



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Syllabi for Semester I

Program: B. M. M.

Program Code:

SYLLABUS FOR THE YEAR 2018 – 19

(Choice Based Credit System with effect from the year 2018-19)

Programme Outline : TYBMM JOURNALISM (SEMESTER V)

Course Code	Unit No	Name of the Unit	Credits
SBMMEDJ501		Reporting	4
SBMMEDJ501	1	What is News?	
	2	Basic Principles of Reporting	
	3	News Gathering	
	4	News-writing	
	5	Follow-up Story	
	6	Beat System in Reporting	
	7	Citizen Journalism	
	8	Importance of new tools in the hands of reporters	
	9	Coverage of disasters do's and don'ts	
	10	Investigative journalism history of investigative journalism in the world and India	
	11	Ethical Issues in reporting/ Credibility of Reporters	

SBMMEDJ502 SBMMEDJ502	12	Case Studies	4
	13	Reporting in the Age of Social Media	
	EDITING		
SBMMEDJ503 SBMMEDJ503	FEATURE AND OPINION		4
	1	The difference between ‘hard’ news, feature stories and how the demarcation is blurring	
	2	What is a feature?	
	3	Writing a feature	
	4	Other aspects of feature writing	
	5	Outline of	
	6	The art of the interview	
	7	Outline and special techniques needed for the following interviews	
	8	Writing reviews: Format, ethics involved and qualities/ skilled required	
	9	Obituary	
	10	Columns	

	11	Editorial page	
	12	Profile	
	13	Snippets	
SBMMEDJ504 SBMMEDJ504		JOURNALISM & PUBLIC OPINION	4
SBMMEDJ505 SBMMEDJ505		INDIAN REGIONAL JOURNALISM	4
	1	Regional press during the British Raj	
	2	Hindi Press	
	3	Marathi Press	
	4	Bengali Press	
	5	Urdu Press	
	6	Malayalam Press	
	7	Telugu Press	
	8	Tamil	
	9	Regional television channels	

	10	Increasing ownership and dominance of families with political connections over regional newspapers	
	11	The business of regional media & its growth prospects across print and TV	
	12	Impact of the digital revolution on regional media	
SBMMEDJ506 SBMMEDJ506		NEWS DESIGN	4

Programme Outline : TYBMM JOURNALISM (SEMESTER VI)

Course Code	Unit No	Name of the Unit	Credits
SBMMEDJ601 SBMMEDJ601		PRESS LAWS AND ETHICS	4
	1	Introduction to Law	
	2	Press Council of India	
	3	Laws Regulating the Media	
	4	Introduction to Laws Connected with the Internet	

	5	Introduction to Ethics	
SBMMEDJ602 SBMMEDJ602		BROADCAST JOURNALISM	4
	1	Introduction to Broadcasting	
	2	Writing for the ear	
	3	Introduction to Audio Recording & Editing	
	4	Writing to pictures and shooting	
	5	Introduction to Video Recording & Editing	
SBMMEDJ603 SBMMEDJ603		BUSINESS AND MAGAZINE JOURNALISM	4
	1	SECTION I BUSINESS JOURNALISM	
	2	SECTION II MAGAZINE JOURNALISM (NICHE JOURNALISM)	
SBMMEDJ604 SBMMEDJ604		ISSUES IN THE GLOBAL MEDIA	4
	1	Introduction to Globalisation and the problems of construing a ‘global’ media	
	2	Historical challenges of a truly ‘global’ media	
	3	The promise of the internet and reality today	

	4	Global Media Conglomerates	
	5	Key Issues in 'Global' Media and their coverage	
SBMMEDJ605 SBMMEDJ605		NEWS MEDIA MANAGEMENT	4
	1	Making News: An Overview	
	2	Introduction to the Print Newsroom	
	3	Beat Reporting	
	4	Digital Media & Content Generation	
	5	HOW TO BUILD, POPULATE & RUN A WEBSITE	
	6	DIFFERENCE IN CONTENT CREATION FOR WEB VERSUS PRINT	
	7	DIGITAL MEDIA CASE STUDIES	
	8	BRANDED CONTENT & CONTENT GENERATION FOR OTT PLATFORMS	
SBMMEDAJ606 SBMMEDAJ606		CONTEMPORARY ISSUES	4
	1	Ecology and Its Related Concerns	
	2	A. Human Rights B. Legislative Measures with Reference to India	

	3	Political Concerns and Challenges	
	4	Social and Development Issues and Challenges	
	5	Global Issues: Immigration	
SBMMEDAJ607 SBMMEDAJ607		Digital Media	4
	1	Introduction to Digital Media	
	2	Website Communication	
	3	Search Engine Optimisation	
	4	Social Media Communication and Marketing	
	5	Content Marketing	
	6	Mobile Marketing	
	7	Video Marketing	
	8	Digital Analytics	
	9	User Experience (UX)	

Programme Preamble

The Bachelor of Arts in Strategic Communication and Journalism programme blends theory with practice to prepare an individual for a dynamic career in the ever-evolving media landscape. Over three years, our curriculum emphasizes hands-on learning, interactive courses, and real-world experiences to hone your skills as a strategic communicator and/or a journalist. From multimedia storytelling to public relations strategies, you'll engage in immersive learning experiences that bridge theory and application. Our faculty, composed of industry experts and experienced academics, will guide you through a journey of exploration and discovery, fostering creativity and critical thinking along the way. We welcome students to embark on this exciting journey together, shaping the future of communication and journalism through collaboration, innovation, and hands-on learning.

PROGRAMME OBJECTIVES

PO1	To give learners in the programme a clear introduction to mass media as an all-encompassing ideological and communication experience globally
PO2	To enable learners in the programme to understand the political, economic, social, cultural and environmental implications of consuming media messages
PO3	To provide learners of the programme the opportunities to acquire the necessary skills to produce forms of media messages and content from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PO4	To train learners in the programme through contemporary theory and practical application, in their role as future creators of media messages in a constantly evolving and demanding industry
PO5	To teach learners in the programme the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content

PROGRAMME SPECIFIC OUTCOMES

At the end of the programme, the learner will

PSO1	Examine mass media as an all-encompassing ideological and communication experience globally
PSO2	Discuss and investigate the political, economic, social, cultural and environmental implications of consuming media messages
PSO3	Design and create media messages and content, from strategic communication (including advertising, branding, public relations, media planning, and digital marketing) to journalism across different platforms
PSO4	Evaluate, through contemporary theory and practical application, their role as future creators of media messages in a constantly evolving and demanding industry

Prioritize the need for the ethical application of the ideas taught in the programme to become responsible consumers and producers of media content.

