

UNIVERSITY OF MUMBAI
No.UG/194 of 2009

CIRCULAR: -

A reference is invited to the Ordinances, Regulations and syllabi relating to the Bachelor of Mass Media (B.M.M.) and to this office Circular No.UG/222 of 2002, dated 20th May, 2002 and the Principals of the affiliated colleges in Arts and the Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Bachelor of Mass Media (B.M.M.) degree course at its meeting held on 17th April, 2009 has been accepted by the Academic Council at its meeting held on 21st April, 2009 vide item No.4.46 and that, in accordance therewith, the syllabus and reference books for the Bachelor of Mass Media (Sem. V and VI) examination in the subject of Advertising and Journalism is as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010.

MUMBAI-400 032
5th June, 2009

(PRIN. K. VENKATARAMANI)
REGISTRAR

To,
The Principals of the affiliated colleges in Arts and the Professor-cum-Director, Institute of Distance Education.

A.C./4.46/21.04.2009

No.UG/194-A of 2009,

MUMBAI-400 032

5th June, 2009

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts.
- 2) The Chairperson, Ad-hoc Board of Studies in Bachelor of Mass Media.
- 3) The Controller of Examinations.
- 4) The Co-Ordinator, University Computerization Center.


D. H. KATE
DEPUTY REGISTRAR
(U.G./P.G. Section)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative, Ratnagiri for information.

The controller of examinations (10 copies), the Finance and Accounts officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrollment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (ITB Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Coll), the Deputy Registrar, (PRO), The Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by



UNIVERSITY OF MUMBAI



**REVISED SYLLABUS
FOR THE
THIRD YEAR
(BACHELOR OF MASS MEDIA)
(SEM. V AND VI)
EXAMINATIONS
IN THE
SUBJECT OF
ADVERTISING AND JOURNALISM**

(with effect from the academic year 2009-2010.)

Semester-V

✓ Subject : Advertising design

Paper: III

Objective:

To expose students to the creative and technical aspects of art direction

Syllabus

1. Introduction to the Art department in ad agency(2)
2. What is Art Direction –Making of an Art Director (2)
3. Introduction to colour(3)-colour harmonies
4. Introduction to Illusion (3)-Principles and elements of design
5. Introduction to Photography(2)
6. Introduction to Typography/Calligraphy(3)-Word expression , Layout designing Logo designing
7. Introduction to desktop publishing(4)
8. Introduction to Print Production(2)-stationary design
9. Working with copy –partner
10. Art direction in print media (3)
11. Art direction in outdoor (2)Transit/Ambient
12. Art direction in films /television(2)
13. Art direction in internet and new media (3)
14. Art direction in Direct Mailers (2)
15. Advertising campaign planning :Art (2)-Radio ,T.V, Newspaper, magazine outdoor
16. Corporate Identity systems(3)- Packaging , Brochure,P.O.P ,etc.
17. How to brief the art direction and get the best out of him(1)

The course material heavily depends upon examples. The examples should be collected by the instructor every academic year, since the trends in art direction change as quickly as fashion does

20 hours to be used to familiarise students with the concepts and theory of the subject and the rest 30 hours to be used to guide students in preparing professional campaigns for the project work

Sample format for campaign:

1. Logo design (black and white ,8-9 color design)
2. stationary
3. newspaper
4. magazine
5. T.V. campaign (story board)
6. Merchandising
7. Outdoor
8. packaging
9. synopsis
10. sketch book
11. radio

There will be no written exam for this paper The student will be evaluated on the basis of the quality of campaign prepared. With 50 marks evaluation to be done by the internal faculty and 50 marks allotted to viva which will be conducted by two external examiners (One faculty of the BMM Ad design department from any other college and second a professional from an Ad agency). The viva shall contain questions on the Ad campaign prepared by the candidate.

