

JAI HIND COLLEGE AUTONOMOUS



Syllabus for T.Y.BMM

**Course : Bachelor of Mass
Media (BMM)**

Semester : VI

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Bachelor of Mass Media

Semester: VI

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
TYBMM (Journalism)				
1	ABMMJ601	Press Law and Ethics	4	5
2	ABMMJ602	Issues in Global Media	4	5
3	ABMMJ603	Broadcast Journalism	4	5
4	ABMMJ604	Business and Magazine Journalism	4	5
5	ABMMJ605	News Media Management and Entrepreneurship	4	5
6	ABMMJ606	Contemporary Issues	4	6
7	ABMMJ607	Digital Media	4	5

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> <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) 	15 L

	<p>6. g) Obscenity (292,293)</p> <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>	
Unit III	<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 Evidents 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: 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>	15 L
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</p> <p>Paid News</p> <p>Trial by Media Ethical Issues related to Television debates:</p> <p>Confidentiality of sources.</p> <p>Ethics of Sting Operations.</p> <p>Fakery and Fabrication of news.</p> <p>Using Shock value in language and visuals.</p>	15L

	Role of corporate ethics	
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References:

1. Law of the Press, Durga Das Basu, Prentice-Hall of India, 1996
2. Facets of Media Law, Madhavi Goradia Divan, Eastern Book Co., 2006
3. Code of Ethics, News Broadcasters Association (NBA)
4. Prasar Bharati(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	<p>MacBride Report- Its recommendations and impact in contemporary times</p> <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>	15 L
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>	15L

	<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. Independent media space</p> <p>Profiles of leading news agencies and channels - BBC, CNN – AP, AFP, Reuters</p>	
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References:

1. The Media Monopoly, Ben Bagdikian, 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, Suhas Chakravarty, 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: The International Scenario- Marconi (Inventor of radio) till date- Timeline.</p> <p>Indian Scenario: All India Radio— Organizational structure. News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment; 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>	15 L
Unit II	Evolution & Development of TV:	15 L

	<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: 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. CNN: Evolution, Organization, Policies& Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising & promotion.</p> <p>Regional Journalism: [Introduction Importance of Regional Channels in India & Globally] News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, AajTak. 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>	15 L

	<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>	
Unit IV	<p>Writing for Broadcast Media-(Radio& Television):</p> <p>Research in Broadcast.</p> <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>	15L

	<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- JanaDhanYojana, 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,</p>	15 L

	<p>PNB & ICICI Bank scams</p> <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</p> <p>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>	15 L

	Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India]	
Unit II	Introduction to Entrepreneurship: 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.	15 L
Unit III	Starting Your own Small Business: Conduct a personal evaluation Analyse your industry Types of business formations include: Sole proprietorship, Partnership Firm, Limited Liability Partnership (LLP), Corporation, Limited Liability Company (LLC) Partnership Firm vs Limited Liability Partnership (LLP), Setting up your own company: Preparing Business Plan Preparing marketing plan Building infrastructure Company Law – From registering a new firm (Introduction to types of organizations & its benefits) Companies Act 1956. GST Determine your cost of operation Various licenses required to start business particularly agency	15 L
Unit IV	Types of financing for start-up company: Owner money Family & Friends Banks MSME Commercial loans Public offering Venture capitalist Angel Investor Crowd funding Institutional support to Entrepreneurship	15L
References: <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

