</p> <p>Press and Registration of Books Act 02</p> <p>Introduction to Ethics:</p> <p>Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.</p> <p>Conflict of Interest Paid News Trial by Media Ethical Issues related to Television debates: Confidentiality of sources. Ethics of Sting Operations. Fakery and Fabrication of news. Using Shock value in language and visuals.</p> <p>Role of corporate ethics</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Law of the Press, Durga Das Basu, Prentice-Hall of India, 1996 2. Facets of Media Law, MadhaviGoradia Divan, Eastern Book Co., 2006 3. Code of Ethics, News Broadcasters Association (NBA) 4. PrasarBharati(Broadcasting Corporation of India Act, 1990) 		

Course: ABMM602	Issues in Global Media (Credits: 05 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To sensitize students to the importance of creating a global communication system. ➤ To build awareness regarding various national and international situations and geo-political realities that have been influenced by the success or failure of communication. <p>Outcomes: The study of the theories that have influenced global communication systems, and to study various global issues related to these theories.</p>	
Unit I	MacBride Report- Its recommendations and impact in contemporary times	15 L

	<p>- Emergence of Al Jazeera as an alternate voice.</p> <p>Global media perceptions of terrorism vis-à-vis regional media perceptions. Eg. Freedom fighter vs terrorist.</p>	
Unit II	<p>Emergence of the New World Communication and Information Order [NWICO] and NWICO in a multipolar world. Biases in global media coverage</p> <p>Formation of NAM</p> <p>Opening on Indian markets from the 1990s.</p> <p>Impact on national and regional media/market/politics.</p> <p>Presence of conglomerates and global monopolies in regional spaces (redefining local news).</p>	15 L
Unit III	<p>BRICS interpretation of regional news with reference to BRICS initiatives</p> <p>Overview of the media in the US and India – American and Indian foreign policies as perceived by regional and global media</p> <p>Advocacy and Journalism</p>	15 L
Unit IV	<p>Global media's coverage of terrorism - Bias: Western countries vis-à-vis Third World countries</p> <p>Challenges in reporting from conflict - Parachute journalism -</p> <p>Changing role of war/foreign correspondents and the presence of social media.</p> <p>Global media's coverage of natural disasters vs the regional media</p> <p>Global audience's changing needs</p> <p>Global media's coverage of Third World countries- Quantitative bias, Qualitative bias, Cultural bias - Comparison between coverage of First World and Third World Countries</p> <p>Traditional media's foray into social media and microblogging.</p> <p>Independent media space</p>	15L

	Profiles of leading news agencies and channels - BBC, CNN – AP, AFP, Reuters	
<p>References:</p> <ol style="list-style-type: none"> 1. The Media Monopoly, BenBagdikian, 6th edition, Beacon Press, 2000 2. Practising Global Journalism, John Herbert, Focal Press, 2001 3. Politics of News: Third World Perspectives, J. S. Yadava, Concept Publishing Company, 1984 4. On-line Journalism, Stuart Hall, Pluto Press, 2001 5. Global Journalism, John Calhoun Merrill, Longman, 1983 6. World Communication and Information Report, UNESCO Publication, 1999-2000 7. Studies on the Press, Oliver Boyd-Barrett, Colin Seymour-Ure, Jeremy Tunstall, H.M.S.O., 1977 8. Media Monitors in Asia, Asian Media Information Centre and Communication, 1996 9. Press and Media: The Global Dimensions, SuhasChakravarty, Kanishka, 1997 10. Media and Democracy in Asia, Asian Media Information and Communication Centre, 2000 11. Asian Values in Journalism, Murray Masterton, Asian Media, Information & Communication Centre, 1996 		

Course: ABMM603	Broadcast Journalism (Credits: 05 Lectures/Week:04)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To help students understand the nuances of content creation for radio and television ➤ To help students become professional content writers and producers in broadcast media <p>Outcomes: The study of the broadcast media with a focus on various types of content writing and production, in detail.</p>	
Unit I	<p>History & Development of Broadcast Journalism.</p> <p>(i) Brief History, Evolution & development of Radio journalism- Globally & in India, (ii) Brief History of the development of TV journalism- Globally & in India, (iii) Emerging Trends.</p> <p>Evolution & Development of Radio:</p> <p>The International Scenario- Marconi (Inventor of radio) till date- Timeline.</p> <p>Indian Scenario: All India Radio—</p> <p>Organizational structure.</p>	15 L