Booklist

- Ed.Andre ,graphic design in computer age – series of 8 books
- Illustration –Vicky Squires
- Color –Andre Jute
- Video graphics –Hugh Skinner
- Publications-Andre Jute
- Presentations-BillMurphy
- Design Solutions –Linda Reed
- Typography-Grant Shipcott
- Corporate image- Amanda Barrett
- Conway Lloyd Morgan,Packaging design – rotovision 1997
- G.S.Rege ,Advertising –art and ideas
- Kathleen Ziegler and Nick Greco- Digitalink- digital design and advertising –Dimensional
- Jeanne Allen Designers guide to color –volumes 1,2 and 3-chronicle books 1986
- Mike Quon –Business graphics –PBC international publications 1995
- Prints best logos and symbols –R.C publications 2005
- The design library series –Rockport publishers 1996
- Hugh Marshall –Art directing Photography quarts publishing p/c



Advertising

Semester V

Subject : ☒ Advertising in contemporary society

Paper-I

Objectives

- To recognize the roles of advertising in modern society
- To understand the current developments and problems concerning advertising as an economic and social force.
- Appreciate the increasingly international nature of advertising.
- To analyze the interdependent nature of advertising and popular culture.

Syllabus

1. Advertising in the Indian economy(10 lectures)
 - Role of advertising in the Indian economy
 - Liberalization and the resultant changes in buying patterns.
 - Impact of global competition in the field of advertising.
 - Present day economic issues & Policies & their effects on advertising
2. Advertising and culture(10 lectures)
 - Role of advertising in bringing about changes in culture, customs and traditions.
 - The interdependent nature of advertising and popular culture (i.e., fashion, music, films, slang).
 - Effects of globalization on the Indian advertising
 - The impact of advertising on commercialization of culture
 - Making messages culture-specific
 - Cross cultural psychological segmentation
 - Need and benefits of for assimilation of universal ideas with local flavour.
 - Cross-cultural Advertising
3. Advertising and the audience(6 lectures)
 - Market power
 - Marketer's control on the media
 - Impact of advertising on attitudes, behaviour, societal norms, perception, needs, lifestyles
 - Controversial advertising discuss with the help of current examples
 - Social implications of advertising
 - Gender, diversity issues, Generational issues-children, youth, elders
 - Growing influence of advertising and its criticism

4. Global advertising (16 lectures)
 - The scope and challenges of International advertising
 - Current global trends
 - Multinational competition and its impact
 - Product packaging for international markets
 - Promotion for international markets
5. Internet marketing (6 lectures)
 - WWW as an advertising tool
6. Social marketing (2 lectures)
 - What is social marketing?
 - Need for and objectives of social marketing
 - Tools and components of social marketing

Books list

1. Philip R Cateora and John L. Graham, *International marketing*-Irwin McGraw Hill 1999
2. D.Lamont *Handbook of global marketing*-Identify books 2000
3. William F arens and Courtland L Bovee, *Contemporary advertising*-Irwin 1994
4. Philip Kotler and Eduardo L Roberto, *Social marketing-strategies for changing public behaviour*-The free press-1989
5. Paul Timmers, *Electronic commerce – strategies and models for business to business trading*-John Wiley and sons 1999
6. Dave Chaffey, Richard Mayer, Kevin Johnston and Fiona Ellis Chadwick, *Internet marketing* –Financial times-Prentice Hall
7. Mica Nava, Andrew Blake, Iain Macrury and Barry Richards, *Buy this book-Studies in advertising and consumption*-Routledge 1997
8. Jib Fowles, *Advertising and Popular Culture*. –Sage Publications 1996
9. Mary Cross, *Advertising and Culture*-Prentice Hall 2001
10. Elioise Coupey, *Marketing and the internet*-Prentice Hall 2001
11. Roxanne Hovland and Gary B. Wilcox Lincolnwood *Advertising in Society : Classic and Contemporary Readings on Advertising's Role in Society*. NTC Business Books. 1989.
12. Neil Barrett, *Getting your message across the World Wide Web*
13. *Advertising in Contemporary Society* by Kim B Rotzoll, James E Haefner, University of Illinois Press 1994.

Semester V

Subject

✓ : Brand Building

Paper

✓ : VI

Objectives

- To provide an introduction to the concepts and practices of contemporary brand management.
- To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.
- To learn to plan an effective advertising campaign.