SEMESTER V

NAME OF THE COURSE	REPORTING	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ501	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To enable students to become reporters, which is supposed to be a prerequisite to enter the field of journalism
CO 2.	To give them a basic understanding of the ethos of news and news-gathering
CO 3.	To prepare them to write or present copy in the format of news
CO 4.	To train them in the skills of news-gathering with traditional and modern tools
CO 5.	To inculcate the skills for investigative journalism
CO 6.	To give them knowledge about the various reporting beats

COURSE LEARNING OUTCOMES:

CLO 1.	Define key concepts to do with news and news values
CLO 2.	Examine the basic principles of reporting

CLO 3.	Identify techniques of news gathering and news writing
CLO 4.	Compare and contrast the different reporting beats
CLO 5.	Assess the impact of technology on reporting practices
CLO 6.	Examine the ethics of news reporting and citizen journalism
CLO 7.	Report the news

UNIT 1	What is News?
1.1	Definition of News
1.2	News values
1.3	Elements of news/ news sense
UNIT 2	Basic Principles of Reporting
2.1	The ABC of Reporting: Accuracy, Balance/Brevity and Clarity
2.2	Objectivity as the basic principle: is it possible to adhere to the principle?
2.3	Other basic principles such verification, attribution of sources, speed; do these principles clash with each other?
UNIT 3	News Gathering
3.1	How do reporters gather news? Press conference, public meetings, press releases, interviews, rallies, official programmes, incident/ on-the-spot coverage
3.2	Sources: <ul style="list-style-type: none"> a. Primary & secondary, official & unofficial or Hidden or Confidential; off- the-record sources/ self-developed sources b. The role of anonymous sources c. New-age technological sources d. How to develop sources e. Reliability and confidentiality of sources
UNIT 4	News-writing
4.1	How to write a news story
4.2	Constructing the news: intro, dateline, credit-line, body text.
4.3	The inverted pyramid style
4.4	Use of news parlance: verbs, adjectives, comments

UNIT 5	Follow-up Story
UNIT 6	Beat System in Reporting
6.1	What is the beat system? Why is it necessary? How does it help?
6.2	What are the requirements of various beats?
6.3	The basic beats: crime, civic affairs/local administration, law & courts, politics, state administration, transport (road, rail, waterways and aviation), infrastructure, education, health, entertainment, defence
6.4	New upcoming beats: community, women & child welfare, technology, science & environment, youth & career, consumer
UNIT 7	Citizen Journalism
7.1	participation of citizens in breaking news-stories
UNIT 8	Importance of new tools in the hands of reporters
8.1	RTI, recorders, camera, spy camera and spy tools, being undercover
8.2	The use/misuse of these tools; the authenticity and credibility of these tools
8.3	The significance of pictorial/graphic element and support to a news story or any such extra audiovisual material supporting that story
UNIT 9	Coverage of disasters do's and don'ts
9.1	Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any
9.2	Precautions and responsibilities
9.3	Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.
UNIT 10	Investigative journalism history of investigative journalism in the world and India
10.1	How to cover an investigative story
10.2	The role of investigative reporters in bringing about change in the respective establishments/society or the system
10.3	Limitations/ obstacles in covering an investigative story
10.4	Role of whistle blowers and also news tools
10.5	Sting operations

UNIT 11	Ethical Issues in reporting/ Credibility of Reporters
11.1	Watergate Scandal
11.2	Tehelka - West End Deal Sting
11.3	Bofors Gun scandal
11.4	Nira Radia Case
11.5	2 G Scam
UNIT 12	Reporting in the Age of Social Media

Reference Readings:

Remnick, David. *Reporting: Writings from the New Yorker*. Picador, 2008.

Youngblood, Steven. *Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions*. Routledge.

Pilger, John. Editor. *Tell Me No Lies: Investigative Journalism and Its Triumphs*. RHUK; UK ed. Edition, 2005.

Mair, John, and Richard Lance Keeble. *Investigative Journalism; Dead or Alive?*. Arima Publishing, 2011.

Spark, David. *Investigative Reporting: A Study in Technique*. Focal Press, 1999.

SEMESTER V

NAME OF THE COURSE	EDITING	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ502	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75

PASSING MARKS	10	30
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COURSE OBJECTIVES

CO 1.	As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.
CO 2.	It aims at orienting students to gain more practical knowledge in the print media scenario.
CO 3.	The syllabus encompasses the current trends of digital media as well as writing for e-editions of papers.
CO 4.	The syllabus tackles editing from various beats points of view.
CO 5.	Editing of editorials, columns, etc. is included to acquaint the students about responsible journalism. With global media and changing advertising concepts lay-outs in modern times can be imparted.

COURSE LEARNING OUTCOMES:

CLO 1.	Define and outline different writing styles
CLO 2.	Describe the various aspects of writing and rewriting news copy
CLO 3.	Compare and contrast types of headlines, sub-headlines and slugs
CLO 4.	Compare and contrast the process and style of writing for broadsheets and tabloids
CLO 5.	Examine the process of copy editing for digital news platforms
CLO 6.	Examine the use of numerical data in news writing
CLO 7.	Write and edit news copy

UNIT 1	Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills; commonly made mistakes
UNIT 2	Rewriting news; holistic composition with general rules regarding editing; familiarising national, international abbreviations, local usages, etc.
UNIT 3	Justification of news placements; beat speciality in writing news
UNIT 4	Art of writing headlines; types of headlines, strap lines, sub-headlines and slugs; the difference between headline writing for broadsheets and tabloids
UNIT 5	Layout- and design; different types of layouts

UNIT 6	Requirements of copy (sub) editor; using search engines and maintaining data and other duties of the sub editor; additional responsibilities due to changes in printing technology etc.
UNIT 7	Copy editing techniques for digital media and e editions; multi-editional papers
UNIT 8	Judging newsworthiness and knowing wire services
UNIT 9	Organisation and hierarchy chart for editorial department and functions at each level
UNIT 10	Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks
UNIT 11	Writing with numbers: interpreting big data
UNIT 12	Photo and visual selection, writing captions, ethics for visuals
UNIT 13	Case Studies: <ul style="list-style-type: none"> • Tabloid- <i>Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter</i> • Broadsheet- <i>The Times of India, Asian Age</i> • Broadsheet: Regional <i>Lokmat</i> • International tabloid- <i>The Sun</i> • International Broadsheet: <i>The Washington Post</i>

Reference Reading:

Gilmore, Gene. *Modern Newspaper Editing*. Iowa: Iowa State Press, 1990.

Ludwig, Mark, and Gene Gilmore. *Modern News Editing*. 5th Edition. Wiley-Blackwell, 2010.

Grosvenor Bleyer, Willard. *Newspaper Writing and Editing*. Forgotten Books, 2017.

Milnor Hyde, Grant. *Newspaper Editing: A Manual for Editors, Copyreaders, Readers, and Students of Newspaper Desk Work*. Forgotten Books, 2018.

Truss, Lynne. *Eats, Shoots and Leaves*. Fourth Estate, 2010.

Sanyal, Jyoti. *Indlish: The Book for Every English Speaking Indian*. Viva Books, 2006.

