

AC 26/06/2016

Item No. 4.19 (D)

TY BMM VI semester

Contemporary Issues

Max. Marks: 100 (Theory:75, Internals: 25)

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.

Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Costal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

Module- 2

(a) Human Rights(12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- **Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- **Child:** Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour 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, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone : Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

Module 5

Social development and challenges: (08)

- Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh : Challenges and impact
- Developmental Issues: Displacement and rehabilitation

Bibliography

- Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
- Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19- 45)
- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: [Routledge](#).
- 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.
- Uma Kapila (ed) (2013) Indian Economy: performance and policies ,14th edition Academic Foundation.
- V. K Puri and S.K Misra (ed) (2013) Indian Economy, 31st edition. Himalaya Pub House.
- Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
- Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication.
- R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
- J. Shivanand, Human Rights: Concepts and Issues,
- Ram Ahuja , (2012), Indian social Problems, Rawat Publications.
- Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
- A. R Desai, Rural Sociology.
- Marilyn A .Brown and Benjamin K. Sovacool, Climate Change and Global Energy Security: Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton, Climate Code Red: The Case for Emergency Action.
- Jeffrey D. Sachs, The Age of Sustainable Development.

Magazines and journals

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. Yogana

Press Laws and Ethics

Semester -6 (Syllabus)

Objectives

- To study media laws
- To understand media

1) Introduction to law-

a) A brief introduction to Indian Constitution- (Salient features, Fundamental Rights)

b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.

c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) 08 lectures

2) 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)

04 lectures

3) Laws regulating the media

a) Laws related to freedom of the Press — Article 19 clause (1)subclause (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)

08 lectures

- 4) Introduction to laws connected with internet
- a) Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.
04 lectures
- 5) 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.
04 lectures
- 6) Indian Evidence Act –
- a) Primary, Secondary, Direct and Indirect evidence
b) Confession and its evidentiary value 02 lectures
- 7) Copyright Act 1957-
A Discussion on Intellectual Property Rights in the context of changing Global environment.
04 lectures
- 8) Contempt of Parliament – a) Breach of Privilege rules.
b) Clash between Judiciary and Legislature
c) Is it a threat to media freedom? 04 lectures
- 9) Working Journalists Act-Its effectiveness in current scenario.02
- 10) Press and Registration of Books Act 02
- 11) 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. 06

Recommended Books and websites:

- 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 RangaswamiParthasarthy.
- 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

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

Journalism

Semester: VI

Paper: II

Subject: Broadcast Journalism

JPN :75 :Marks(Theory)5 Questions one on each module; Question1 compulsory)
25 : Internals(Class Test;Projects; Assignments& Practicals)]

Objectives

1. development of Broadcast Journalism To understand the.
2. To Introduce the importance of Regional Journalism.

3. To learn to write in Broadcast Style conforming to the ethical and practical principles that guide it.
4. To learn the skills and techniques to investigate, cover news stories for produce and deliver various media outlets.
5. To learn the use of camera & sound in broadcast formats.
6. To develop reading habits that keep them aware of current affairs, local, national, and world;
7. To introduce Social Media; Convergence; Multimedia; Journalism Online.

I-Module

]06-sessions[

❖ History & Development of Broadcast Journalism.

- Traditional Journalism
- Global Journalism
- Brief History of the development of Radio Journalism.
- Brief History of the development of TV Journalism
- Brief History of the development of Online/ Web Journalism.

❖ PN: .Case Study

- **BBC & CNN** Organizational structure, functions of different divisions and Departments/units; News Service Division; Objectives of broadcast—Information, Education & Entertainment.
- **AIR & FM**: All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment; Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio channels - Development of Educational & Community Radio.
- **Doordarshan & Satellite Channels** Organizational structure, functions of different divisions and Departments / units & Doordarshan News; Commercialization of TV; Satellite television broadcast— Breaking of monopoly of DD-Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

II-Module

]06 sessions[

❖ :Regional Journalism

]Introduction & Importance of Regional Channels in India[.

- ❖ PN: conduct comparative case study on any two News channels.

