

University of Mumbai



UG/1830f 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 vide item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 vide item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI-400 032
30th December, 2019


(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/03/10/2019

No. UG/188-A of 2019

MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

AC 03/10/2019
Item No. 4.8**UNIVERSITY OF MUMBAI****Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	Second Year Multimedia and Mass Communication (SYMPC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2020-2021

Date:

Signature :

Name of BOS Chairperson / Dean :

Dr. Sunder Rajlekar

Cover Page

AC 03/10/2019
Item No. 4.9

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Third Year Multimedia and Mass Communication (TY.MMC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date:

Signature :

Name of BOS Chairperson / Dean :

Dr. Sunder Rajdeep.

AC : _

Item No.

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2020-21</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[✓] / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester -III, IV, V and VI revised Syllabus to be sanctioned and implemented from
June 2020-21 in progressive manner.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

TYBAMMC Semester - V

Semester V- Journalism		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives) (Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	20	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY –CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING
COURSE OUTCOME	
<ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as 	

modern tools. 6. To inculcate the skills for investigative journalism. 7. To make them understand the basic structure/ essential knowledge for various beats. 8. To make them responsible reporters and the face of media.		
Module	Details	Lectures
1		
Concept Of News	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10
3. 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 and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.	10
4. Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	08

	5. Case studies	<p>Ethical Issues in reporting/ Credibility of Reporters.</p> <p>Follow-up Story</p> <p>Yellow Journalism and its comparison with other forms.</p> <p>Rafale scam</p> <p>Agusta westland case</p> <p>PNB scam (Nirav modi)</p> <p>National Herald</p> <p>Panama case</p> <p>Bofors scam</p> <p>Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	10
Internal Assignments			
	Suggestions :	<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

REFERENCES:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
 Prof. Santosh Gore (Industry Expert)
 Prof. Amruta Bane (Subject Expert)

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-502		INVESTIGATIVE JOURNALISM	
COURSE OUTCOME			
<div>1. Understand the role of investigative reporting in modern journalism</div> <div>2. To learn to conduct investigative research in an ethical manner.</div> <div>3. To create and write excellent investigative stories for media.</div> <div>4. To acquire advanced investigative journalistic skills</div> <div>5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.</div>			
MODULE	TOPICS	DETAILS	LECTURES
	CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM		
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<div><div></div><div>Who is an Investigative Reporter, Role of an Investigative Reporter</div><div>Qualities and essentials for becoming an investigative journalist, career and opportunities</div><div>Centre for Investigative Journalism (CIJ)</div><div>Ethical/unethical use of sting operations</div></div>	10
		DATA COLLECTION	
II	SOURCES	<div><div></div><div>Records and the Confidentiality of Source</div><div>Issues of contempt, defamation</div><div>Right to Privacy and Official Secrets Act</div><div>What is evidence?</div><div>Case Study: Panama Papers and Watergate Scandal</div></div>	10
		DESIGNING THE STORY	
III	FINDING and WRITING YOUR STORY	<div><div></div><div>Observation</div><div>Planning techniques</div><div>Cultivating sources</div><div>Developing the project</div></div>	10

		DATA PROTECTION and SECURITY	
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
		FINAL STORY	
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
	TOTAL LECTURES		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
4. Prof. Rani D'souza (Convener) 5. Mr. Adith Charlie (Industry expert) 6. Prof. Renu Nauriyal (Course expert) 7. Ms. Shreya Bhandary (Industry expert)			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
7. MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES <ul style="list-style-type: none"> A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies) B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018) C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation) 8. Project Guided By Faculties 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner. 11. Group Discussions			
REFERENCE BOOKS/JOURNALS/MANUALS			
1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme			

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJFW 1B501		FEATURES AND WRITING FOR SOCIAL JUSTICE	
COURSE OUTCOME:			
1. To provide students with technique of narration and story telling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice			
MODULE		DETAILS	LECTURES
1	About features		10
	6.	What makes feature writing different	01
	7.	Deconstructing a feature	02
	8.	News Feature	02
	9.	Human Interest Stories, Profiles	02
	10.	Developmental stories, opinion pieces, in-depth features as tools of social justice	01
2	How to pen a feature		08
	11.	Finding fresh ideas, developing a story idea	
	12.	On and off field research	
	13.	Building observation and listening skills	
	14.	Structuring the story	
	15.	Use of anecdotes, Illustrations, Interviewing	
3	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs		10
	11.	Prone to disasters : floods etc	02
	12.	Poor health specially mental health	02
	13.	Lack of facilities and obstacles to education	02
	14.	Night schools	02
	15.	Unemployment and exploitation	02
4	Mumbai based features/ letter to the editor/ post/opinion piece on		10
	14.	Plight of Rag pickers	02
	15.	Construction workers	02
	16.	The homeless	02
	17.	Slum rehabilitation projects	02
	18.	Condition of Mumbai Jails/ Courts	02
5	Mumbai based features/ letter to the editor/ post/opinion piece on		10
	14.	City issues of hygiene and pollution	02
	15.	Water crisis	02
	16.	Crime and safety	02
	17.	Corruption issues faced by the common man	02
	18.	Challenges faced by senior citizens and the physically/ mentally challenged	02
Total Lectures			48

BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. Prof. Renu Nauriyal (Convener) 2. Prof. Kanika Kachru 3. Dr. Mahesh Patil 4. Prof. Deepak Tiwari 	
INTERNAL EVALUATION METHODOLOGY	25 MARKS
Sr. no.	Project/Assignment
01	Letters to the Editor
02 Electronic Media	Flip class presentation
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice
REFERENCES: <ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century - V.S. Gupte, 2000. 3. <i>On Writing Well</i> (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017 5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018. 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012. 19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar. 20. Everyone Loves a Good Drought by P. Sainath. 21. Looking Away by Harsh Mandar. 	