SEMESTER V

NAME OF THE COURSE	FEATURE AND OPINION
CLASS	TYBASCJ

COURSE CODE	SBMMEDJ503	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	Understanding the differences between reporting and feature writing
CO 2.	Understanding the other types of soft stories
CO 3.	Learning the skills for writing features/ opinion/soft stories and of interviewing

COURSE LEARNING OUTCOMES:

CLO 1.	Define and outline the differences between hard news and soft news
CLO 2.	Describe the different feature writing styles
CLO 3.	Formulate a story idea and write a feature pitch
CLO 4.	Outline the characteristics of seasonal, nostalgic, human interest and trend stories
CLO 5.	Investigate the various aspects of conducting and writing interviews

UNIT 1	The difference between ‘hard’ news, feature stories and how the demarcation is blurring
UNIT 2	What is a feature?
2.1	difference between news reports and features
2.2	difference between features for newspapers and magazines

UNIT 3	Writing a feature
3.1	formulating a story idea and writing a pitch
UNIT 4	Other aspects of feature writing
4.1	Collecting facts and opinions/anecdotes/quotes
4.2	Types of leads
4.3	Adding colour and imagery
UNIT 5	Outline of
5.1	Seasonal stories
5.2	Nostalgic stories
5.3	Human interest stories
5.4	Trend stories
UNIT 6	The art of the interview
6.1	Preparing for face-to-face interview
6.2	Structuring the questions
6.3	Attitude during interview
6.4	Transcribing: notes or recording
6.5	Writing the interview: question-answer format and descriptive format
UNIT 7	Outline and special techniques needed for the following interviews
7.1	Phone
7.2	Email
7.3	Television
UNIT 8	Writing reviews: Format, ethics involved and qualities/ skilled required
8.1	Books

8.2	Films
8.3	Eateries
UNIT 9	Obituary
9.1	What is an obituary?
9.2	How to write an obituary?
9.3	Can obituaries be critical?
UNIT 10	Columns
10.1	What is a column
10.2	Types: analytical, advisory, interactive and agony aunt columns
10.3	Ethics involved
UNIT 11	Editorial page
11.1	What is an editorial?
11.2	Importance of editorial page
11.3	Layout of editorial page
11.4	Transformation of the page: fading of op-ed, middle,
11.5	Erosion of editorial independence with growing commercialisation
UNIT 12	Profile
12.1	What is a profile?
12.2	How to write a profile
12.3	Profile of: Kumar Ketkar, Vinod Mehta, P Sainath
UNIT 13	Snippets
13.1	What are snippets
13.2	Writing snippets with catchy headlines

Reference Readings:

Sumner, David E., and Holly G. Miller. *Feature and Magazine Writing: Action, Angle and Anecdotes*. Wiley-Blackwell, 2009.

Friedlander, Edward Jay., and John Lee. *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*. Pearson, 1999.

Perlich, Martin. *The Art of the Interview: A Guide to Insightful Interviewing*. USA: Silman- James Press, 2008.

Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. Harper Perennial, 2016.

Wells, Ken, and Michael Lewis. *Floating Off the Page: The Best Stories from The Wall Street Journal's Middle Column*. Simon & Schuster, 2003.

Lamott, Anne. *Bird by Bird: Some Instructions on Writing and Life*. Anchor Books, 1995. Brande, Dorothea. *Becoming a Writer*. TarcherPerigee, 1981.

Orlean, Susan. *The Bullfighter Checks Her Makeup: My Encounters with Extraordinary People*. Random House, 2002.

Kramer, Mark, and Wendy Call. *Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University*. USA: Penguin, 2007.

Blundell, William E. *The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide*. USA: Penguin, 1988.

Remnick, David. Editor. *Life Stories: Profiles from The New Yorker*. RHUS, 2001.

Boynton, Robert. *The New New Journalism: Conversations with America's Best Nonfiction Writers on Their Craft*. Vintage, 2005.

SEMESTER V

NAME OF THE COURSE	JOURNALISM & PUBLIC OPINION	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ504	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75

PASSING MARKS	10	30
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COURSE OBJECTIVES

CO 1.	To examine the concept of public opinion and its relation to journalism (where journalism will not merely imply news and opinion, but also the marketing and advertising industry that sustains news media as we know it)
CO 2.	To study the historical sweep of the concept of public opinion, the various theoretical approaches to the understanding of public opinion before moving to specific paradigms that explain public opinion vis-à-vis media
CO 3.	To look at both the news media and the advertising and public relations industry – journalism and strategic communication – that symbiotically feed off each other and understand how public opinion is sought to be influenced in matters of public policy, law-making, consumer choices and elections
CO 4.	To determine whether public opinion can be measured or known, how it is projected back to the public and the relation between public opinion and democracy

COURSE LEARNING OUTCOMES:

CLO 1.	Define and outline the concept of public opinion
CLO 2.	Describe the history and evolution of public opinion
CLO 3.	Examine the psychological and the sociological approach to public opinion
CLO 4.	Examine the contradictions between public opinion and reality
CLO 5.	Analyse the impact of public opinion on news gathering and news writing
CLO 6.	Assess the importance public opinion in any democracy

Students should note that while the readings for the course are drawn from scholarship in the field conducted in the United States and Europe, the examples and class discussions, including the final project and potentially some of the questions in the exams, will focus on India. Hence, it is imperative that the students should familiarise themselves by reading newspapers, magazines and websites. It is to that end that this class has a required pre-class reading.

Required Pre-Class Reading: Guha, Ramchandra. *India after Gandhi*. New Delhi: Harper Collins, 2007.

UNIT 1	Introduction to the Concept of Public Opinion
UNIT 2	History of Public Opinion
UNIT 3	Why does Public Opinion Matter?
UNIT 4	Psychological Approach to Understanding Public Opinion
UNIT 5	Sociological Approach to Understanding Public Opinion
UNIT 6	Opinions, Perceptions and Social Reality
UNIT 7	Agenda Setting & Framing
UNIT 8	Measuring Public Opinion
UNIT 9	Revisiting an Old Debate: Lippmann v. Dewey
UNIT 10	Press, Public Opinion & Democracy
UNIT 11	The Public Opinion Industry

Reference Reading:

Weeks I & II:

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y Shapiro. “The History of Public Opinion” – Ch 2. In C.J. Glynn et al, editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 31- 64).

Beaud Paul. “Common Knowledge on Historical Vicissitudes of the Notion of Public Opinion”. In *Réseaux*, 1993, volume 1 n°1. (pp.119-137).

Peters, J. D. “Historical Tensions in the Concept of Public Opinion”. In T. L. Glasser and C.T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Week III:

Burstein, P. “The Impact of Public Opinion on Public Policy: A Review and an Agenda.” In *Political Research Quarterly*, 2003. 56 (1) (pp. 29–40).

Monroe, A. D. “Public opinion and Public Policy, 1980-1993”, in *Public Opinion Quarterly*, 1998, 62 (pp. 6-28).
Page, Benjamin I., and Robert Y. Shapiro. "Effects of Public Opinion on Policy" in *American Political Science Review*, 1983, 77:1 (pp.75-90).

Week IV:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Psychological Perspectives" - Ch 4. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press 1999 (pp. 119-166).