	<p>News Service Division of AIR;</p> <p>Objectives of broadcast—Information, Education & Entertainment;</p> <p>Commercial Broadcasting Service- VividhBharati, External Broadcast Service, National Service.</p> <p>Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.</p> <p>PrasarBharati - Code of ethics for Public Service Broadcast.</p> <p>Private FM Channels, Digital broadcast & Satellite radio Autonomy of Expansion of Private FM Radio channels. Digital Broadcast. Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast. Developmental & Educational Role of AIR & Community Radio- Evolution & Growth. Internet Radio & Private FM Channels broadcast on Internet.</p>	
<p>Unit II</p>	<p>Evolution & Development of TV:</p> <p>The International Scenario- John Baird (Inventor of TV) till date- Timeline.</p> <p>Indian scenario - Doordarshan - News; Entertainment, Culture, Sports & Films.</p> <p>Private & Satellite channels: Growth of Private International, National & Regional TV Networks & fierce competition for ratings. Satellite television broadcast-Television channels for niche audiences — entertainment, news, sports, science, health & life style; HDTV telecast Proliferation of DTH services.</p> <p>The Case Studies:</p> <p>BBC: Evolution ,Organization, Policies& Programming- News Service- News on the hour & news updates, Radio Features, Catering to Transnational audiences, Advertising & promotion. Social Responsibility to audiences.</p>	<p>15 L</p>

	<p>CNN: Evolution, Organization, Policies & Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising & promotion.</p> <p>Regional Journalism:</p> <p>[Introduction Importance of Regional Channels in India & Globally]</p> <p>News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, AajTak.</p> <p>Radio Channels-Akashvani Marathi (SW/AM), Akashvani Mumbai GOLD (100.7 FM) Akashvani Mumbai Rainbow (107.1 FM), Sun Radio.</p>	
Unit III	<p>Broadcast Formats:</p> <p>News:</p> <p>Main characteristics of News as against news in other media.</p> <p>Spot news, News Bulletins & News analysis/ News Magazines/ Features.</p> <p>Announcements.</p> <p>Features on Radio & TV:</p> <p>Talk Shows Reviews Talks Interviews Discussions. Documentaries. Docudramas. Plays/ Skits. Commentaries. Other Programs: Music Sports</p>	15 L
Unit IV	<p>Writing for Broadcast Media-(Radio & Television):</p> <p>Research in Broadcast.</p>	15L

	<p>Broadcast News Vocabulary.</p> <p>Genres: Sports, Current Affairs, Lifestyle etc.</p> <p>Preparation of Audio and Video briefs- Idea generation, Scripting, Story board.</p> <p>Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV.</p> <p>Current & Emerging Trends in Broadcast Journalism:</p> <p>24/7 news broadcast: Features, Audience effectiveness, advertisements & Dumbing down of News</p> <p>Ethics: (including Censorship) in presentation of News.</p> <p>Convergence: Need, nature and future of convergence.</p> <p>Convergence and Multi-media: - Use of Facebook & Twitter handles by Radio& TV channels, Internet TV/ Radio and Mobile TV/Radio.</p> <p>Emerging Trends: Mobile Technology, Social Media & Web - eg.Hotstar, Voot, SonyLiv.</p> <p>Digital storytelling /Features: `Story idea, development and Presentation- Web series.</p>	
<p>References:</p> <ol style="list-style-type: none"> 1. Broadcast Journalism: Techniques of Radio and Television News, Andrew Boyd, Peter Stewart, Ray Alexander, Taylor & Francis, 2012 2. Edward R. Murrow and the Birth of Broadcast Journalism, Bob Edwards, Wiley, 2010 3. Broadcast Journalism: A Critical Introduction; Jane Chapman, Marie Kinsey; Routledge, 2008 4. Handbook of Radio, TV and Broadcast Journalism, R. K. Ravindran, Anmol Publications, 2005 		

Course: ABMM604	Business and Magazine Journalism (Credits: 05 Lectures/Week:04)	
	<p>Objectives: The importance of economics and stock markets, and management of finances and the styles of different genres of magazines.</p> <p>Outcomes: The study of markets, business, corporate affairs, and the niche area of magazine journalism.</p>	
Unit I	<p>Introduction to Business Journalism</p> <p>A general overview of the financial systems in India:</p> <p>Planning Commission & NITI Aayog,</p> <p>Reserve Bank of India – Role, Functions. A general understanding about, RBI’s involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.</p> <p>Securities and Exchange Board of India (SEBI) – Role, function and objectives.</p> <p>The Banking Sector in India – a brief analytical study. Functions of commercial banks Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.</p>	15 L
Unit II	<p>The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.</p> <p>“Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.</p> <p>Scams in Indian financial system:</p> <p>The Satyam saga, The Sahara Scam, Saradha chit fund embezzlement, PNB & ICICI Bank scams</p>	15 L