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	WRITING and EDITING SKILLS
COURSE CODE	BAMMC EJWS 1B502
PAPER	2 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJWS 1B502		WRITING and EDITING SKILLS	
COURSE OUTCOME:			
1. To provide learners with tools and techniques of editing and writing. 2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.			
Module		Details	Lectures
1	Tools and Techniques of Editing		10
	1. Brevity	Brevity: the soul of communication Eliminating redundancy in communication	02
	2.Functional Grammar	Refreshing Grammar, Common Errors	02
	3. Word power	Working with words	04
	4. Punctuations	For media usage	01
	5. Style book	Use of numbers, abbreviations, names and terms	01
2	Crisp writing		08
	1. News Sense	Finding the right story angle	02
	2. Saying it in bold	Writing headlines, captions, leads and intros	01
	3.Podcast	Writing for the ear	01
	4. Net cast	Writing for visuals	01
	5. Web writing	Story Compiling Difference between writing for print and real time writing	03
3	Resume writing : Telling your story		10
		Assimilating facts and details	02
		Building a narrative	02
		Making it pictorial	02
		Layout and page design	02
		Being a credible voice	02
4	Feature Writing		10
	1.Features stories	Human Interest Stories	02
	2. Reviews	Books, Films, App	02
	3. Columns	Analytical, Interactive, Agony Aunt	02
	4.Editorials	Importance, Voice of the publication, Format	02
	5.Obituaries	Writing obituaries Need for factual verification and tone. Can obituaries be critical?	02
5	Interviews		10
		Types of subjects	02
		Preparing for interviews	02
		Preparing a questionnaire	
		Protocol and Ethical Issues	02

	Writing the interview copy	02
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Shreya Bhandary		
Internal Assessment		25 MARKS
The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.		
Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills
Reference: <ol style="list-style-type: none"> 1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011) 4. The Chicago Manual of Style. 		

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	GLOBAL MEDIA and CONFLICT RESOLUTION
COURSE CODE	BAMMC EJGM 1B503
PAPER	3 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJGM 1B503		GLOBAL MEDIA and CONFLICT RESOLUTION	
COURSE OUTCOME:			
1. To help students understand the difference in the role and structure of the media across the globe. 2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences 3 To help students appreciate the potential of media in resolving conflicts.			
MODULE		DETAILS	LECTURES
1	Evolution of Global Media		10
		North – South Divide, Imbalance in Global flows	01
		NWICO, MacBride Commission, Failure of NANAP	03
		Global Media Conglomerates, parachute journalism and embedded journalism	03
		Post Truth and avalanche of fake news	02
		Information Disorder	01
2	Media profiles, issues and analysis		10
		Contemporary Role of Global News Agencies	02
		Media in Europe	02
		Media in USA and Australia	03
		Media in Russia	01
		Media in Africa : talking drums; community radio	02
3	Media profiles ,issues and analysis		12
		Media in China	02
		Media in Japan	02
		Media in North Korea	02
		Media in Singapore	01
		Media in the Middle East and Role of Aliazeera	03

	Media in Malaysia	02
4	Conflict Resolution	10
	Changing nature of conflict	02
	Media driver of peace or driver of conflict	01
	The shifting media landscape, Challenges for independent media	02
	The role media can play in conflict resolution and peace promotion	01
	Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	04
5	Media Information Literacy	06
	Five Laws of MIL	01
	MIL and youth radicalization in cyberspace	01
	Preventing violent extremism	01
	MIL to tackle social polarization of Europe	02
	Encryption / Cryptography media communication	01
	landscape	
Total Lectures		48

Internal exercise:

The objective of internal exercise is to help the learner study the media landscape in a country/ region, the apparent and subtle controls, bias and stereotypes as well as the issues related to cyberspace.

Sr. no.	Project/Assignment	Reason/Justification
01	Flip class assignment: Presentation on a media of a country/ region	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Essay/ test	Test of knowledge, critical thinking ability

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal (Convener)
2. Prof. Shridhar Naik (Subject Expert)
3. Prof. Neena Sharma (Subject Expert)
4. Prof. Jitendra Nayak (Subject Expert)

INTERNAL EVALUATION

25 MARKS

BIBLIOGRAPHY:

1. Understanding Global Media by Terry Flew, Red Globe Press
2. Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa Deutsche Welle – 3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age
3. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
4. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams.
5. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008) Oxford Press
22. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
23. Triumph Of The Image: The Media's War in The Persian Gulf, A Global Perspective (Critical studies in communication and in the cultural industries) by Hamid Moulana.
24. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
25. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
26. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.
27. How social media is changing the way we see conflict By Kym Beeston. 2014.
28. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
29. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	BUSINESS and FINANCIAL JOURNALISM
COURSE CODE	BAMMC EJBF 1B504
PAPER	4 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJBF 1B504	BUSINESS and FINANCIAL JOURNALISM
COURSE OUTCOME	
1.	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2.	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing