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Psychological Perspectives" - Ch 6. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999

Week V:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Stereotyping, Social Norms, and Public Opinion" - Ch 5. In C.J. Glynn et al., editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 167-211).

Price, V & Oshagan, H. "Social-Psychological Perspectives on Public Opinion". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press, 1995 (pp. 177-216).

Krippendorff, K. "The Social Construction of Public Opinion". Pp. 129-149 in E. Wienand; J. Westerbarkey; & A. Scholl. editors, *Kommunikation über Kommunikation. Theorie, Methoden und Praxis*. Festschrift für Klaus Merten. Wiesbaden: VS-Verlag, 2005

Week VI:

Glynn, C. J., Ostman, R. E. & McDonald, D. G. "Opinions, Perception and Social Reality". In Glasser, T.L., & Salmon, C.T. editors, *Public Opinion and the Communication of Consent*. New York: Guilford Press. 1995 (pp. 177-216).

Eveland, W. P. "The Impact of News and Entertainment Media on Perceptions of Social Reality". In Dillard, J. P. and Pfau, M. editors, *The Persuasion Handbook*. Thousand Oaks, CA: Sage, 2002. (pp. 691-727).

Davison, W. P. *The Third-Person Effect in Communication*

Perloff, R. M. "The Third Person Effect". In Bryant, J. & Zillmann, D. editors, *Media Effects: Advances in Theory and Research*. Mahwah, NJ: Erlbaum, 2002. (489-506)

WEEK VII:

McCombs, M. "A Look at Agenda-Setting: Past, Present and Future". *Journalism Studies*, 2002, 6(4), 543-557.

Chong, D., & J. N. Druckman, "A Theory of Framing and Opinion Formation in Competitive Elite Environments". *Journal of Communication*, 2007, 57(1), 99-118.

Entman on Framing

WEEK VIII:

Glynn, C.J., S. Herbst, G. J. O'Keefe, and R. Y. Shapiro. "Methods for Studying Public

Opinion” – Ch 3. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 65-100).

Babbie, E. “Survey Research”. Ch. 9 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Thomson Wadsworth, 2007.

Babbie, E. “Content Analysis”. Ch. 11 in E. Babbie, *The Practice of Social Research*. 11th edition. Belmont, CA: Wadsworth. Babbie, 2001.

WEEK IX:

Blumler, Herbert. “Public Opinion and Public Opinion Polling” in *American Sociological Review*, Vol. 13, No. 5 (Oct., 1948), pp. 542-549.

Herbst, S. *On the Disappearance of Groups: 19th- and Early 20th-Century Conceptions of Public Opinion*.

Salmon, C.T., and T. L. Glasser. “The Politics of Polling and the Limits of Consent”. In Glasser, T.L., and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Bourdieu, P. “Public Opinion Does Not Exist”. In *Sociology in Question*. London: Sage, 1993. (149-157).

Jaffrelot, C. *The Caste Based Mosaic of Indian Politics*. Seminar, University of Toronto Press, 2012, pp.49-53.

WEEK X:

Lippmann, Walter. *Public Opinion*. Martino Fine Books, 2012.

Dewey, John. *The Public and Its Problems: An Essay in Political Inquiry*. Swallow Press, 2016.

WEEK XI:

Schoenbach, K., and L. B. Becker. “Origins and Consequences of Mediated Public Opinion”. In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro. “Public Opinion and Democratic Competence”. In C.J. Glynn et al., editors. *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 283-354).

WEEK XII:

Olien, C.N., G. A. Donohue and P. J. Tichenor. “Conflict, Consensus, and Public Opinion”. In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 323-347).

Glynn, C.J., S. Herbst, G. J. O’Keefe, and R. Y. Shapiro (1999). “Communicating,

Campaigning, and the Public”. In C.J. Glynn et al. editors, *Public Opinion*. Boulder, CO: Westview Press, 1999 (pp. 405-476).

WEEK XIII:

Carey, J. W. “The Press, Public Opinion, and Public Discourse”. In T. L. Glasser and C. T. Salmon, C.T. (Eds.) *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 373-402).

Boyte, H. “Public Opinion as Public Judgement”. In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 417-436).

WEEK XIV:

Christians, C. G. “Propaganda and the Technological System”. In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

L’Etang, J. (2004) “Propaganda, Information, and Intelligence: 1914–1945”. In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum. (pp. 15-33.)

Herman, E. & Chomsky, N. “A Propaganda Model”. In *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon, 1988. (1-35).

WEEK XV:

Miller, P. V. “The Industry of Public Opinion”. In T. L. Glasser and C. T. Salmon, editors. *Public Opinion and the Communication of Consent*. New York: Guilford Press (pp. 177-216).

Cutlip, S. M. “The Unseen Power: A Brief History of Public Relations”. In Caywood, C., editor. *The Handbook of Strategic Public Relations and Integrated Communications*, New York: McGraw-Hill, 1997.

L’Etang, J. “Establishing the Profession: 1945–1960”. In *Public Relations in Britain: A History of Professional Practice in the 20th Century*. London: Lawrence Erlbaum, 2004. (pp. 15-33.)

Bardhan, N. and K. Sriramesh. “Public Relations in India: A Profession in Transition”. In K. Sriramesh. *Public Relations in Asia: An Anthology*, Singapore: Thompson Publishing, 2004.

SEMESTER V

NAME OF THE COURSE	INDIAN REGIONAL JOURNALISM	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ505	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To study the history and role of Indian press other than in English
CO 2.	To understand the contribution and role of certain publications and stalwarts
CO 3.	To study the present day regional press and television

COURSE LEARNING OUTCOMES:

CLO 1.	Describe the evolution of Journalism in India during the British Raj
CLO 2.	Examine the role of the Hindi and Marathi press in the Indian freedom movement
CLO 3.	Examine the role of the Bengali and Urdu press in the Indian freedom movement
CLO 4.	Examine the role of the Malayalam, Tamil and Telugu press in the Indian freedom movement
CLO 5.	Investigate the functioning of regional broadcast media in India
CLO 6.	Assess the impact of digital technology on Indian regional journalism

UNIT 1	Regional press during the British Raj: an overview
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UNIT 2	Hindi Press
2.1	Birth and earliest publications
2.2	Role during the freedom movement
2.3	Role in social reforms
2.4	Evolution post-1947
2.5	Hindi media today (overview)
UNIT 3	Marathi Press
3.1	Role during the freedom movement
3.2	Role in social reforms and shaping cultural identity
3.3	Contribution of <i>Kesari</i>
3.4	Evolution post 1947
3.5	Role in the Samyukta Maharashtra Movement
3.6	Marathi media today (overview)
3.7	<i>Sakaal. Saamna and Lokmat</i>
UNIT 4	Bengali Press
4.1	Earliest publications
4.2	Role in social reforms and renaissance
4.3	Role during the freedom movement
4.4	<i>Amrit Bazar Patrika, Anand Bazar Patrika</i>
4.5	Bengali Media today (overview)
UNIT 5	Urdu Press
5.1	Birth and growth pre-1947
5.2	Contribution of <i>Al Hilal</i>