- **News Channels** * :Star Majha *IBN Lokmat *Zee 24 Taas *Sahara Samay Mumbai * Big News Marathi - Upcoming Channel from BIG TV *Big News Mumbai - Upcoming Channel from BIG TV *TML Voice of India Aamchi Mumbai - Upcoming channel from Triveni Media Group - with regard to multicentricity of language & culture
- * **Entertainment Channels** Zee Marathi *Star Pravah * ETV Marathi *Mi Marathi * Doordarshan Sahayadri *Saam Marathi *BIG Gaurav - Upcoming channel from R-ADAG *Sahara Marathi - Upcoming channel from Sahara *9x Marathi - Upcoming channel from 9x[
- **Radio Channels** *:Akashvani Marathi (SW/AM) *Akashvani Mumbai GOLD (100.7 FM) *Akashvani Mumbai Rainbow (107.1 FM) *Worldspace Surabhi (Satellite Radio)
- **Movie Channels** * :Zee Talkies *BIG Cinema (Marathi) *BIG Chitrapat Upcoming channel from R-ADAG
- **Music Channels** *:Sangeet Marathi - Upcoming Channel from Media worldwide

III –Module

[06sessions[

- ❖ **Broadcast Formats**
]To be discussed and practiced with reference to News Channels preferably[
- ❖ **Radio /TV(**
 - NewsBulletins/Appeals/Reels.
 - News Magazines/Talk Shows/Reviews.
 - Main characteristics of News as against news in other media
 - Simple announcements
 - Talks/commentaries/comments
 - Interviews
 - Discussions
 - Features
 - Documentaries
 - Docudramas
 - Play
 - Running commentaries
 - Ads/Commercials
 - Phone ins and Bridges
 - Music

IV –Module

]10 sessions[

- ❖ **Writing In Broadcast Style**
]Each topic below can be introduced &discussed with suitable examples[
- Broadcast News Vocabulary (the ethics)

- Genres: Sports;Current Affairs;Lifestyle etc.
- Scripting for Fiction/Non Fiction
- Writing for the Radio& TV.
- News script format for Radio& TV.
- News Stories types (breaking news through kickers)
- Preparation of Audio and Video brief
- Idea generation – fiction and non fiction
- Developing an idea into story
- Script and story board
- Shooting scripts
- InterviewScripts -simulated and actuality
- Research and scripting of radio/TV documentary/feature/drama
- Photo Feature Writing.
- Writing for Web

Module- V

[10sessions[

- ❖ **Presentation Production& Editing:**
]Each topic below can be introduced &discussed with suitable examples[
- ❖ **Field-Reporting**
 - shooting usable video footage
 - conducting the on-camera interview
 - shooting telling B-roll
 - composing interesting shots
 - telling stories in unconventional ways
- ❖ **Capturing Sound**
 - Microphones
 - Capturing Natural Sound
 - Capturing Primary Audio Track Sound
 - Analog vs. Digital
- ❖ **Radio**
 - Elements of radio productions
 - Acoustics
 - Perspective
 - Sound effects
 - Music
 - Distort/Filter
 - Recording
 - Editing
- ❖ **Television**
 - Stages of production- pre-production, production and post-production

- The production personnel – Single camera and Multi camera production
- Use of graphics and special effects
- Developing a video brief
- Nonlinear editing, Cut to cut, assemble & insert, on line, offline editing of stories
- Telling a cohesive story (connecting SOTs)
- Using desktop publishing aspects to tell a visual story
- Mixing and Editing to tell a story

❖ **Production**

- Production schedule
- Budget
- Floor plan
- Lighting plan
- Production of a programme
- Post production
- Production of radio /TV discussions
- Production of social messages (max 30 seconds)
- Production of radio/TV documentary/feature

VI –Module

]08 sessions]

)PN :Topics listed below should be discussed with the help of case studies(

- ❖ – swen fo 'nwod gnipmuD'24/7 & its drawbacks.
- ❖ Ethics in regulation.
- ❖ Censorship.
- ❖ Protecting copyright
- ❖ Power and Society.
- ❖ Convergence: Need, nature and future of convergence
- ❖ Convergence and Multi-media: Print, radio, TV, internet and mobile.
- ❖ Emerging Trends: Mobile Technology, Social Media & Web 2.0
- ❖ Digital storytelling: Tools of multimedia journalists.
- ❖ Feature writing for online media: Story idea, development and news updates.
- ❖ Podcast and Webcast
- ❖ Open source journalism: Citizen Journalists.
- ❖ New Media on Journalism: Use of blogs, tweets, etc.