		3. Acquire the skills to write different kinds of Business and Financial leads. 4. Acquire the skill to convert Business news releases into Business and financial reports 5. To improve skills in reporting and writing basic and complex business and financial stories in different beats 6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.	
MODULES	TOPICS	DETAILS	LECTURES
	BUSINESS AND FINANCIAL JOURNALIST		
I	INTRODUCTION	<ul style="list-style-type: none"> Who is a Business Journalist? Skills for Business Journalism Role of a Business Journalist Careers and opportunities in Business and Financial Journalism Analysis of Major Business and Financial media in India 	04
	REPORTING OF MAJOR INDIAN SCAMS		
II	FINANCIAL JOURNALISM AND MAJOR INDIAN SCAMS	<ul style="list-style-type: none"> Satyam corporate fraud Cement scandal 2G scam / Neera Radia Tapes Ketan Parekh scam The Coalgate scam Adarsh Housing Society scam ICICI Bank - Chanda Kochar Kingfisher – Vijaya Mallaya Nirav Modi Scam Rafale deal 	10
	BEATS		
III	BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA	1. Banking Sector in India <ul style="list-style-type: none"> Functions of commercial banks Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion Government schemes related to banking Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. Business and Financial terminologies used in Media 2. Union Budget <ul style="list-style-type: none"> Components of the Union Budget 	18

		<ul style="list-style-type: none"> • Why is India running a budget deficit and a fiscal deficit?, Populism and budget • Media presentation of Budget 	
		3. Aviation <ul style="list-style-type: none"> • FDI policy for aviation in India • Why Indian carriers are making losses • Regulatory structure for civil aviation • Can any airline start international flights? • Media Coverage 	
		4. Technology <ul style="list-style-type: none"> • Growth of India's IT service exports • Why India's engineers are sought-after? • Are India's engineers qualified? • The government's STPI framework for boosting tech innovation • Media coverage of technology 	
		5. Startups <ul style="list-style-type: none"> • VC funding: a big driver of the startup ecosystem • India's unicorns: Startups valued at over \$1 billion • Working in a corporate v/s working in a startup • Rise of tech and startup journalism • Startup India plan 	
	FINANCIAL MARKETS and INSTITUTIONS		
IV	1. STOCK EXCHANGE	<ul style="list-style-type: none"> • Bombay Stock Exchange, National Stock Exchange • SENSEX, NIFTY and impact of their volatility. • Retail Market – the Indian Scenario 	10
	2. UNDERSTANDING THE EQUITY MARKET	<ul style="list-style-type: none"> • Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined • How to read stock tables for business journalism. • Currency Regulation • De-monetization • Commodities 	

	3. ROLE , OBJECTIVES AND FUNCTIONS	1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India 3. Niti Aayog	
	GLOBALISATION		
V	GLOBAL TRADE and FINANCE	1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis	06
	Total Number of lectures		48
BOS SYLLABUS COMMITTEE MEMBERS			
1. PROF. RANI D'SOUZA(CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. MR. RAJESH KURUP (INDUSTRY EXPERT)			
INTERNAL EVALUATION METHODOLOGY			
1. ASSIGNMENTS 2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET 3. VISITS TO BSE/NSE 4. WRITING ON ANY ONE BEAT ON A REGULAR BASIS 5. ORAL and PRACTICAL PRESENTATIONS 6. GROUP INTERACTIONS 7. DISCUSSIONS AND DEBATES			
REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM			
1. Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with Ulrike Fischer-Butmaloiu) 2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay 3. `Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay 4. `Sahara: The Untold Story' By Tamal Bandyopadhyay 5. Indian Economy – RudraDutt And Sundhram 6. Indian Financial System – M.Y. Khan 7. Financial Journalism: Money Matters By Marie Kinsey 8. Introduction To Business And Economic Journalism By Pandeli Pani(In Co-Authorship With Ulrike Fischer-Butmaloiu) 9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw 10. Newspaper Business Management – Frank Thayer 11. Business Journalism: How To Report On Business And Economics By Keith Hayes 12. List of Websites : a) Www.Bloomberg.Com b) Www.Reuters.Com c) business-standard.com d) financialexpress.com e) thehindubusinessline.com f) thequint.com g) outlookindia.com			

- h) asianage.com
i) mydigitalfc.com

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:

- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	THE STATE OF MOBILE	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	

II	Mobile Journalism	12
	<ol style="list-style-type: none"> 1. News Workflow and Mobile Journalism <ol style="list-style-type: none"> a. How to identify the seven basic steps of mobile reporting. b. How to create and share branded mobile journalism content. c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay. d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) 3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc) 	
III	DESIGNING FOR THE MOBILE EXPERIENCE	10
	<ol style="list-style-type: none"> A. Designing <ol style="list-style-type: none"> 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content). 4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) D. Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit 	

IV	MOBILE NEWS PRODUCT DEVELOPMENT	10
	<ol style="list-style-type: none"> 1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <ol style="list-style-type: none"> a. The Digital Skeleton : understanding placing, timing and generation of News story b. Fake News c. Social Media Policies and Ethics d. Verification and Authenticity of information 	
V	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10
	<ol style="list-style-type: none"> 1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms 	
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda(Convenor) 2. Mr. Abhijeet Kamble (Industry Expert) 3. Dr. Yatindra Ingle(Subject Expert) 		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES :		
<ol style="list-style-type: none"> 1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar. 2. Web Masters Hand Book, Galgotia 3. Computer Graphic Software Construction, John R Rankin 4. The Internet Book, Comer Douglas E . 5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd 6. Designing Interactive Websites, Mohleo James L and Thompson Learning 		