5.3	Role in freedom movement
5.4	Press role in social reforms and establishing cultural identity
5.5	Urdu press today
UNIT 6	Malayalam Press
6.1	Birth and earliest publications
6.2	Role during freedom struggle and social awakening
6.3	<i>Malayalam Manorama</i> and <i>Mathrubhumi</i>
6.4	Malayam media today (overview)
UNIT 7	Telugu Press
7.1	Evolution & Development
7.2	<i>Eenadu</i>
UNIT 8	Tamil
8.1	Evolution & Development
8.2	Tamil media today (overview)
UNIT 9	Regional television channels
9.1	Growth
9.2	Content
9.3	Ownership
9.4	Political patronage
UNIT 10	Increasing ownership and dominance of families with political connections over regional newspapers
UNIT 11	The business of regional media & its growth prospects across print and TV
UNIT 12	Impact of the digital revolution on regional media
12.1	Role of regional e-papers and web portals in the national political conversation

12.2	Localised digital content in languages beyond Hindi and English
12.3	Importance of making news content youth friendly
12.4	Regional infotainment: a growing business in the digital world

Reference Books:

Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Delhi: Oxford University Press, 2009.

Parthasarathy, R. *Journalism in India*. Sterling Publishers, 2009.

Ravindranath, P. K. *Indian Regional Journalism*. Authors Press, 2012

Ninan, Sevanti. *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. New Delhi: Sage India, 2017

Kohli-Khandekar, Vanita. *The Indian Media Business*. 4th Ed. India: Sage Publications, 2017

Sen Narayan, Sunetra, and Shalini Narayan. *India Connected: Mapping the Impact of New Media*. India: Sage Publications, 2016

Athique, Adrian, et al. Ed. *The Indian Media Economy*. (2 Volumes). India: Oxford University Press, 2017

SEMESTER V

NAME OF THE COURSE	NEWS DESIGN
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CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ506	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce students to the principles of graphic design as it pertains to the presentation of news – in print (newspapers, magazines, journals, newsletters), in television and on the Internet (websites and apps).
CO 2.	To introduce students to principles of design and then look at the specific demands of the form in which news is presented to the reader and viewer.

Readings are limited to introducing principles and the rest of the class will be devoted to understanding these principles from observation. Students are expected to sketch or doodle their ideas and then to convert them using software. Students are expected to know Adobe Photoshop, Adobe InDesign and Adobe Dreamweaver.

The readings in the class are expected to introduce students to the key concepts that will determine and guide the design process.

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project elements conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

COURSE LEARNING OUTCOMES:

CLO 1.	Demonstrate understanding of basic principles of design
CLO 2.	Design a newspaper
CLO 3.	Design a news magazine
CLO 4.	Design a news website

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UNIT 1	Introduction to News Design
UNIT 2	What is Graphic Design?
UNIT 3	Point, Line, Plane; Rhythm and Balance; Scale
UNIT 4	Introduction to Type
UNIT 5	Introduction to Colour
UNIT 6	Elements of a Grid System
UNIT 7	Structure in Design
UNIT 8	Design Hierarchy
UNIT 9	Illustration & Photography, Infographics
UNIT 10	Cover Design
UNIT 11	Elements of Web Design

Internal Assessment:

This part of the paper will be assessed by the faculty that teaches the paper based on the design work done in class.

External Assessment:

Each student will have to submit the following project pieces as part of their final external assessment:

- a. A newspaper (broadsheet)
- b. A magazine (32 pages)
- c. A news website

Reference Readings:

WEEKS I & II:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 41-57; 187-211.

Week III:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 13-51.

Week IV:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 87-114.

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 89-109

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, 151-190.

Week V:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 71-83.

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 115-136.

Week VI:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 12-25.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 174-183.

Week VII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 26-53.

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 158-173.

Week VIII:

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*-Rockport Publishers, 2012, pp. 54-77; 92-156.

WEEK IX:

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008, pp. 114-126.

Graver, Amy and Ben Jura. *Best Practices for Graphic Designers, Grids and Page Layouts: An Essential Guide for Understanding and Applying Page Design Principles*. Rockport Publishers, 2012, pp. 68-90.

WEEK X:

Arntson, Amy E. *Graphic Design Basics*. Cengage Learning, 2011, 151-171

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 138-180.

WEEK XI:

Heller, Steven. *Design Literacy. Understanding Graphic Design*. Skyhorse Publishing, 2014, pp. 53-54, 58-65, 75-147, 370-372.

Week XII:

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition. New Riders Press, 2005, pp. 11-19, 21-29, 51-93.

Week XIII:

Golombisky, K & R. Hagen. *White Space is not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design*. A K Peters CRC Press, 2017, 198-244.

NEWSPAPER AND MAGAZINE MAKING

ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: Viva Voce Examination of 60 marks

INTERNAL ASSESSMENT:

- **Class Assignments** – 35 marks
- **Class Participation and Attendance** – 5 marks

This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

SEMESTER VI

NAME OF THE COURSE	PRESS LAWS AND ETHICS	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ601	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To study laws pertaining to the media in India
CO 2.	To understand the role that the media plays in upholding the laws of a land

COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts in the legal system in India
CLO 2.	explain the workings of the Press Council of India
CLO 3.	examine laws that pertain to the media with relevant case studies
CLO 4.	analyse the laws that pertain to the dissemination of information on the internet
CLO 5.	examine the role of intellectual property in the media context
CLO 6.	examine laws concerning copyright and right to privacy
CLO 7.	assess the role of ethics in the creation and dissemination of media content

UNIT 1	Introduction to Law
1.1	A brief introduction to Indian Constitution- (Salient features, Preamble, Fundamental Rights)
1.2	History and evolution of law, social relevance of law, law and society.
1.3	India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.
1.4	Brief overview of the IPC (Indian Penal Code) and Cr.P.C. (The Code of Criminal Procedure)
UNIT 2	Press Council of India
2.1	Its organisational structure, functions, history and rationale behind its establishment
2.2	Powers – the debate over punitive powers
2.3	PCI's intervention in cases of communal rioting and protection of Press freedom
2.4	Code of conduct for journalists
2.5	Comparison with the News Broadcasting Standards Authority (NBSA)
UNIT 3	Laws Regulating the Media
3.1	Laws related to freedom of the Press — Article 19 clause (1) sub-clause (a) of Indian Constitution and how it guarantees freedom of the press
3.2	Clause 2 of article 19 and reasonable restrictions
3.3	Defamation –sections 499,500
3.4	Contempt of Courts Act 1971
3.5	Public Order – sections 153 A&B,295A,505
3.6	Sedition (124A)
3.7	Obscenity (292,293)
UNIT 4	Introduction to Laws Connected with the Internet
4.1	Information Technology Act 2000 and the Amendment Act of 2008
4.2	Study of Section 66 and 67 of the Act that govern publishing of material on the internet Article 21 of the Constitution and Right to Privacy a) Right to Privacy versus Right to Know b) Right to Information Act 2005

- c) Official Secrets Act and conflict with RTI
- d) Whistle Blowers Protection Act 2011-Implications and challenges

Indian Evidence Act

- a) Primary, Secondary, Direct and Indirect evidence
- b) Confession and its evidentiary value

Copyright Act 1957:

Introduction to Intellectual Property: Trademarks, Patents and Copyrights (General Overview)

A Discussion on Intellectual Property Rights in the context of changing global environment

Contempt of Parliament

- a) Breach of Privilege Rules
- b) Clash between Judiciary and Legislature
- c) Is It a Threat to Media Freedom?