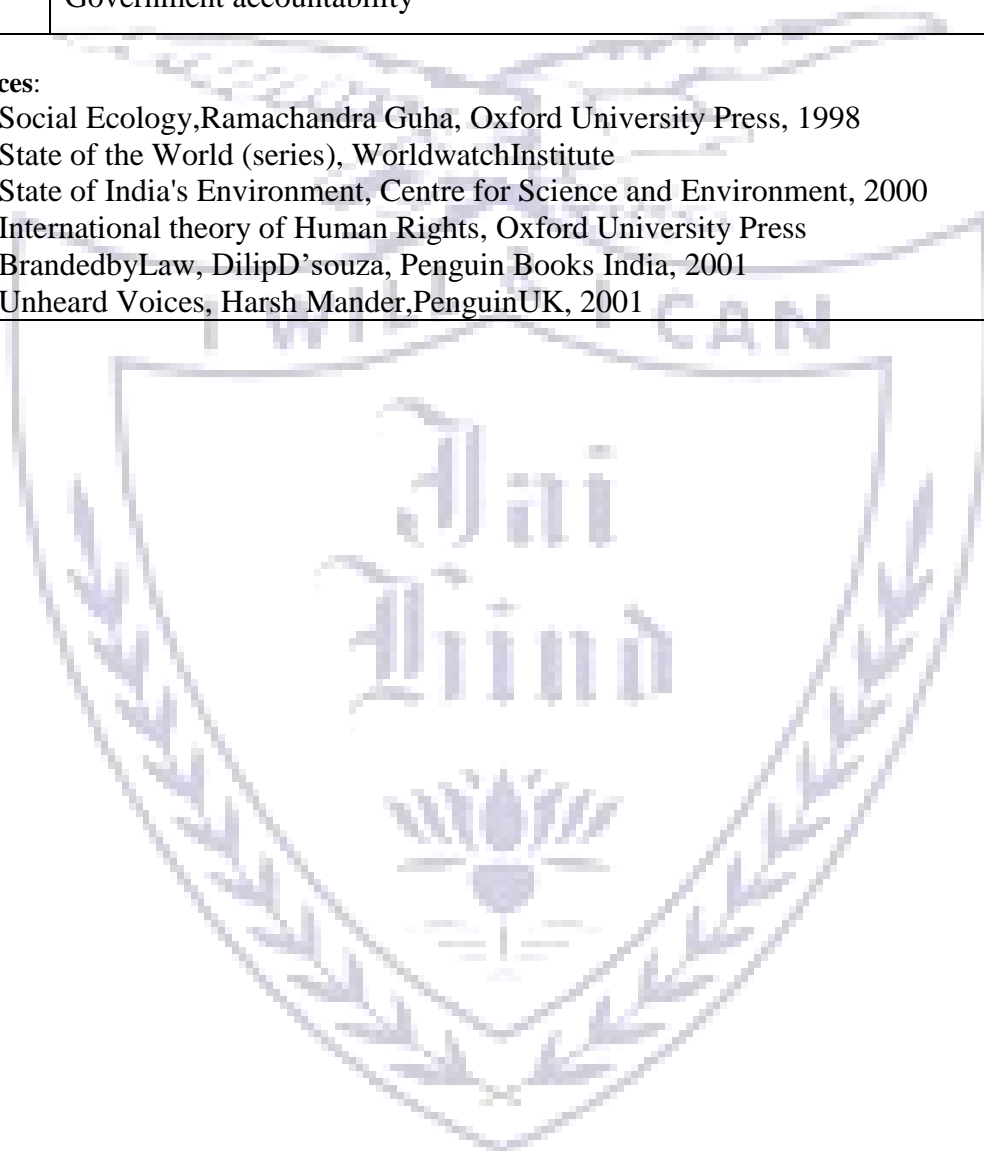


Course: ABMM606	Contemporary Issues (Credits: 6 Lectures/Week: 4)	
	<p>Objectives: To sensitise students and keep them grounded, with the exposure to various issues that influence and change contemporary society.</p> <p>Outcomes: The study of various socio-economic, cultural isms and developments globally, 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	<p>State of Polity</p> <p>Decline of law</p> <p>Corruption</p> <p>Nexus between crime and politics</p>	15L

	<p>Political apathy</p> <p>Authoritarianism by democratic governments</p> <p>Positive discriminations and reservations</p> <p>Communalism</p> <p>Issues of accountability</p> <p>Corporate Bhopal gas tragedy</p> <p>Government accountability</p>	
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References:

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)	
	<p>Objectives:</p> <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 <p>Outcomes: The study of multiple digital platforms and the optimum utilisation of the same.</p>	
Unit I	<p>Introduction to Digital Media:</p> <p>Understanding Digital Media Principles</p> <p>Key Concepts and Marketing Objectives</p> <p>Evolution of the Internet</p> <p>Traditional and Digital</p> <p>Content Writing:</p> <p>Blog</p> <p>Microblog</p> <p>Mobile</p> <p>Writing for the web</p>	15 L
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>	15 L

	<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>	
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
<p>References:</p> <ol style="list-style-type: none"> 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