7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, [Stephen Quinn](#)
8. *The Mobile Journalism Handbook* Routledge text books.
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	NEWS MEDIA MANAGEMENT
COURSE CODE	BAMMC EJNM 1B506
PAPER	6 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJNM 1B506		NEWS MEDIA MANAGEMENT	
Course Outcomes:			
<div><div>1.</div><div>To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.</div></div> <div><div>2.</div><div>Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.</div></div> <div><div>3.</div><div>Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</div></div> <div><div>4.</div><div>Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</div></div>			
SR.NO.		MODULES	LECTURE
1.	Introduction		10
	Making News:	Truth, Ideology and News work	
	Legacy Media	Broadcast Media Overview and Print Publishing Overview	
	A Comparative Analysis with Electronic Media:	Contemporary Elements, Dimensions and Image of Print Media:	
	News media as business enterprise	<div><div>•</div><div>Proprietary concerns</div></div> <div><div>•</div><div>Types of ownership</div></div>	
2.	Organizational Structure		14
		<div><div>•</div><div>Hierarchy</div></div> <div><div>•</div><div>Decision making</div></div> <div><div>•</div><div>Inter-relationship between departments</div></div>	

	Human Resource development	Specialized training for skilled workers	
	Financial Management		
	Cost and Profitability	<ul style="list-style-type: none"> • Costing classification and allocation • Nature of cost • Factors affecting cost • Fixed and variable costs 	
	Challenges of Globalization and Liberalisation	a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media	
	Understanding Company Law	Press and Registration of Books Act <ul style="list-style-type: none"> • Relevant aspects of Company Law 	
3.	Resource and supply chain, and marketing techniques.		12
	Resource and supply chain	<ul style="list-style-type: none"> • Newsprint • Technology • Production process 	
	Managing Resources	<ul style="list-style-type: none"> • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue 	
	Marketing techniques	<ul style="list-style-type: none"> • Brand building • Public Relations i. Newspaper's relation to its community ii. Understanding the target audience iii. Building goodwill iv. Promoting the newspaper's / site's services v. Sales promotional activities <ul style="list-style-type: none"> • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website I channel • Becoming a digital media brand 	
4.	Disruptive Technology and Media Business Models:		6
		1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest	
5.	Case studies		6
		Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	

	TOTAL LECTURES	48
BOS SYLLABUS COMMITTEE MEMBERS		
1. DR. NAVITA KULKARNI- (CONVENER) 2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT) 3. PROF GAJENDRA DEODA(SUBJECT EXPERT)		
INTERNAL EVALUATIONS		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES:		
1) Ben Badgikian: Media Monopoly 2) India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers) 3) Advertising and Integrated Marketing Communications, (Kruti Shah) 4) Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles) 5) Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya) 6) Understanding Company Law, (Alstair Hudson) 7) Newspaper organization and Management (Rucket and Williams) 8) The paper tigers by Nicholas Coleridge 9) News Media Management: Mr P.K Ravindranath 10) Print Media Communication and Management by Aruna Zachariah 11) News Culture by Stuart Allan		

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMM-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJP 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		IMPACT OF NEW MEDIA	
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture. 2. Use of Whats app, twitter and Face book to promote fake news 3. Social media and its impact on culture.	(3) (2) (3)
	TOTAL LECTURES		48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza (Convener) 2. Mr. Raju Korti (Industry Expert) 3. Prof. Mithun Pillai(Course Expert)			
INTERNAL EVALUATION METHODOLOGY		25 MARKS	
1. CONTINUOUS ASSIGNMENTS 2. DIGITAL /ONLINE WRITTEN ASSIGNMENT 3. ORAL and PRACTICAL PRESENTATIONS 4. DISCUSSIONS/DEBATES 5. NEWS BASED PRESENTATIONS 6. PROJECTS			
REFERENCES/JOURNALS/WEBSITES			
1. Ahmed Rashid: The Taliban. 2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press. 3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis. 4. Sardesai Rajdeep: "2014: The Election that Changed India" . 5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by 6. Lalles John: Nature and Opinion of Public Opinion. 7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia.edu. 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies. 9. Coleman Benjamin: Conflict, Terrorism an Media in Asia. 10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications. 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu 13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu 14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy. 15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog 16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.			

