



SOPHIA COLLEGE

(AUTONOMOUS)

Affiliated to the University of Mumbai

Course Titles for Semester VI (Journalism)

Program: B. M. M.

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

TYBMM (Journalism) SEMESTER VI:

CLASS	SEM	PAPER NO	PAPER NAME	COURSE CREDITS	SUBJECT CODE
TYBMM	VI	1	Press Laws and Ethics	04	SBMMEDJ601
TYBMM	VI	2	Broadcast Journalism	04	SBMMEDJ602
TYBMM	VI	3	Business and Magazine Journalism	04	SBMMEDJ603
TYBMM	VI	4	Issues in the Global Media	04	SBMMEDJ604
TYBMM	VI	5	News Media Management	04	SBMMEDJ605
TYBMM	VI	6	Contemporary Issues	04	SBMMEDAJ606
TYBMM	VI	7	Digital Media	04	SBMMEDAJ607

SEMESTER VI

PRESS LAWS AND ETHICS

Learning Objectives:

- To study media laws
- To understand media

Lectures per Week: 04

I. Introduction to Law

- a) A brief introduction to Indian Constitution- (Salient features, Preamble, Fundamental Rights)
- b) History and evolution of law, social relevance of law, law and society.
- c) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.
- d) Brief overview of the IPC (Indian Penal Code) and Cr.P.C. (The Code of Criminal Procedure)

II. Press Council of India

- a) Its organisational structure, functions, history and rationale behind its establishment
- b) Powers – the debate over punitive powers
- c) PCI's intervention in cases of communal rioting and protection of Press freedom
- d) Code of conduct for journalists
- e) Comparison with the News Broadcasting Standards Authority (NBSA)

III. Laws Regulating the Media

- a) 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
- b) Clause 2 of article 19 and reasonable restrictions
- c) Defamation –sections 499,500
- d) Contempt of Courts Act 1971
- e) Public Order – sections 153 A&B,295A,505
- f) Sedition (124A)
- g) Obscenity (292,293)

IV. Introduction to Laws Connected with the Internet

- a) Information Technology Act 2000 and the Amendment Act of 2008
- b) 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).

V. Introduction to Ethics

- a) Discussion of importance of ethics in the era of TRP fuelled tabloid journalism

- b) Conflict of interest
- c) Paid news
- d) Trial by media
- e) Ethical issues related to television debates
- f) Confidentiality of sources
- g) Ethics of sting operations
- h) Fakery and fabrication of news
- i) 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.lawzonline.com

www.presscouncil.nic.in

www.thehoot.org

TYBMM | SEMESTER VI
PRESS LAWS AND ETHICS
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to V – 15 marks

Q. 2. [A or B] Topics from Modules I to V – 15 marks

Q. 3. [A or B] Topics from Modules I to V – 15 marks

Q. 4. [A or B] Topics from Modules I to V – 15 marks

SEMESTER VI

BROADCAST JOURNALISM

Learning Objectives:

- To introduce the students to the specific forms of broadcast news
- To enable them to write for both radio and television
- To enable them to write and produce simple stories for both radio and television

No. of lectures per week: 04

I. Introduction to Broadcasting:

- Exemplars of radio and television broadcasting
- Orson Welles's *War of the World*

II. Writing for the ear:

- Simple, concise and conversational writing
- Use of numbers
- Use of contractions
- Subject-Verb-Object

III. Introduction to Audio Recording & Editing:

- Use of natural sound
- Basic Editing
- Narrating stories

IV. Writing to pictures and shooting:

- Shooting visuals that tell the story
- Shooting interviews

V. Introduction to Video Recording & Editing

- B-Roll
- Stand-up or Piece to Camera
- Use of natural sound

Reference Readings:

Dotson, Bob. *Make It Memorable: Writing and Packaging Visual News with Style*. London: Rowman & Littlefield, 2016.

Hewitt, John. *Air Words: Writing Broadcast News in the Internet Age*. New York: Oxford University Press, 2018.

Stephens, Mitchell. *Broadcast News*. New York: Cengage, 2004.