Syllabus

The Brand (Lectures 04)

- What is a Brand
- Brand Vs. Product
- Why Brands Matter?
- Can anything be Branded?
- Process of Branding
- Advantages And Limitations of Branding
- Brand Building Blocks (Obstacles To/Difficulties In Building Strong Brands)
- Brand Vision with Respect To Generic Brand Status
- Product Vs. Corporate Branding

Branding Strategies (Lectures 06)

Manufacturer Branding (National Brand) And Distributor Branding (Private/store Brand)

Multi-Product Branding Strategy

Multi-Branding Strategy

Mixed Branding

Brand Licensing

Co-Branding

- Composite Co-Branding

- Ingredient Co-Branding

Brand-Product Matrix

Brand Hierarchy

Introducing And Naming New Brands and Extensions (Lectures 02)

Physical And Psychological Dimensions

Cognitive And Emotional Benefits

Developing Brand Identity And Personality

Brand Personality Vs. User Imagery

Brand Positioning (Lectures 08)

Four Components

Product Class

Consumer Segmentation

Perceptual Mapping

Brand Benefits And Attributes

Cornerstones of Positioning Strategy

Brand Equity (Lectures 08)

Concept of Brand Equity

Sources of Brand Equity

Brand Loyalty

Brand Awareness

Perceived Quality

Brand Associations

Other Brand Assets

Benefits of Brand Equity

Choosing Brand Elements To Build Equity

Managing Brand Equity

Brand Equity Measurement Systems

Brand Equity Ten

BAV/Y & R

Equi-trend

Inter Brand

Brand Assets – How To Find Them Equity

Brand Leveraging (Lectures 04)

Leveraging Process

Line Extensions

Brand Extensions

Creating Range Brands

Ad Hoc Brand Extension

Moving The Brand Down

Moving A Brand Up

The Process of Brand Orientation

Managing Brands Over Time (Lectures 04)

Reinforcing Brands

Revitalizing Brands

Consistency Plan

Re Branding

Entering New Markets

Building Brand On Internet (Lectures 04)

Comparing Brand Building In Cyberspace And In Brick & Mortar World

Internet User Segments

Website Objectives

Brand Building Dimensions

Corporate Branding (Internal Assessment Only) (Lectures 04)

Visual and Verbal Identities

Name, Term, Sign, Symbol, Logos, Design, Phrase, Slogan Or Combination of These
More Visual Outputs

Packaging

Showrooms

Advertising

Employee Uniforms

The Company's Reputation Through Publicity

Campaign Planning (Internal Assessment Only) (Lectures 04)

Marketing Operations For The Campaign

Target Audience Selection And Advertising Objectives

Planning Strategies And Media Characteristics

Creative Execution Of The Campaign

Campaign Evaluation And Measuring Effectiveness

Reference Book List:

1. David, A Aker, Building Strong Brands, The Free Press, 1996
2. Deirdre Breakenridge, Cyber branding – Financial Times – Prentice Hall 2001
3. John Philip Jones, What's in a brand? – Building brand equity through advertising, Tata MacGraw Hill; 2001
4. Al Ries and Laura Ries, The 11 Immutable Laws Of Internet Branding, Happer Coolins; 2001
5. Susannah Hart and John Murphy, Brands The New Wealth Creators, Macmillan Business; 1998
6. Kumar, Ramesh S, Marketing and Branding : Indian Scenario; Pearson 2007
7. Keller, Kevin Larie- Strategic brand management, Prentice Hall of India 2003
8. ICFAI Univ Press – Corporate Branding; Concepts and Cases; ICFAI 2005
9. Parmeswara, M.G. – Building Brand Value : 5 Steps To Building Powerful Brands; Tata McGrawhill; 2006
10. Harsh V Verma – Brand Management; 2nd; Excel Books; 2006
11. Brad VanAuken – The Brand Management; Kogan Page

✓ Subject: Consumer Behaviour

Objectives:

To introduce the students to the complexities of consumer behaviour

Syllabus:

1. Introduction to Consumer Behaviour
The Concept of Consumer Behaviour (2)
Need to Study Consumer Behaviour
External and Internal variables influencing Consumer Behaviour (Diagrammatic representation)
2. Communication (5)
Components of Communication
Communication Process (model)
Communication strategy
Message Factors (Structure, Order Code, appeal)
Types of Appeals
Rational/emotional fear/Humour/Sex/Prestige/Ego
Persuasion
Central and Peripheral Route
ELM
3. Perception : Physical Psychological : Subliminal perception (3)
4. Cultural – Subculture (concepts and its impact on consumer behaviour) (2)
5. Learning - Cognitive Theory, Conditioning Theory (5)
6. Attitude (7)
Concept and Characteristics of Attitudes
Formation of Attitudes
Relationship between Attitudes and Behaviour
Attitude Models -Cognitive Dissonance, Tricomponent Theory, Multi attribute model
7. Motivation (5)
Definition
Needs and motives
Types of motives
Arousal of motives
Need Theories – concept and application
Maslows. Alderfer, Herzberg
8. Personality (5)
Nature and Characteristics
Theories of personality – concept and application
Freudian theory, Trait theory, Jungian theory
Self and self image concept

9. Market Segmentation Psychographic Profile SRI Vals II	(2)
10. Social Class Concept Classification Influence of social class on purchase behaviour	(2)
11. Groups Reference Groups Influence factors Consumer related reference groups Reference group appeal	(3)
12. Family Definition (Traditional and Non Traditional) Family Life Cycle Its importance to advertisers Family decision making and consumption related roles.	(2)
13. The Consumer Decision making Process Consumer decision about brands and products Influence of opinion leadership on consumer decision making	(2)
14. Adoption and Diffusion Concept Adoption process Diffusion process	(3)
15. Indian Core Values What are our Core Values Its influence on decision making process Effect of changes in the economic policies on our Core values	(2)

Book list:

1. Leon G. Schiffman, Consumer behaviour ; Leslie Lazar Kanok
2. Loudon. David and Dela Consumer Behaviour – Bitu Albert
3. Max Sutherland and Alice K. Sylvester, Advertising and the mind of the consumer Krogen page 2000

Revised Syllabus
Copywriting
✓ **BMM-Semester-V**

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To develop their inherent writing skills
- To train students to generate, develop and express ideas effectively
- To familiarize students with contemporary advertising techniques and Practices

Syllabus:

(Lectures to be used for both theory and practical, with more emphasis on practical. Show Indian and/or international ads as reference material wherever possible)

1. Copywriting, Introduction, Responsibility of Copy writer.
 - Attributes of a good copywriter
 - Principles of copywriting
2. Creative Strategy: Planning and Development
 - Developing an Advertising Plan
 - Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?
 - Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing
 - Combining Creativity and Strategy
 - Organizing the Creative Task
 - The Creative Plan (Copy Platform)
 - Phases of campaign creation
3. Phases of campaign creation:
 - Understanding the psychographics of target audience
 - Finding out what to say
 - Understanding the barriers to purchase
 - Interrogating a product or service –Outlining the rational benefit and emotional benefit
 - Developing an ear for ‘human insights’
 - How to get an idea
 - Choosing the idea that effectively communicates the emotional/rational benefit

- Brief
4.
 - Taking the brief
 - Product brief
 - Marketing brief
 - Agency brief
 - Converting into creative brief
 5. The big idea
 - Arriving at the proposition
 - From proposition to head line
 - Understanding tone of voice
 - The positioning statement
 6. Writing for print media
 - Head lines
 - Base line
 - Sub headlines
 - Body copy
 - Slogan
 - Captions
 - Structuring the copy
 7. Understanding the medium and writing for TV, Cinema, Radio, Innovative medium, Internet, SMS
 8. Principles of writing press release copy.
 9. Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising
 10. Different types of copy
 - Advertorial
 - Infomercial
 - Comparative copy
 - Copy for different languages

Booklist

1. Hey Whipple Squeeze this – A guide to creating great ads by Luke Sullivan
2. Cutting Edge Advertising – Jim Aitchison
3. One Show Annuals
4. D&AD Annuals
5. Luerzer's Archive
6. Campaign Brief Asia

Semester V

Subject
Paper

✓ : Media planning and buying
✓ : V

Objectives:

To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

Syllabus

1. Media planning (10)
 - The function of media planning in advertising
 - Role of Media planner
 - Challenges in media planning
 - Media Planning process
 - Media Planning for Consumer Goods
 - Media Planning for Industrial Goods
2. Sources of media research(6)
 - Audit bureau of circulation
 - Press audits
 - National readership survey/IRS
 - Businessmen's readership survey
 - Television
 - Audience Measurement
 - TRP
 - National television study
 - ADMAR satellite cable network study
 - Reach and coverage study
 - C/B listener ship survey
3. Selecting the suitable media options (12)
 - TV
 - Advantages of television
 - Disadvantages of television
 - Buying Television Space/Air time
 - Radio
 - Advantages of radio
 - Disadvantages of radio
 - Buying Radio slot
 - Magazines
 - Strengths of magazines

- Weaknesses of magazines
 - Types of magazines
 - Buying magazine space
 - Newspapers
 - Strengths of newspapers
 - Weaknesses of newspapers
 - Types of newspapers
 - Buying newspaper space
 - Buying media space for other medium like
 - The internet
 - Billboards
 - Yellow pages
 - Direct response and direct mail
 - Stadium
 - In-store
 - Types of out-of-home advertising
 - Place-based media
 - Newer Media Options
4. Criteria for selecting the media vehicles (3)
 - Reach
 - Frequency
 - GRPs
 - Cost efficiency
 - Cost per Thousand
 - Cost per rating
 - Waste
 - Circulation
 - Pass-along rate(print)
 5. Media timing (2)
 - Flight
 - Pulsing
 - Scheduling
 6. Comparing and Evaluating continuity of media options/choices(1)
 7. Deciding the ideal media mix(2)
 8. The communications mix(2)
 9. Media buying and negotiation(4)
 10. Competitive media expenditure analysis
 11. The concept of aperture(1)
 12. Scheduling and budgeting allocation(3)
 13. Media plan evaluation(1)
 14. Media presentations to the client(1)
 15. Media audit(2)

Book list

1. Jack Z. Sissors and Jim Surmanek, *Advertising Media Planning*-Crain Books 1976
2. James R Adams, *Media planning*-Business books 1977
3. Advanced M.P.-John R Rossister, Kluwer Academic Publications 1998
4. Advertsing M.P., Jack Z Sissors McGraw Hill 6th Edission

Newspaper – Magazine making

Objectives: This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper - magazine making

Introduction to the theoretical aspects:

1. Graphic Communication – Past and Present (3)
 - Present
 - Planning Stage
 - Preparation Stage
 - Production Stage
 - Past
 - Improvements in Presses over the period of time
 - Improvements in Typesetting
 - Reproduction of Photographs
2. Why and how we read (2)
 - Reading and Information
 - Human Information Processing
3. Graphic Reproduction Processes and Presses (5)
 - Fundamentals of Offset
 - Prepress Operations
 - Fundamentals of Letterpress
 - Prepress Operations
 - Special Requirements of Rotary Letterpress
 - Fundamentals of Gravure
 - Fundamentals of Screen Printing
 - Fundamentals of Flexography
 - Computerised Imaging Systems – Jet and Electrostatic Printing
4. Type and Typesetting (3)
 - Typesetting Terminology
 - Typeface Terminology
 - Typeface Classification
 - Type and Typesetting Measurements
 - The Point

- The Pica
- The Em
- The Unit
- The Agate Line
- The Metric

Introduction to the practical aspects

5. Using Type Creatively

- Visual Syntax
- The New Typography
- Placing emphasis
- The Layout
- Headline Size
- Initial Letters

(6)

6. Electronic Copy Processing Systems

- Bits and Bytes
- Input/Output Devices
- Fonts and Font Sizes

(2)

5. Preparation for Printing

- Pasteups
- Positives and Negatives
- Plates – types
- Graphics and half tone

(4)

7. Principles of Magazine Layout

- Planning the Layout
- Preparing the Dummy
- Designing the Template
- Balance and Simplicity

(6)

8. Newspaper Design and Layout

- Problems of Format
- Changes in Approach to Newspaper Design
- Contemporary / Modular Design
- Arrangement of Ads in Newspapers
- Preparing / Using the Stylesheet
- Effects of New Production Technology
- Preparing the Dummy
- Appearance and Character of the Newspaper

(12)

Internal Assessment : Individual Project

A Minimum of 10 to 15 hrs of Lectures should be devoted to discuss the newspaper design. 30 to 32 hrs to be dedicated for preparing the layouts, preparing dummies, visit various print houses and screen printing workshops.