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritz-Marie (2014), Studying Youth,
24. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19- 45)
25. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
26. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
27. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
28. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
29. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
30. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
31. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE		COURSE NAME and DETAILED SYLLABUS
BAMMC EJML 1B508		MEDIA LAWS and ETHICS
COURSE OUTCOME:		
1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sedition (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
	2. Press Ombudsman: Readers’ Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02

Total Lectures	48
BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. RENU NAURIYAL (CONVENER) 2. PROF. BHUSHAN M SHINDE 3. PROF. MITHUN M PILLAI	

Internal exercise:	25 Marks
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The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K. Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The Guardian.
<https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis> Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJC12B601		1. CONTEMPORARY ISSUES
BAMMC EJJ2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJM2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ2B605		5. SPORTS JOURNALISM
BAMMC EJCR2B606		6. CRIME REPORTING
BAMMC EJFN2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ2B608		8. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-601		DIGITAL MEDIA	
Course Outcome:			
<ul style="list-style-type: none">• Understand digital marketing platform• Understand the key goals and stages of digital campaigns• Understand the of use key digital marketing tools• Learn to develop digital marketing plans			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	<ul style="list-style-type: none">a. Understanding Digital Mediab. Advantages of Digital Mediac. Principles of Digital Media Marketingd. Key Concepts in Digital mediae. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	<ul style="list-style-type: none">a. How search Engine worksb. Introduction to SEO	8

	(SEO):	<ul style="list-style-type: none"> c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO 	
Module III	Search Engine marketing (SEM)	<ul style="list-style-type: none"> a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads 	8
Module IV	Social Media Marketing (SMM)	<ul style="list-style-type: none"> a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy 	08
Module V	Email marketing	<ul style="list-style-type: none"> 1. key terms and concepts 2. Customer acquisition strategies 3. Best Practices: CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach 	3
Module VI	Web Analytics	<ul style="list-style-type: none"> a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics 	6
Module VII	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	3
Module VIII	Content writing	<ul style="list-style-type: none"> a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile 	6
Module IX	Cyber laws	<ul style="list-style-type: none"> a. Information Technology Act b. Copyright Act 	2

		c. Cyber Ethics d. Digital Security	
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Dr Hanif Lakdawala (Convener) 2. Mr Pradeep Sasidharan (Subject Expert)			
Reference Books			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY –CORE-02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
Course Outcome:	
<ul style="list-style-type: none"> • The learner is required to understand the process of print media production since the content collection to the final print ready layout. • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout. 	

Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvelinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
04	Working on Project Quark or InDesign		12
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03

	• Creating Typo	Type templates i.e. Style sheets	02
05	Planning and Production of Magazine		12
	• Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	03
	• Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
	• Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
	• Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
	• Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	02

Total Lectures

48

BOS SYLLABUS COMMITTEE MEMBERS

1. Mr. Arvind Parulekar (Convener)
2. Prof. Rani D'Souza
3. Prof. Sandesh Patil

Instructions:

1. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.
12. Viva voce will be conducted only against evaluation of the completed project.
13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

- i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
- ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: NcKay J. Routledge.
- Editorial Art and Design: Randy Stano Miyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJCI2B601		CONTEMPORARYISSUES	
COURSE OUTCOME			
<ul style="list-style-type: none">To stress the importance of social economic political aspects of the society as a media professional.To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.			
MODULE	TOPICS	DETAILS	LECTURES
		SOCIAL MOVEMENTS	
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<ul style="list-style-type: none">Define Social Movements, Elements, Types and Stages of Social Movements.Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”)Developmental issues- displacement and rehabilitation.	(12)
		GROWTH AND DEVELOPMENT	
II	ECONOMIC GROWTH AND DEVELOPMENT	<ul style="list-style-type: none">Economic issues in India.Industry and Economic Growth – Factors, challenges, industrial robots and employment,Agriculture and economic development- Factors, challenges and measures.New age skills – Make in India, trends and challenges.Entrepreneurship and its relevance.Tourism-trends and challengesRegional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’2013	(14)
		POLITICS	
III	POLITICS AND SOCIETY	<ul style="list-style-type: none">Crime and PoliticsRole of whistle blowerCorruption- causes and remedial measuresRole of political parties and its impact on political system.Changing trends in politics- Functions, features, agendas, majority vs coalition government.Terrorism – causes, consequences, remedial measures.	(12)
		SOCIAL WELFARE SCHEMES	
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none">With reference to women and child (any five)Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.	(10)

		<ul style="list-style-type: none"> • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". • Rural (any three Schemes) 	
BOS SYLLABUS COMMITTEE MEMBERS			
1. DR. PADMAJA ARVIND (CONVENER) 2. PROF. RANI D'SOUZA (Subject Expert) 3. PROF. RUMINA RAI (Subject Expert)			
INTERNAL EVALUATION METHODOLOGY			
1. Continuous Assignments 2. Oral And Practical Presentations 3. Group/Individual Projects 4. Open Book Test 5. Group Interactions 6. Quiz			

