



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T. LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : BMM

Proposed Course : Mass Media (Journalism)

Semester V

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2020-21**

T.Y. B.M.M. (Journalism) Syllabus

Academic year 2019-2020

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

Semester VI			
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

<p>Unit III</p>	<p>News-writing: How to write a news story Construct the news. - Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement. Use of news parlance. Use of verbs, adjectives, comment. Follow-up Story Agenda setting report – added Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as. Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence. New upcoming beats: Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer. Citizen Journalism Participation of citizens in breaking news-stories. A new branch. Importance of New Tools in the hands of Reporters. RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. The use/misuse of these tools, Authenticity and credibility of these tools. 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>15 L</p>
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<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 Whistle Blowers and also news tools.</p> <p>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>15 L</p>
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References:

1. Inside Reporting, Harrower, Tata McGraw-Hill Education, 2007
2. Fundamentals of Reporting and Editing, Ambrish Saxena, 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



Course: ABMMJ502	Editing (Credits: 05 Lectures/Week: 04)	
	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.	
Unit I	<p>Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.</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>	15 L
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>	15 L

References:

1. Fundamentals of Reporting and Editing, Ambrish Saxena, Kanishka Publications, 2007
2. News Editing in Theory and Practice, Sourin Banerji, K. P. Bagchi, 1992
3. The Art of Readable Writing, Rudolf Flesch, 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

<p>Unit IV</p>	<p>Internal Conflicts and Media coverage: National media vis-à-vis regional media in India's North East – Manipur, Nagaland Bodo conflict</p> <p>Portrayal of Women's issues in media – gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape 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 marginalised)</p> <p>Social media and cause for conflict with special reference to trolling and fake news</p> <p>How Covid-19 and media impacted perception and the role of WHO</p>	<p>15 L</p>
<p>References:</p> <ol style="list-style-type: none"> 1. 21st Century Journalism in India, Nalini Rajan, Sage Publications, 2007 2. A Handbook of Journalism: Media in the Information Age, V. Eshwar Anand, 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 		

Course: ABMM504	Feature and Opinion (Credits: 05 Lectures/Week: 04)	
	<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>	
Unit I	<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>Understanding cultural, political and social nuances</p> <p>Profile:</p> <p>What is a profile</p> <p>How to write a profile</p> <p>Profiles of established journalists. (Example: S Sadanand, Kumar Ketkar, ShyamLal, Vinod Mehta, P Sainath)</p> <p>Snippets</p> <p>What are snippets</p> <p>Writing snippets with catchy headlines</p> <p>News Gathering:</p> <p>How do reporters gather news:</p> <p>How to develop sources and build a network</p> <p>Reliability and confidentiality of sources</p> <p>Incident/On the spot coverage:</p> <p>Press Conference, Public Meetings, Press Release, Interviews, Rallies.</p>	15 L

<p>Unit II</p>	<p>Other aspects of feature writing:</p> <p>Collecting facts and opinions/anecdotes/quotes</p> <p>Types of leads</p> <p>Adding colour and imagery</p> <p>Outline of:</p> <p>Seasonal stories</p> <p>Nostalgic stories</p> <p>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>	<p>15 L</p>
<p>Unit III</p>	<p>Interviews-</p> <p>Art of interviewing:</p> <p>Preparing for face-to-face interview</p> <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>15L</p>

<p>Unit IV</p>	<p>Columns: What is a column</p> <p>Types: analytical, advisory, interactive and agony aunt columns, ethics involved</p> <p>Editorial page: What is an editorial</p> <p>Importance of editorial page</p> <p>Layout of editorial page</p> <p>Transformation of the page: fading of op-ed, middle,</p> <p>Erosion of editorial independence with growing commercialisation</p> <p>A few city-based examples: like Adarsh building scam, Indrani-Peter trial, Metro III vs. the citizens, and other current issues.</p> <p>Media coverage on Covid-19 and how fake news impact the public opinion and their perception towards news.</p>	<p>15 L</p>
<p>References:</p> <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. MammenMappillai, Maulana Abdul Kalam Azad, Govind Talwalkar, S. Sadanand, Ravish Kumar, and others.</p> <p>Comparison of English and regionalism journalism. Difference in:</p> <p>Impact</p> <p>Reporting</p> <p>Editorial policy</p> <p>Reach</p>	15 L
Unit III	<p>Growth of Regional television channels</p> <p>Increasing ownership and dominance of families with political connections over regional newspapers and their influence in editorial content.</p>	15 L
Unit IV	<p>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.</p>	15 L

References:

1. Indian Regional Journalism, P. K..Ravindranath, Authorspress, 2005
2. 21st Century Journalism in India, Nalini Rajan, Sage Publications, 2007
3. A Handbook of Journalism: Media in the Information Age, V. Eshwar, Anand Jayanthi, 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 Why we read Need of updates Favorite 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> <p>Grid Structure Space distribution in Newspaper Column and Grid Pattern Newspaper layouts Distinguishing Factors Types of Newspaper Tabloid vs Broadsheet Stories Presentations Structural differences</p> <p>Introduction to Typography Typefaces and Font Classification of Typeface Combination of Typefaces</p> <p>Introduction to Adobe InDesign Runaround, Inset. Box color and Tone Frame and Linking Shortcut and Keys Style Sheets, Colour Palette and Measurement Bar</p> <p>Introduction to Graphic Principles Contrast, Balance and Harmony</p>	60 L

	<p>Visual Paths and Visual Syntax</p> <p>Introduction to the Types of Layout Types of layouts – Magazine Adaption of Layout Final Project Improving Visual Appeal and Layout Content Plan (Magazine) Flat Plan (Magazine) Rough Layout (Sketch)</p> <p>Introduction to Print Production Pagination and Set up Type of Paper, Surface Nature, Weight and Standard Size 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, 1st edition, 2009 3. Editorial Art & Design, Randy Stano, Miami Herald 4. The Magazines Handbook, Jenny McKay, Routledge, 2002 		



Evaluation Scheme

[A] Evaluation scheme for Theory courses

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

(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