Tompkins, Al. *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*. Thousand Oaks: CQ Press, 2017.

Wulfmeyer, Tim K. *Beginning Radio and TV Newswriting: A Self-Instructional Learning Experience*. Oxford: Wiley-Blackwell, 2007.

TYBMM | SEMESTER VI
BROADCAST JOURNALISM
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q 1: Students to use given material to write, produce and edit a television script -- 30 marks

Q 2: Students to use given material to write, produce and edit a radio script -- 30 marks

Exam Duration: 04 hours

SEMESTER VI

BUSINESS AND MAGAZINE JOURNALISM

Learning Objectives:

- To understand the tools of business journalism and an overview of the economy
- To study magazine journalism and its specialisation

Lectures per Week: 04

SECTION I | BUSINESS JOURNALISM

I. Introduction to Business Journalism

II. A General Overview of the Financial Systems in India

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

B. Securities and Exchange Board of India (SEBI) – Role, Function and Objectives

C. The Banking Sector in India – A Brief Analytical Study

- Functions of Commercial Banks
- Use of Modern Technology in Banking Sector and Its Use
- Core Banking: Its Advantage, Social Benefits and Use of Banking in Financial Inclusion
- Government Schemes Related to Banking- Jan Dhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account

III. Union Budget (The Finance Bill) – Salient Features of the Latest Union Budget

IV. The Concept of “Subsidies” in the Context of the Indian Economy: An Introductory Study

V. “Foreign Exchange Reserves” in India and a Basic Study of Fiscal Deficit Problem with Reference to the Indian Economy

VI. Scams in the Indian Financial System:

- The Satyam Saga
- The Sahara Scam
- The Saradha Chit Fund Embezzlement

VII. 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

VIII. Business Journalism: a Brief Study of Leading Business Magazines, Leading Financial Dailies in India

SECTION II | MAGAZINE JOURNALISM (NICHE JOURNALISM)

I. Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special Skills Required for a Person Working in Magazines

II. 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

III. A Detailed Study of Women’s Magazines Covering Specific Female Related Issues and Other Routine Issues

IV. Sports Journalism: A Comparative Study of Coverage of Sports Events by Magazines and audio Visuals and Press

V. 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.

VI. 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.

TYBMM | SEMESTER VI
BUSINESS AND MAGAZINE JOURNALISM
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Sections I and II – 15 marks

Q. 2. [A or B] Topics from Sections I and II – 15 marks

Q. 3. [A or B] Topics from Sections I and II – 15 marks

Q. 4. [A or B] Topics from Sections I and II – 15 marks

SEMESTER VI

INTERNET & ISSUES IN GLOBAL MEDIA

Learning Objectives:

- To introduce the students to the idea of a ‘global’ media
- To introduce them to the challenges of a truly ‘global’ media
- To introduce them to the issues pertaining to the promise of the internet and the present state of the world wide web
- To introduce the students to some of the key issues that are reported in the ‘global’ media

No. of lectures per week: 04

I. Introduction to Globalisation and the problems of construing a ‘global’ media:

- Globalisation
- International Politics & Globalisation
- Flows

II. Historical challenges of a truly ‘global’ media:

- NWICO
- MacBride Report

III. The promise of the internet and reality today:

- Networked Society
- Internet

IV. Global Media Conglomerates:

- News Flows
- Wire Services
- Global News Networks

V. Key Issues in ‘Global’ Media and their coverage

- War & Conflict
- Trade
- Poverty
- Disasters
- Human Rights
- Medicine
- Environment
- Sports
- 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*

TYBMM | SEMESTER VI
ISSUES IN THE GLOBAL MEDIA
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Sections I to V – 15 marks

Q. 2. [A or B] Topics from Sections I to V – 15 marks

Q. 3. [A or B] Topics from Sections I to V – 15 marks

Q. 4. [A or B] Topics from Sections I to V – 15 marks

SEMESTER VI

CONTEMPORARY ISSUES

Learning Objectives:

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

Lectures per Week: 04

I. Ecology and Its Related Concerns

- Climate Change and Global Warming: Causes, Consequences and Remedial Measures
- Coastal Regulatory Zones: Need and Importance, CRZ Act
- Sustainable Development: Concept, Need and Significance
- Displacement and Development