REFERENCES <ol style="list-style-type: none"> 1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis 2. Coleman Benjamin: Conflict, Terrorism and Media in Asia 3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications 4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE. 5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers. 6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications. 7. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications 8. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19-45) 9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc. 10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: <u>Routledge</u>. 11. Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House. 12. Uma Kapila (ed) (2013) Indian Economy: performance and policies, 14th edition Academic Foundation. 13. V. K Puri and S.K Misra (ed) (2013) Indian Economy, 31st edition. Himalaya Pub House. 14. Asha Bajpai, (2011) Child Rights in India: Law, policy, and practice. 15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication. 16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company. 17. J. Shivanand, Human Rights: Concepts and Issues, 18. Ram Ahuja, (2012), Indian social Problems, Rawat Publications. 19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications. 20. A.R Desai, Rural Sociology. 	
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21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications. 22. Bill McKibben, The End of Nature. 23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action. 24. Jeffrey D.Sachs, The Age of Sustainable Development. <u>MAGAZINES AND JOURNALS</u> 1. Down to Earth: Science and Environment Fortnightly 2. Economic and Political Weekly 3. YoJana	
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ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	LIFESTYLE JOURNALISM
COURSE CODE	BAMMC EJJ 2B602
PAPER	DRG 2 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJLJ 2B602		LIFESTYLE JOURNALISM	
COURSE OUTCOME			
<div>1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.</div> <div>2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.</div> <div>3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.</div> <div>4. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests</div>			
MODULE	TOPIC	DETAILS	LECTURES
		LIFESTYLE JOURNALISM	
I	INTRODUCTION TO LIFESTYLE WRITING	<div><div>• Lifestyle writer has very niche audience. Who are we writing for?</div><div>• Lifestyle Journalist should know the publication house audience</div><div>• Lifestyle News, critique/review/ evaluate on stories from magazines</div><div>• Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers)</div><div>• Source of Lifestyle stories</div></div>	10
		WRITING STYLE	
II	WORDS, PICTURE, STORY AND EDITING	<div><div>• What is good Lifestyle writing?</div><div>• Use of Pictures and Graphics, finding and focusing your story</div><div>• Crafting and structure – the beginning, middle, and end</div><div>• Reporting and Interviewing. Feature leads, Lifestyle Columns</div><div>• Rewriting and self-editing</div></div>	10
		TYPES OF LIFESTYLE WRITING	
III	TYPES OF LIFESTYLE WRITING	<div><div>1. Review : Art show, Movie, Theatre Performance, Book</div><div>2. Travel : Various types of Travel writings</div><div>3. Food : Street, Restaurant food, Food festival, Restaurant review</div><div>4. Health and Fitness : Gym, Yoga, various new forms of workout</div><div>5. Other forms fashion, Garden, Home and General Tips and guidelines</div></div>	10
		FASHION INFLUENCERS	
IV	ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM	<div><div>1. Fashion, Gender and Social Identity</div><div>2. The impact of fashion bloggers and magazines on the society</div><div>3. E-fashion markets defining the trends amongst the youth</div><div>4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle</div><div>5. Role of Music's Fashion in the society</div></div>	08
		SOCIAL MEDIA	
V	LIFESTYLE AND ROLE OF SOCIAL MEDIA :	<div><div>• The power of marketing in the contemporary fashion world</div><div>• Labelling and branding: The power of representation</div><div>• Shakespearian theatre and the aesthetic image: how</div></div>	10

		Shakespearian productions reflect contemporary fashion trends <ul style="list-style-type: none"> • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags • Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns 	
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza (Convener) 2. Dr. Yatindra Ingle 3. Prof. Aparajita Deshpande (Industry Expert)			

REFERENCES

1. Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing
2. Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic
3. Lifestyle Journalism by Jean Ann Colbert In: Encyclopedia of Journalism
4. Feature Writing –Susan Pape and Sue Featherstone (A practical introduction)
5. <http://www.thelifestylejournalist.in/>
6. <https://www.reuters.com/news/lifestyle>.

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	PHOTO AND TRAVEL JOURNALISM
COURSE CODE	BAMMC EJPT 2B603
PAPER	DSE 3 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJPT 2B603		PHOTO AND TRAVEL JOURNALISM	
COURSE OUTCOME			
<div><div>1.</div><div>The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.</div></div> <div><div>2.</div><div>The learner will be able to spread knowledge about different destinations through writings</div></div> <div><div>3.</div><div>To understand the diverse audiences that are interested in travel and lifestyle-related content.</div></div> <div><div>4.</div><div>To understand the use of camera and images to drive interest in stories.</div></div>			
MODULE	TOPIC	DETAILS	LECTURES
		BEGINNING OF THE STORY	
I	INTRODUCTION TO TRAVEL WRITING	<div><div>•</div><div>Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience</div></div> <div><div>•</div><div>Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity</div></div> <div><div>•</div><div>Building a theme and narrative structure: What makes a travel narrative feel whole?</div></div> <div><div>•</div><div>Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories.</div></div> <div><div>•</div><div>Submitting writings for publications: How do we catch the interest of an editor?</div></div>	10
		CREATION OF THE STORY	
II	WORDS, PICTURES AND STORY TELLING	<div><div>•</div><div>What is good travel writing? Salient examples.</div></div> <div><div>•</div><div>Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.</div></div> <div><div>•</div><div>Bring your story to life – characters and descriptions</div></div> <div><div>•</div><div>Show don't tell – exercises in enlivening your writing</div></div> <div><div>•</div><div>Elements of style – use of first person, developing your voice, rewriting and self-editing</div></div> <div><div>•</div><div>The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.</div></div> <div><div>•</div><div>The dos and don'ts from professionals</div></div>	10
		WHERE TO WRITE THE STORY	
III	TYPES OF TRAVEL WRITING	<div><div>1.</div><div>Freelance Travel writing</div></div> <div><div>2.</div><div>Travel blogging</div></div> <div><div>3.</div><div>Books</div></div> <div><div>4.</div><div>General Tips and guidelines</div></div> <div><div>5.</div><div>Travel writing for guidebooks and apps</div></div>	08