Working Journalists Act: Its Effectiveness in the Current Scenario

Press and Registration of

Books Act Introduction

to Contracts Act:

Agreements, Proposal, Acceptance, Validity of Contracts (Void and Voidable), Capacity to Contract and Basic Media Contracts (with examples).

UNIT 5	Introduction to Ethics
5.1	Discussion of importance of ethics in the era of TRP fuelled tabloid journalism
5.2	Conflict of interest
5.3	Paid news
5.4	Trial by media
5.5	Ethical issues related to television debates

5.6	Confidentiality of sources
5.7	Ethics of sting operations
5.8	Fakery and fabrication of news
5.9	Using shock value in language and visuals

Reference Reading

Basu, Durga Das. *Introduction to the Constitution of India*. Lexis Nexis, 2013.

Ratanlal Dhirajlal: Evidence Act. (*It should be a Wadhwa, Lexis Nexis Publication*) Ratanlal Dhirajlal: Indian Penal Code.

Noorani, A. G. *Constitutional Questions in India: The President, Parliament and the States*. Delhi: Oxford University Press, 2003.

Ravindranath, P. K. *Press Laws and Ethics of Journalism*. Authors Press, 2004.

Parthasarathy, Rangaswami. *Journalism in India: From the Earliest Times to the Present Day*. South Asia Books, 1995.

Kamath, M. V. *The Journalist's Handbook*.

Guha Thakurta, Paranjoy. *Media Ethics*. Oxford University Press, 2011.

Online References:

www.indiankanoon.org

www.prasarbharathi.gov.in.

www.lawsonline.com

www.presscouncil.nic.in

www.thehoot.org

SEMESTER VI

NAME OF THE COURSE	BUSINESS AND MAGAZINE JOURNALISM	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ603	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To understand the tools of business journalism and an overview of the economy
CO 2.	To study magazine journalism and its specialisation

COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts in business and magazine journalism
CLO 2.	examine the different financial systems in India and study their coverage through case studies
CLO 3.	analyse the banking sector in India
CLO 4.	discuss the Annual Union Budget and the various financial scams that have rocked the country
CLO 5.	compare and contrast different kinds of magazines and their content
CLO 6.	examine the creation of special interest magazines and their ability to cater to different readerships
CLO 7.	Create business and magazine content

UNIT 1	SECTION I BUSINESS JOURNALISM
1.1	Introduction to Business Journalism
1.2	<p>A General Overview of the Financial Systems in India</p> <p>A. Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A General Understanding about, RBI’s Involvement in Formulation of Monetary Policy, Interest Rate Mechanism and RBI</p> <p>B. Securities and Exchange Board of India (SEBI) – Role, Function and Objectives</p> <p>C. The Banking Sector in India – A Brief Analytical Study</p> <ul style="list-style-type: none"> • Functions of Commercial Banks • Use of Modern Technology in Banking Sector and Its Use • Core Banking: Its Advantage, Social Benefits and Use of Banking in Financial Inclusion • Government Schemes Related to Banking- Jan Dhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account
1.3	Union Budget (The Finance Bill) – Salient Features of the Latest Union Budget
1.4	The Concept of “Subsidies” in the Context of the Indian Economy: An Introductory Study
1.5	“Foreign Exchange Reserves” in India and a Basic Study of Fiscal Deficit Problem with Reference to the Indian Economy
1.6	<p>Scams in the Indian Financial System:</p> <ul style="list-style-type: none"> • The Satyam Saga • The Sahara Scam • The Saradha Chit Fund Embezzlement
1.7	The Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and Impact of Their Volatility. Retail Market – The Indian Scenario; The World Bank, The Asian Development Bank, BRICS Development Bank – Functions
1.8	Business Journalism: a Brief Study of Leading Business Magazines, Leading Financial Dailies in India
UNIT 2	SECTION II MAGAZINE JOURNALISM (NICHE JOURNALISM)
2.1	Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special Skills Required for a Person Working in Magazines
2.2	Scope for Modern Age Magazines in Various Segments of Journalism in India; Competition of Magazines with Electronic Media; A General Analytical Study of Magazines of Different Genres: Women’s Magazines, Travel Magazines, General Interest Magazines, Health Magazines, Technology Magazines, Automobile Magazines
2.3	A Detailed Study of Women’s Magazines Covering Specific Female Related Issues and Other Routine Issues

2.4	Sports Journalism: A Comparative Study of Coverage of Sports Events by Magazines and audio Visuals and Press
2.5	Environmental Journalism and Its Importance; A Very Brief Study of Global Warming, Ozone Depletion, Issues Related to Deforestation. Issue of Western Ghats and Its Environmental Importance.
2.6	Civic Issues and Their Coverage in Various Modern Day Alternative Media, Social Networking Avenues; Civic Issues of the Latest Year to Be Considered

Reference Reading:

Hayes, Keith. *Business Journalism: How to Report on Business and Economics*. APress, 2013.

Shaw, Ibrahim Seaga. *Business Journalism: A Critical Political Economy Approach*. Routledge, 2015.

Roush, Chris. *Profits and Losses: Business Journalism and Its Role in Society*. Marion Street Press, 2012.

Leslie, Jeremy. *The Modern Magazine: Visual Journalism in the Digital Era*. Laurence King Publishing, 2013.

Porterfield, Christopher. Editor. *Time: 85 Years of Great Writing*. 2008.

The Editors of New York Magazine. *Highbrow, Lowbrow, Brilliant, Despicable: Fifty Years of New York Magazine*. Simon & Schuster, 2017.

Jack, Ian. *News*. Granta, 2016.

The Economic Survey - A Government of India Publication

(Ministry of Finance) www.indiabudget.nic.in for updates related to the Annual Budget

Report of the Western Ghats Ecology Expert Panel Submitted to the Ministry of Environment and Forests, Government of India, 2011.