	<p>Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility.</p> <p>The World Bank, The Asian Development Bank,</p> <p>BRICS Development Bank – functions</p> <p>Business journalism - a brief study of leading business magazines, leading financial dailies in India.</p>	
Unit III	<p>Union Budget (The Finance Bill) – Salient features of the latest Union Budget</p>	15 L
Unit IV	<p>Magazine Journalism (Niche Journalism)</p> <p>Introduction to Magazine Journalism.</p> <p>Special skills required for a person working in magazines.</p> <p>Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media.</p> <p>A general analytical study of magazines of different genre: Women’s magazines, Travel Magazines, General Interest Magazines, Health Magazines, Technology Magazines, Automobile Magazines, Sports Journalism, Environmental Journalism.</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. Indian Economy, DattRuddar, KPM Sundharam, S. Chand Limited, 1990 2. The Economic Survey, A Government of India Publication (Ministry of Finance) 3. www.indiabudget.nic.in for updates related to budget 4. The Western Ghats Ecology Expert Panel (WGEEP), Gadgil Commission 		

Course: ABMM605	News Media Management and Entrepreneurship (Credits: 05 Lectures/Week:04)	
	<p>Objectives: Helps students fit into a news media organisation and gives students a guidance on setting up a new business.</p> <p>Outcomes: The study of the structure of a news corporation and the basic steps of working on a start-up.</p>	
Unit I	<p>Making News: Truth, Ideology and News work</p> <p>Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media</p> <p>Specialized training for skilled workers, HRD, and Best HR practices and policies & employee engagement</p> <p>Integrated Marketing Communications</p> <p>Marketing strategies employed for Print, TV, Radio & Social Media – SEO +SEM</p> <p>The role of advertising in Print, TV & Web</p> <p>Financial Management:</p> <p>Break up of expenditure for the year</p> <p>Raw Material Costs</p> <p>Fixed and Variable Costs</p> <p>Unforeseen Factors</p> <p>Challenges of Globalisation and Liberalisation:</p> <p>Foreign Direct Investment</p> <p>Cross Media Ownership</p> <p>Commercialization of Media</p> <p>Case studies – Eenadu and Network 18</p>	15 L

	Expansion of Sky Network [Star Network in India]	
Unit II	<p>Introduction to Entrepreneurship:</p> <p>Definition of Entrepreneur, Risk taking, Innovation, Entrepreneurial Traits, Entrepreneur vs. Manager,' opportunities and scope of entrepreneur in Media', Business Incubators, Blue ocean strategy, 'social entrepreneurship and media', The Entrepreneurial decision process.</p>	15 L
Unit III	<p>Starting Your own Small Business:</p> <p>Conduct a personal evaluation</p> <p>Analyse your industry</p> <p>Types of business formations include: Sole proprietorship, Partnership Firm, Limited Liability Partnership (LLP), Corporation, Limited Liability Company (LLC)</p> <p>Partnership Firm vs Limited Liability Partnership (LLP),</p> <p>Setting up your own company:</p> <p>Preparing Business Plan</p> <p>Preparing marketing plan</p> <p>Building infrastructure</p> <p>Company Law – From registering a new firm (Introduction to types of organizations & its benefits) Companies Act 1956.</p> <p>GST</p> <p>Determine your cost of operation</p> <p>Various licenses required to start business particularly agency</p>	15 L
Unit IV	<p>Types of financing for start-up company:</p> <p>Owner money</p> <p>Family & Friends</p> <p>Banks</p> <p>MSME</p> <p>Commercial loans</p> <p>Public offering</p> <p>Venture capitalist</p> <p>Angel Investor</p> <p>Crowd funding</p> <p>Institutional support to Entrepreneurship</p>	15L
<p>References:</p> <ol style="list-style-type: none"> 1. The Media Monopoly, Ben H. Bagdikian, Beacon Press, 2000 2. Newspaper Organisation and Management, Frank Warren Rucker, Herbert Lee Williams, Iowa State University Press,1974 		

3. Paper Tigers, Nicholas Coleridge, Random House, 2012
4. News Media Management, P. K. Ravindranath, English Edition Publishers and Distributors, 2005