CAMERA –EYEPiece OF A TRAVEL JOURNALIST			
IV	PHOTO JOURNALISM	<ul style="list-style-type: none"> • Introduction to Photo Journalism • Basic Concepts of photography and photo editing • Fields of Photojournalism • Digital Photography, Camera Topology and Operations • Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism 	12
NICHE MARKET, INTERNET AND PRINT			
V	MARKETING YOUR STORY	<ul style="list-style-type: none"> • Online Travel Journalism • networking, niche markets, travel trends, market research • communicating with editors of different media , preparing the manuscript for submission 	06
SYLLABUS DESIGNED BY			
1. PROF.RANI D'SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. DR.YATINDRA INGLE 4. PROF. APARAJITA DESHPANDE (INDUSTRY EXPERT)			
REFERENCES			
1. How To Be A Travel Writer (Lonely Planet) By Don George 2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor) 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel. 4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil			

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	MAGAZINE JOURNALISM
COURSE CODE	BAMMC EJMJ 2B604
PAPER	DSE (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
SEMESTER VI	

COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJM2B601		MAGAZINE JOURNALISM	
COURSE OUTCOME:			
This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.			
MODULE	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	<ul style="list-style-type: none">A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, <u>Survival of Magazines in digital era</u> – issues , challenges , prospects	10
Module II	Definition and Genres of Magazines	<ul style="list-style-type: none">Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , <u>Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel , environment , education , B2B magazines</u> magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines,webzines, web-edition magazines; a review of leading general interest magazines in English ,Hindi and Marathi. Magazine formats.	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	Cover Story	Cover and cover story – functions of the cover-cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , <u>interviews</u>	05
Module VI	Magazine Design	–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08
Suggested assignments Visit a publication house to understand the content designing and printing of a magazine Design a magazine using N design or coral draw Cover a story for the magazine Internship in a magazine publication			
REFERENCES			
<ul style="list-style-type: none">Tim Holmes and Liz Nice			

- Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
- Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
- Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
- Shantolyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
- Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, 2014
- SubhomoyBhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
- Mark Tatge, New York Times Reader: Business and the Economy. 2010

BOS SYLLABUS SUB-COMMITTEE

Dr. Navita Kulkarni –(Convener)

Dr. Mahesh Patil

Mr. Sachin Parab

05

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	SPORTS JOURNALISM
COURSE CODE	BAMMC EJSJ 2B 605
PAPER	5 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJSJ 2B 605		Sports Journalism	
COURSE OUTCOME:			
1. To provide learners with tools and techniques of sports writing and analysis.			
2. To acquaint learners with importance of different sports tournaments from commercial point of view.			
3. To educate learners about careers in sports journalism.			
Module		Details	Lectures
1	Unit I		10
	1.	Definition Of Sports News and Characteristics of Sports Journalist	
	2.	Sports Journalism: Trends and Theories.	
	3.	Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.	
	4.	Heading of Sports News: Theories and Importance, Various Types of Sports Headings.	

	5.	Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.	
2	Unit II		10
	1.	Affairs related to various sports and events. National and international games.	
	2.	Information related to various Authorities, academies and structure of various sports departments.	
	3.	Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.	
	4.	Law related to sports and important decisions, ruling and guidelines in sports.	
	5.	The writing of sports stories, in short form and long form The gathering of sports information, at games, practice, through social media, and interviews, attending matches on the ground	
3	Unit III		10
	1.	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	
	2.	Management of event, planning, organizing, conducting and documentation of events.	
	3.	Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports.	
	4.	Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.	
	5.	The role race, gender and culture play in sports coverage and in newsrooms The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media	
4	Report on National and International Sports News		10
	1.	How to use your research, refining it for use in the best medium suited for the particular story you are telling	
	2.	Regional sports- Kho-kho, Kabaddi, etc.	
	3.	National sports- National games, Tournaments, etc.	
	4.	International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.	
	5.	New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	
5	Career Outlook		08
	1.	Journalist Photographer/videographer/podcast/photography	
	2.	Writer in digital/print/TV/radio and social media	
	3.	Editor across multi-platforms Producer across multi-platforms	
	4.	Host Remote journalist Areas of Employment	
	5.	Magazines TV Radio Online Multi-platform outlets	
<p>Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues</p> <p>Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013</p> <p>The Sports Writing Hand Book: Thomas Fensch.</p>			

Media Sport: edited by Lawrence A. Wenner, London and New York
BOS SYLLABUS COMMITTEE MEMBERS Prof. Gajendra Deoda (Convener) Mr. Mahesh Patil (Subject Expert) Miss. Amruta Bane (Subject Expert)

06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE		COURSE NAME and DETAILED SYLLABUS
BAMMC EJCR 2B 606		CRIME REPORTING
Course objectives		
Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,		
UNIT	TOPIC	LECTURES
I	<p>➤ The ethics of crime and justice coverage:</p> <ul style="list-style-type: none">• Fairness and objectivity, sensationalism and integrity• conflicts of interest• Interesting versus important.• Balancing justice:• justice to victim and the accused• No assumption of guilt or innocence.	10
II	<p>➤ Law enforcement machinery:</p> <ul style="list-style-type: none">• Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. <p>➤ Understanding the Police system :</p> <ul style="list-style-type: none">• Introduction to IPC• Important sections of IPC. <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <p>➤ Sensitive law and order situation:</p>	10