SEMESTER VI

NAME OF THE COURSE	ISSUES IN THE GLOBAL MEDIA	
CLASS	TYBASCJ	
COURSE CODE	SBMMEDJ604	
NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce the students to the idea of a 'global' media
CO 2.	To introduce them to the challenges of a truly 'global' media
CO 3.	To introduce them to the issues pertaining to the promise of the internet and the present state of the world wide web
CO 4.	To introduce the students to some of the key issues that are reported in the 'global' media

COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts and issues in globalisation and the creation of a global media
CLO 2.	examine the realities surrounding the dissemination of information using the Internet
CLO 3.	analyse the structure and functioning of global news conglomerates
CLO 4.	discuss the Annual Union Budget and the various financial scams that have rocked the country
CLO 5.	assess the key issues in global media and their coverage

UNIT 1

Introduction to Globalisation and the problems of construing a 'global' media

1.1	Globalisation
1.2	International Politics & Globalisation
1.3	Flows
UNIT 2	Historical challenges of a truly 'global' media
2.1	NWICO
2.2	MacBride Report
UNIT 3	The promise of the internet and reality today
3.1	Networked Society
3.2	Internet
UNIT 4	Global Media Conglomerates
4.1	News Flows
4.2	Wire Services
4.3	Global News Networks
UNIT 5	Key Issues in 'Global' Media and their coverage
5.1	War & Conflict
5.2	Trade
5.3	Poverty
5.4	Disasters
5.5	Human Rights
5.6	Medicine
5.7	Environment
5.8	Sports
5.9	Entertainment

Reference Readings:

Giddens, Anthony. *Runaway Worlds: BBC Reith Lectures*. BBC, 1999. Available at:
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith1.pdf,
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith1.pdf,
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith2.pdf,
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith3.pdf,
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith4.pdf,
http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith5.pdf

Scholte, Jan. *Globalization: A Critical Introduction*. London: Macmillan, 2005.

Appadurai, Arjun. "Disjuncture and Difference in the Global Cultural Economy."
Theory, Culture & Society, 7(2), 295-310. 1990.

United Nations. *Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding*. 1978. Available at: http://portal.unesco.org/en/ev.php-URL_ID=13176&URL_DO=DO_TOPIC&URL_SECTION=201.html

Mansell, R. & Nordenstreng, K. "Great Media and Communication Debates: WSIS and the MacBride Report." *Information Technologies and International Development* 3(4):15-36, February 2007.

Masmoudi, Mustafa. "The New World Information Order." *Journal of Communication*. 29 (2): 172-179, June 1979.

Castells, Manuel. *The Rise of the Network Society*. Malden, Mass: Blackwell Publishers, 1996.

Sussman, Leonard R. "Information Control as an International Issue." *Proceedings of the Academy of Political Science, Vol. 34, No. 4, The Communications Revolution in Politics (1982), pp. 176-188.*

MacGregor, Phil. "International news agencies: global eyes that never blink." *Journalism: New Challenges*. Centre for Journalism & Communication Research, Bournemouth University. (PDF) (2013).

Thussu, Daya Kishan. *International Communication: Continuity and Change*. Bloomsbury Publishing, 2018.

Readings from CNN, *The Guardian*, *The Times of India*, *The Economist*, *The New York Times*, *The New Yorker*, *The Indian Express*, Reuters, *The Washington Post*

SEMESTER VI

NAME OF THE COURSE	NEWS MEDIA MANAGEMENT
CLASS	TYBASCJ
COURSE CODE	SBMMEDJ605

NUMBER OF CREDITS	4	
NUMBER OF LECTURES PER WEEK	3	
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To give students an in-depth understanding of the functioning of newsrooms
CO 2.	To teach them the art of new spotting and understanding different formats of content creation in the print & digital world

COURSE LEARNING OUTCOMES:

CLO 1.	examine the workings of a print newsroom
CLO 2.	examine the different kinds of beat reporting
CLO 3.	analyse the banking sector in India
CLO 4.	identify the key components of a news website
CLO 5.	compare and contrast the content created for print versus the internet
CLO 6.	analyse the role and function of OTT platforms in generating branded content

UNIT 1	Making News: An Overview
1.1	Truth, ideology & news work
UNIT 2	Introduction to the Print Newsroom

2.1	Understanding the constitution of a newsroom
2.2	Role and responsibility of reporters, desk, designers, photo-journalists, resident and group editors.
2.3	Deadlines, sources, ethics & PR plugs
2.4	How to find a news peg
UNIT 3	Beat Reporting
3.1	Overview: Understanding the importance of beat reporting & responsibilities of a beat custodian
3.2	Crime & Investigation: <ul style="list-style-type: none"> • Understanding jurisdiction & responsibility of the local police, crime branch & ATS. An overview of CrPC & IPC. • Understanding the structure & hierarchy of Mumbai police & how to cultivate sources • Interviewing victims versus sensitivity • Analysing important crime stories
3.3	Court Reporting High Court, Sessions Court, Metropolitan Courts & Family Courts: Understanding the difference between cases filed in each of these and learning the basics of court reporting
3.4	BMC & Mantralaya Learning the difference between their roles & functioning. Understanding the responsibilities of a reporter assigned to cover the beats.
3.5	Political Reporting Government, opposition & individual political parties and alliances
3.6	Health, Education, Environment The increasing importance of these beats and the basics of reporting from these beats
3.7	Entertainment, Lifestyle Difference between Bollywood, fashion, art & culture reporting
3.8	Feature Reporting & Writing
3.9	Crisis Reporting & Special Stories
UNIT 4	Digital Media & Content Generation
4.1	Evolution of digital media
4.2	Understanding different types of digital media platforms across news & non-news segments
UNIT 5	HOW TO BUILD, POPULATE & RUN A WEBSITE

5.1	Finding a niche
5.2	Start-up & expansion
5.3	The workflow & structure of digital organisations
5.4	The art & science of getting more traction
UNIT 6	DIFFERENCE IN CONTENT CREATION FOR WEB VERSUS PRINT
6.1	Language, style & tonality of content
6.2	Youth-friendliness & going viral
UNIT 7	DIGITAL MEDIA CASE STUDIES
7.1	Scroll.in, Pinkvilla, Arre.com
UNIT 8	BRANDED CONTENT & CONTENT GENERATION FOR OTT PLATFORMS

SEMESTER VI

NAME OF THE COURSE	CONTEMPORARY ISSUES
CLASS	TYBASCJ
COURSE CODE	SBMMEDAJ606
NUMBER OF CREDITS	4
NUMBER OF LECTURES PER	3

WEEK		
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To understand and analyse some of the present day environmental, political, economic and social concerns and issues
CO 2.	To highlight the importance of human rights and its implementation in India
Co 3.	To understand the present day problems and challenges and its implications on development

COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts in new media and digital communication
CLO 2.	explain the ways in which an effective website can be created
CLO 3.	examine search engine optimisation and search engine marketing
CLO 4.	analyse the use of social media and content marketing in digital advertising
CLO 5.	examine the use of video and mobile marketing in a changing digital landscape
CLO 6.	outline the facets of data analytics in digital marketing
CLO 7.	analyse and apply user centric design to create a digital campaign

UNIT 1	Ecology and Its Related Concerns
1.1	Climate Change and Global Warming: Causes, Consequences and Remedial Measures
1.2	Costal Regulatory Zones: Need and Importance, CRZ Act
1.3	Sustainable Development: Concept, Need and Significance
1.4	Displacement and Development