VII –Module

[02sessions[

)PN :This module VII should not be included for External Assessment 75 marks)

- ❖ Career opportunities in Broadcast Journalism/Electronic Media.
- ❖ Career options in public broadcasting agencies like Doordarshan and All India Radio or in private broadcasters.

- Researchers; Broadcast Reporters; Presenters; web journalist; field reporter; writer; editor correspondent; in-studio anchor; news analysts; direction ; production ; graphics editing; sound; programme research; Script writing; photojournalism; social media; copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists etc; Moreover one can open his own TV/RM Radio channel.

❖ **Student Productions: Class Test Projects // Assignments: [Internal Assessment- 25 Marks as per University guidelines]**

- For eg: Prepare a News package which includes elements such as narration, b-roll, stand-ups, interviews/SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/video tell the story of the news for Radio -/TV/ Short Film/ Documentary etc OR writing Exercises from Module III; VI & V.

❖ **Suggested Readings**

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. CNN Student Bureau
7. Broadcast Journalism by David Keith Cohler (Prentice Hall)
8. Introduction to Mass Communication by Stanley Baran (McGraw Hill)
9. Journalism Matters by Schaffer, McCutcheon, and Stofer (National Textbook Company)
10. Journalism Today by Ferguson, Patten, and Wilson (National Textbook Company)
11. Scholastic Journalism by English, Hach, and Rolnicki
12. Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)
13. Bias: A CBS Insider Exposes How the Media Distort the News by Bernard Goldberg (Perennial)
14. If It Bleeds, It Leads: An Anatomy of Television News by Matthew Kerbel (Westview)
15. Writing to Deadline: The Journalist at Work by Donald M. Murray (Heinemann)
16. Ronald Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
17. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
18. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295.
19. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
20. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
21. Hyde, Stuart. Television and Radio Announcing. Kanishka.
22. Masani, Mehra. Broadcasting and the People. National Book Trust.
23. Awasthi, G. C. Broadcasting in India. Allied Publications.
24. Listening to various news bulletins and other news based programmes of All India Radio and other radio channels.
25. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
26. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
27. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004

28. Menon, Narayana. The Communication Revolution. National Book Trust.
29. Pavlik J.V. Media in the Digital Age. Columbia University Press.
30. Newspaper and magazine articles about New Media
31. Paul Chantler& Peter Stewart Basic Radio Journalism, Focal Press
32. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
33. R.Parthasarathy Journalism in India , Sterling Publishers
34. H.R.Luthra Indian Broadcasting
35. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
36. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
37. P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
38. ParthasarthyRangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
39. Robert McLiesh Radio Production, Focal Press
40. James R. Alburger The Art of Voice Acting, Focal Press Jan R. Hakemulder, Broadcast Journalism, Anmol Publications,
41. Ray AC de Jonge, PP Singh New Delhi
42. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
43. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
44. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
45. Ralph Donald and Thomas Spann Fundamentals of Television Production SurjeetPublications,New Delhi.
46. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
47. Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
48. Neill Hicks Screen Writing, Michael Wiese Productions
49. Thomas D Burrows, Lynne S Gross Video Production, McGraw Hill Ronal Dewolk Introduction to Online Journalism Allyn& Bacon, ISBN 0205286895
50. John Vernon Pavlik New Media Technology Allyn& Bacon ISBN 020527093X
51. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295.
52. Media Culture: An Introduction to Mass Communication, Fifth ed.
53. By Richard Campbell, Christopher Martin, Bettina Fabos
54. Video Basics by Herbert Zettl (Wadsworth Publishing Company)
55. Media Ethics: Issues and Causes by Philip Patterson and Lee Wilkins (McGraw Hill)
56. Video Field Production and Editing by Campesi and Sherriffs
57. Mass Communication in India, Keval, J. Kumar, Jaico Publishing House, Mumbai.
58. Mass Communication theory, Denis Mcquail., Sage Publication, New Delhi.
59. Understanding of Media: The Extension of Man, Marshall McLuhan.
60. Journals and Web Sources
 - *Broadcast and CableSat*
 - *IMPACT*
 - *PITCH*
 - *www.allindiaradio.org*
 - *www.aiir.com*
 - *www.exchange4media.com*
 - *www.mib.gov.in*

- www.airwaves.net

]Broadcast Journalism Syllabus :Proposed Dicussed ,& Revised by: BOS Member Smt. Vrunda Moghe& Member Syllabus Revision Committee Broadcast Journalism Prof Namrataa Srivastav; Dated10/06/2015 ; Wednesday at University Of Mumbai ,Fort;Room No -26 ;Time :2.00 –pm 4.00pm.]