Course: ABMM606	Contemporary Issues (Credits: 6 Lectures/Week: 4)	
	<p>Objectives: To sensitise students and keep them grounded, with the exposure to various issues that influence and change contemporary society.</p> <p>Outcomes: The study of various socio-economic, cultural isms and developments globally, with special reference to India.</p>	
Unit I	<p>Environmental issues</p> <p>World without borders</p> <p>Global warming, economic and environmental impact</p> <p>Resource use and sustainability</p> <p>Environmental degradation, ozone depletion, pollution, deforestation</p> <p>Population, consumption and sustainability</p> <p>Environmental movements Chipko; Rachel Carson's silent spirit; '72-UN summit on environment</p> <p>The development debate, anti large dam movements, rehabilitation, development choices, people's involvement</p>	15 L
Unit II	<p>Universal human Rights- Universal Declaration(1949);Declaration of the right to development(1986);Examining the concept of 'universal' human rights and the individual context</p> <p>Emancipatory movements</p> <p>Trade union</p> <p>Women's movement</p> <p>Homosexual rights</p>	15 L
Unit III	<p>Self-determination</p> <p>Issues of secession</p> <p>Issues of state and antistate violence</p> <p>Tribal movements</p> <p>Peasants movements (with global vision)</p>	15 L

Unit IV	State of Polity Decline of law Corruption Nexus between crime and politics Political apathy Authoritarianism by democratic governments Positive discriminations and reservations Communalism Issues of accountability Corporate Bhopal gas tragedy Government accountability	15L
References: <ol style="list-style-type: none"> 1. Social Ecology, Ramachandra Guha, Oxford University Press, 1998 2. State of the World (series), Worldwatch Institute 3. State of India's Environment, Centre for Science and Environment, 2000 4. International theory of Human Rights, Oxford University Press 5. Branded by Law, Dilip D'souza, Penguin Books India, 2001 6. Unheard Voices, Harsh Mander, Penguin UK, 2001 		

Course: ABMM607	Digital Media (Credits: 5 Lectures/Week: 4)	
	Objectives: <ul style="list-style-type: none"> ➤ To understand the digital media platform ➤ To have an in-depth study of the most important sectors/platforms ➤ To learn how to use the digital media platform for paid as well as free marketing activities ➤ To learn to strategize, action a campaign and analyse the performance of the campaign ➤ To prepare students for the contemporary digital media world with regard to communication and marketing Outcomes: The study of multiple digital platforms and the optimum utilisation of the same.	
Unit I	Introduction to Digital Media: Understanding Digital Media Principles Key Concepts and Marketing Objectives Evolution of the Internet Traditional and Digital	15 L

	<p>Content Writing:</p> <p>Blog</p> <p>Microblog</p> <p>Mobile</p> <p>Writing for the web</p>	
Unit II	<p>Search Engine Optimization:</p> <p>What are Search Engines</p> <p>On-page Optimization</p> <p>Off-page Optimization</p> <p>Engine Algorithms</p>	15 L
Unit III	<p>Social Media:</p> <p>Dashboard</p> <p>Marketing Automation Software</p> <p>Email Marketing</p> <p>Facebook Marketing and Audience Manager</p> <p>YouTube Marketing and YouTube Dashboard</p> <p>Instagram Marketing LinkedIn Marketing</p> <p>Pinterest and other New platforms</p> <p>Webinars and Viral Marketing</p> <p>Social Media Automation</p> <p>Advanced Email Marketing</p>	15 L
Unit IV	<p>Tools and Trends</p> <p>Web Analytics: Google Analytics, Hootsuite, Competitor Analysis</p> <p>Challenges in New Media</p> <p>Cyber Laws- IT Act, Ethics, Digital Security</p> <p>Innovations:</p> <p>Intro to Big Data, Data mining & Management</p> <p>Data Management Platforms and Automated Marketing Platforms - Importance, working and role. e.g.- Betaout</p> <p>E-commerce:</p> <p>E-commerce platforms</p> <p>Dashboards & Marketing tools</p> <p>E-commerce Strategy</p>	15L

References:

1. Digital Marketing: Strategy, Implementation & Practice, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited, 5th Edition, 2012
2. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, John Wiley & Sons, 2012
3. Global Content Marketing, Pam Didner, 1st Edition, 2014
4. The Big Data-Driven Business, Russell Glass, Sean Callahan, 1st Edition, John Wiley & Sons, 2014
5. The Art of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spencer, Jessie Stricchiola, 3rd Edition, 2015

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) – 40Marks

- (i) C.A.-I : Project/Assignment – 20 Marks
- (ii) C.A.-II : Project/Assignment – 20 Marks

II. Semester End Examination (SEE)– 60 Marks

[B] Evaluation scheme for Practical courses- Not Applicable