	<ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	
III	<ul style="list-style-type: none"> ➤ Covering Crime: <ul style="list-style-type: none"> • Types and definitions. ➤ Police Investigation techniques: <ul style="list-style-type: none"> • From conventional to Modern techniques • Cognizable and non-cognizable offences. ➤ Basic principles of crime reporting: <ul style="list-style-type: none"> • News values: • New, unusual, interesting, significant and about people. ➤ Sources of Crime Reporting: <ul style="list-style-type: none"> • Collecting and cross checking information • Developing sources, verifying facts. Reporting agitations, riots. • Possible risks and precautions. 	10
IV	<ul style="list-style-type: none"> ➤ Covering Courts: <ul style="list-style-type: none"> • Structure of judicial system in India. • Hierarchy, functions and jurisdictions of each court. • Granting of bail to accused. • Types of cases heard in courts. • Tribunals, consumer and family courts. PILs, appeals etc. 	08
V	<ul style="list-style-type: none"> ➤ Contemporary crime journalism: <ul style="list-style-type: none"> • Crime shows on TV. • Emphasis on crime reporting in Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media. ➤ Case studies on Indian Crime Reporting <ul style="list-style-type: none"> • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 	10
BOS SYLLABUS COMMITTEE MEMBERS <ol style="list-style-type: none"> 1. Prof. Gajendra Deoda 2. Prof. Rashmi Gehlot 3. Dr. Yatindra Ingle 		

References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

07

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	FAKE NEWS and FACT CHECKING
COURSE CODE	BAMMC EJFNF 2B 607
PAPER	7 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJFNF 2B 607		FAKE NEWS and FACT CHECKING	
COURSE OUTCOME			
<div>1. To give media students the understanding of the differentiation between real news and fake news.</div> <div>2. To make media students aware of information disorder.</div> <div>3. To give students a thorough knowledge of information literacy and media.</div> <div>4. To give students a hand on knowledge on fact checking.</div> <div>5. To give students a practical overview of social media verification.</div> <div>Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers</div>			
Sr. No.		Modules	Lecture
1.	Introduction		6
	1.Concepts	Definition: News and Fake News,	
	2.News Integrity	Journalistic Integrity and News Production.	
	3.Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
2	Information Disorder:	News Industry’s Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	6
	1.Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution	
	2.Social Media Platforms	Different Social Media Platforms	
	3.Role of News Organization	Covering ‘fake news’ and countering ‘information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	
3	Media and Information Literacy (MIL)		10
1	1.Requisite Literacy	Importance of acquiring the requisite literacy	
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media	

	3.Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	Fact Checking		14
	1.Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2.Basic image verification	Common types of false imagery and basic verification steps	
	3.Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	Social Media Verification		12
	1.Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty’s YouTube Data Viewer, InVID, News Check	
	2.Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3.EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	
BOS SYLLABUS COMMITTEE MEMBERS 1. Dr. Priyadarsini Poddar (Convener) 2. Mr. Sagar Bhalerao (Subject Expert) 3. Dr. Neil Joshi (Industry Expert)			
Reading and References: <ul style="list-style-type: none">Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information InequalityPeter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"Edward Lucas and Peter Pomerantsev: “Winning the Information War”Hannah Arendt: “Totalitarian Propaganda” Hannah Arendt: “Totalitarian Propaganda”			

08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	TELEVISION JOURNALISM
COURSE CODE	BAMMC EJTJ 2B 608
PAPER	8 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE		COURSE NAME and DETAIL SYLLABUS
BAMMC EJTJ 2B 608		TELEVISION JOURNALISM
COURSE OUTCOME:		
4. To provide students with technique of narration and story telling		
5. To share the art of developing a story idea		
6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice		
MODULE	DETAILS	LECTURES
1	History and Development	10
	11. Brief History of the development of TV journalism- Globally and in India.	
	12. Emerging Trends in journalism	
	13. The International Scenario- John Baird (Inventor of TV) till date-Timeline.	
2	Indian scenario - Doordarshan -	
	16. News; Entertainment, Culture, Sports and Films.	
3	Private and Satellite channels	
	16. Growth of Private International, National and Regional TV Networks	
4	Regional channels- Impact and critical study of	
	19. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
	Module II	10
	Television formats : Content and presentation	
	30. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31. Features on TV : Talk Shows <ul style="list-style-type: none">• Reviews• Interviews• Discussions.• Documentaries.• Docudramas.• Commentaries.	
	32. Other Programs <ul style="list-style-type: none">• Music• Sports	
	Module III	
1	Developing skills	10
	1. Anchoring <ul style="list-style-type: none">Reporting or shooting anchor links in public. How and what to give in PTC or piece to camera. How to approach people for sensitive stories.	
	2. Beat reporting	Educational, Crime, Science, Court, Environmental, Political
	3.Reporting	Reporting national and International events
	4. Scripting and presentation	Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.

		Story idea, development and Presentation- Web series	
	5. Editing	Skills of editing, online and offline	
	Module – IV :		08
	Current and Emerging Trends in Television Journalism :		
	1. 24/7 news broadcast	<ul style="list-style-type: none"> • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast 	
	2. Ethics	(Including Censorship) in presentation of News.	
	Module – V :		10
	1.	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Prof. Aparajeeta Deshpande (Subject expert) 3. Prof. Gajendra Deoda (Subject expert) 			
Reference Books			
<ol style="list-style-type: none"> 1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age. 2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling. 3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press. 4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth. 5. Television Production by Phillip Harris. 6. Broadcast Journalism by David Keith Cohler (Prentice Hall). 7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 8. Awasthi, G. C. Broadcasting in India. Allied Publi 			