UNIT 2	A. Human Rights: UDHR and its significance (using case studies from North East and Kashmir)
2.1	B. Legislative Measures with Reference to India <ul style="list-style-type: none"> • Women: CEDAW, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013 • Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000. • Education: Right to Education Act 2009 • Health: National Health Policy of 2015 (rural areas, urban areas), Mental Health
UNIT 3	Political Concerns and Challenges
3.1	Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
3.2	Conflict and identity politics: <ol style="list-style-type: none"> 1. Anti-State Violence - Naxalism, 2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act) 3. Terrorism
UNIT 4	Social and Development Issues and Challenges
4.1	Special Economic Zone: Its Role and Significance in Maharashtra
4.2	Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
4.3	Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act
UNIT 5	Global Issues: Immigration

Reference Reading:

Rush, Ramona, Carole Oukrop and Pamela Creedon. *Seeking Equity for Women in Journalism and Mass Communication Education: A 30-year Update*. Routledge, 2013.

Coleman, Benjamin. Editor. *Conflict, Terrorism and Media in Asia*. Routledge, 2006.

Ranganathan, Maya, and Usha Rodrigues. *Indian media in a Globalised World*. Sage, 2010.

Humphries, Drew. Editor. *Women, Violence and Media: Readings from Feminist Criminology*. UPNE, 2009.

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Bareh, Hamlet. *Encyclopedia of North-East India: Assam*. 2001.

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Talwar, Rajesh. *Courting Injustice: The Nirbhaya Case and Its Aftermath*, Hay House, 2013.

Swami, Praveen. *An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir*. London: Routledge, 2007.

Kak, Manju, Prajnashree Tripathy and Manjula Lal. *Whose Media? A Woman's Space: The Role of the Press in Projecting the Development Needs of Women*. Concept Publishing House, 2007.

Uma, Kapila. Editor. *Indian Economy: Performance and Policies*. Academic Foundation, 2013.

Puri, V. K. and S. K. Misra. Editors. *Indian Economy*. Himalaya Pub Publishing, 2013.

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Ramaswamy, B., and Nitin Shrirang Mane. *Human Rights: Principles and Practices*. Pragun Publications, 2012.

Kataria, R. P., and Salah Uddin. *Commentary on Human Rights*. Orient Publishing, 2013.

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Ahuja, Ram. *Indian Social Problems*. Rawat Publications, 2012.

Shah, Ghanashyam. *Social Movements in India*. Sage Publications,

2011. Desai, A. R. *Rural Sociology in India*. Popular Prakashan,

2011.

Brown, Marilyn A., and Benjamin K.Sovacool. *Climate Change and Global Energy Security: Technology and Policy Options*. MIT Press, 2011.

McKibben, Bill. *The End of Nature*. RHUS, 2006.

Spratt, David, and Philip Sutton. *Climate Code Red: The Case for Emergency Action*. Amazon Asia-Pacific Holdings Private Limited, 2008.

Sachs, Jeffrey D., and Ban ki Moon. *The Age of Sustainable Development*. Columbia University Press, 2015.

Magazines and Journals:

Down to Earth: Science and Environment Fortnightly
Economic and Political Weekly

SEMESTER VI

NAME OF THE COURSE	DIGITAL MEDIA
CLASS	TYBASCJ
COURSE CODE	SBMMEDAJ607
NUMBER OF CREDITS	4
NUMBER OF LECTURES PER	3

WEEK		
TOTAL NUMBER OF LECTURES PER SEMESTER	60	
EVALUATION METHOD	INTERNAL ASSESSMENT	SEMESTER END EXAMINATION
TOTAL MARKS	25	75
PASSING MARKS	10	30

COURSE OBJECTIVES

CO 1.	To introduce the students to the scope of creating and marketing content using digital platforms
CO 2.	To enable them to explore the various aspects and implications of digital communication (in the context of advertising and journalism), in the age of the Internet

COURSE LEARNING OUTCOMES:

CLO 1.	outline the key concepts in new media and digital communication
CLO 2.	explain the ways in which an effective website can be created
CLO 3.	examine search engine optimisation and search engine marketing
CLO 4.	analyse the use of social media and content marketing in digital advertising
CLO 5.	examine the use of video and mobile marketing in a changing digital landscape
CLO 6.	outline the facets of data analytics in digital marketing
CLO 7.	analyse and apply user centric design to create a digital campaign

UNIT 1	Introduction to Digital Media
1.1	Lev Manovich's Principles of New Media
1.2	The History of Digital Technology and the Internet
1.3	Traditional versus Digital Communication (Characteristics of Digital Media)
1.4	Types of Digital Media Channels

1.5	The Emergence of Web 2.0 and Consumer 2.0
UNIT 2	Website Communication
2.1	Building an Effective Website: Homepage, Links, Navigation, Multimedia
2.2	Choosing a Domain Name
2.3	Hosting the Website
2.4	Writing and Creating Web Content
UNIT 3	Search Engine Optimisation
3.1	Types of Search Engines
3.2	How Search Engines Work
3.3	Search Engine Optimisation: On-Page and Off-Page
3.4	Advertising on Search Engines
3.5	Paid Search Marketing
3.6	Black Hat SEO
UNIT 4	Social Media Communication and Marketing
4.1	Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
4.2	Building an Effective Social Media Strategy
4.3	Social Media Dashboards
4.4	Viral Marketing
UNIT 5	Content Marketing
5.1	What is Content Marketing?
5.2	Types of Content
5.3	Content Strategy and Promotion
5.4	Native Advertising
5.5	The Future of Online Content

UNIT 6	Mobile Marketing
6.1	Uses of Mobile Marketing
6.2	Mobile Applications
6.3	Location-based Services and Advertising
UNIT 7	Video Marketing
7.1	When to Use Video in Marketing
7.2	Essentials of a Video Marketing Campaign
UNIT 8	Digital Analytics
8.1	Performance Management for Digital Channels
8.2	Types of Data Analytics
8.3	Data Analytics Tools
UNIT 9	User Experience (UX)
9.1	What is UX?
9.2	How to Achieve Good UX
9.3	Designing for Usability

Reference Readings:

Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. New York: Kogan Page, 2017.

Chaffey, Dave, and Fiona Ellis-Chadwick. *Digital Marketing: Strategy, Implementation and Practice*. 6th Ed. Edinburgh: Pearson, 2016.

Kotler, Phillip. *Marketing 4.0: Moving from Traditional to Digital*. Wiley, 2017.

Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley, 2016.

Kosorin, Dominik. *Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy*. Dominik Kosorin, 2018.

Qualmann, Erik. *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. John Wiley & Sons, 2012.

Rowles, Daniel. *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement*. Kogan Page, 2017.

Martin, Gail Z. *The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility*. India: Rupa, 2018.

Bhatia, Puneet Singh. *Fundamentals of Digital Marketing*. Pearson Education, 2017.