II A. Human Rights:

- UDHR and its significance (using case studies from North East and Kashmir)

B. Legislative Measures with Reference to India

- 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

III. Political Concerns and Challenges

- Corruption: RTI Act, Lokpal Bill, Whistle Blowers Protection Act 2011
- Conflict and identity politics:
 1. Anti-State Violence - Naxalism,
 2. Insurgency in the North East (Assam, Manipur, Armed Forces Special Protection Act)
 3. Terrorism

IV. Social and Development Issues and Challenges:

- Special Economic Zone: Its Role and Significance in Maharashtra
- Agrarian Issues: Rural Indebtedness, Farmers' Suicides and Their Implications.
- Tribal Issues: Marginalisation of tribals, Forest Rights Act, Land Acquisition Act

V. 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.

Berns, Nancy. Framing the Victim: Domestic Violence, Media, and Social Problems. Routledge, 2004.

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

Freedman Des and Daya Kishan Thussu. Editors. *Media and Terrorism: Global Perspectives*. Sage Publications, 2011.

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.

Bajpai, Asha. *Child Rights in India: Law, Policy, and Practice*. India: Oxford University Press, 2017.

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

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

Vadackumchery, James. *U.N. Universal Declaration of Human Right and Criminal Justice: The Total Revision*. Concept Publishing, 2012.

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

TYBMM | SEMESTER VI
CONTEMPORARY ISSUES
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to V – 15 marks

Q. 2. [A or B] Topics from Modules I to V – 15 marks

Q. 3. [A or B] Topics from Modules I to V – 15 marks

Q. 4. [A or B] Topics from Modules I to V – 15 marks

SEMESTER VI

DIGITAL MEDIA

Learning Objectives:

- To introduce the students to the scope of creating and marketing content using digital platforms
- 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

No. of lectures per week: 04

I. Introduction to Digital Media:

- Lev Manovich's Principles of New Media
- The History of Digital Technology and the Internet
- Traditional versus Digital Communication (Characteristics of Digital Media)
- Types of Digital Media Channels
- The Emergence of Web 2.0 and Consumer 2.0

II. Website Communication:

- Building an Effective Website: Homepage, Links, Navigation, Multimedia
- Choosing a Domain Name
- Hosting the Website
- Writing and Creating Web Content

III. Search Engine Optimisation:

- Types of Search Engines
- How Search Engines Work
- Search Engine Optimisation: On-Page and Off-Page
- Advertising on Search Engines
- Paid Search Marketing
- Black Hat SEO

IV. Social Media Communication and Marketing:

- Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat
- Building an Effective Social Media Strategy
- Social Media Dashboards
- Viral Marketing

V. Content Marketing

- What is Content Marketing?
- Types of Content
- Content Strategy and Promotion

- Native Advertising
- The Future of Online Content

VI. Mobile Marketing

- Uses of Mobile Marketing
- Mobile Applications
- Location-based Services and Advertising

VII. Video Marketing

- When to Use Video in Marketing
- Essentials of a Video Marketing Campaign

VIII. Digital Analytics

- Performance Management for Digital Channels
- Types of Data Analytics
- Data Analytics Tools

IX. User Experience (UX):

- What is UX?
- How to Achieve Good UX
- 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.

TYBMM | SEMESTER VI
DIGITAL MEDIA
ASSESSMENT PATTERN

Internal Assessment: 40 marks

Semester End Examination: 60 marks

INTERNAL ASSESSMENT:

- **Project** – 20 marks
- **Class Test:** On any syllabus topic(s) of the lecturer's choice – 15 marks
- **Class Participation and Attendance** – 5 marks

SEMESTER END EXAMINATION (THEORY):

Q. 1. [A or B] Topics from Modules I to IX – 15 marks

Q. 2. [A or B] Topics from Modules I to IX – 15 marks

Q. 3. [A or B] Topics from Modules I to IX – 15 marks

Q. 4. [A or B] Topics from Modules I to IX – 15 marks