TYBMM Semester VI

Business & Magazine Journalism

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

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

Section I Business Journalism

Module

I) Introduction to Business Journalism 01

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.

a. Functions of commercial banks

b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government

05

2

schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.

III) Union Budget (The Finance Bill) – Salient features of the latest Union Budget.

02

IV) The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.

02

V) “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.

02

VI) Scams in Indian financial system

The Satyam saga

The Sahara Scam

Saradha chit fund embezzlement

03

VII) 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

03

VIII) Business journalism - a brief study of leading business magazines, leading financial dailies in India.

02

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.

03

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 genre:

Women’s magazines

Travel Magazines

General Interest Magazines

Health Magazines

Technology Magazines
Automobile Magazines
09
3

III) A detailed study of women's magazines covering specific female related issues and other routine issues.
02

IV) Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.
02

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. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)
02

VI) Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.
02

References

1. Indian Economy, Dutt and Sundaram. S Chand Publication.
2. The Economic Survey – A Government of India Publication (Ministry of Finance)
3. www.indiabudget.nic.in for updates related to budget.
4. Western Ghats ecology expert panel report (available on Web).
5. Websites of magazines, newspapers.

TYBMM Journalism Sem VI

Issues of Global Media

Objectives:

Study the role of media in the 21st Century and the challenges facing traditional media

Familiarise students about regional versus global media

Highlight social media's relevance in information dissemination

Syllabus:

1. Relevance of McBride report in contemporary times [5]
2. Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage [7]
3. Global Monopolies' regional presence.[redefining local news][2]
4. Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond][4]
5. Advocacy and Journalism [4]
6. Independent Media's space[1]
7. Traditional media's foray into social media & Micro blogging [2]
8. Parachute Journalism [1]
9. Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents][2]
10. coverage of natural disaster by global media and regional media [1]
11. Cultural Bias in global media coverage [2]
12. BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives] [3]
13. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists, [3]
14. Global audiences' changing needs[1]
15. Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions. [6]
16. Overview of media in China, Japan, U.S., India.[2]
17. Profiles of BBC, CNN, Reuters, AFP & AP [1]

Bibliography:

Why NWICO never had a chance by Joseph Mehan, Columbia University

Global Media Journal Spring 2013

New War Journalism, Trends and Challenges, Stig.A.Nohrstedt

Dynamics of Social Media, David C.Coulson

Al Jazeera Advocacy and Media Values., Mamoud M.Galander

Media Imperialism, Oliver Boyd-Barrett

Sem. VI

News Media Management

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives

- *To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation*
- *Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. .*
- *Students will have developed hands-on experience as content marketers using journalistic and digital techniques.*
- *Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.*

- 1) Making News: Truth, Ideology and News work (2)**
- 2) News, Audiences and Everyday Life (4)**
 - a) Ideal Management Structure**
 - b) Role of Management in ensuring editorial freedom**
- 3) Legacy Media- Broadcast Media Overview and Print Publishing Overview (4)**
- 4) Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media (2)**
- 5) Specialised training for skilled workers, HRD (4)**
- 6) Integrated Marketing Communications (8)**

Overview of Marketing Theory

Applying marketing strategy to consumer media

- a) direct to consumer:
 - for readers/consumers
 - circulation/distribution/channels
- b) business to business (B2B):
 - for advertisers/partners

7) Disruptive Technology and Media Business Models: (8)

- a) **The role of advertising**
- b) From Web 1.0 to 2.0
- c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest

8) Becoming a digital Media Brand (4)

9) Financial Management (8)

- a) Break up of expenditure for the year
- b) Raw Material Costs
- c) Fixed and Variable Costs
- d) Unforeseen Factors

10) Challenges of Globalisation and Liberalisation (8)

- a) Foreign Direct Investment
- b) Cross Media Ownership
- c) Commercialization of Media

11) Understanding Company Law (2)

12) Case studies (4)

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

Handbooks/ 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