Project Description- Individual Project

Students will prepare following types of news-formats using **Quark Express** as the main designing software and **Adobe Photoshop** as a supporting software.

Faculty shall guide the students on the content of the newspaper and magazine. Emphasis should be laid on the **Design and Layout**.

1. Four page Local Newspaper- A3 size- Tabloid
2. Four Page National Newspaper- Broadsheet
3. Thirty-two page Magazine- A4 size

There will be no written examination for this paper. The student will be evaluated on the basis of the quality of newspaper/magazine prepared. With 50 marks evaluation to be done by the internal faculty and 50 marks allotted to viva which will be conducted by two external examiners (One faculty of the BMM Journalism department from any other college and second a professional from the news making field). The viva shall contain questions on the newspaper/magazine prepared by the candidate.

Revised Syllabus for TY BMM (Journalism) from June 2009
Semester V Subject: Reporting Paper I

Objectives:

Certain basic principles: Accuracy, Objectivity, Clarity and speed

The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories

Understanding New Values

Writing reports:

Organise material as per its importance, the most important aspects should come first

Use a simple style, short sentences and stick to facts without commenting on them

Talk to people, learn to use quotes effectively

Leads and its types:

A good lead is winning half the battle, the lead should convey the importance of the news item

The Five W's and one H concept

Leads need not be stereotyped, different types of leads, even the most ordinary stories can come alive with a lively lead, but avoid gimmickry. Leads should clearly explain what the story is all about

Gathering news: On – the – spot principle, talking to different people who were eye witnesses to an incident, press conferences, the art of asking brief, pointed questions which can lead to newsy replies, handling press notes and rewriting them in journalistic style without missing the news aspect, the role of news agencies in providing news, unraveling and trying to make sense of cliché-laden government handouts, covering public meetings and retaining only the newsy sections of speeches

New news writing style; 1) Using more actual quotes 2) Begin with individual case and expand generally

Beat Reporting and developing sources

Beats are best sources of news. Getting experience in beats through long tenures. The importance of sources, spotting, developing and retaining their confidences, regular presence at beats, group reporting and doing 'exclusives' without antagonizing group members and not go by the obvious and what people tell you, look for news behind news. The role of major beats, Government, Police, Political parties, Municipal Corporation, Health and Education, Environment and Law

Follow up Every story which has public appeal needs to be followed up Just reporting it once and giving it up are not enough Find out what happened to the issues in question and the people involved in it, even after the main story had been published.

News campaigns interpretative and Analytical Reporting

Investigative Reporting:

1. Explain investigative reporting using Watergate and Harshad Mehta as a case study

2. What makes a good investigative reporter? Tenacity, ability to spot news and carry it to its logical end, commitment to the best traditions in journalism (Patience, painstaking, hard work)

3. Brief history of investigative journalism, abroad and India. The hurdles facing Indian investigative journalism. Management attitude in regard to resources and man power, vested interests and political pressure, difficulties in getting confidential documents, element of secrecy and passing the buck mentality among bureaucracy and men in power How to get over these problems, sting operation?
Crisis reporting with specific reference to terrorist attacks

4. Investigative reporting and how it differs from yellow journalism

5. Role of investigative journalism in bringing about changes in the establishment. Limitations in India

6. White collar crime, cyber crime and need for technical knowledge, being computer savy

7. Investigations in the English and indigenous language pages.

Some major case studies in investigative journalism, should be explained in the class like,

Bofors scam

Tehelka Exposes

Cement scandal involving former Chief Minister of Maharashtra, A. R. Antulay

Cobbler Scam

J. J. Death cases

(Interview 5 awardees of Patrakar Sangh for best investigative stories or Analyse this award winning stories)

1. Yamunabai Khadilkar investigative journalism award
2. Raikar Bose investigative journalism award

SEMESTER - V

Subject : Editing

Paper : II

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

Syllabus:

1. Specific language inputs
 - Usage tips
 - Words and phrases to avoid
 - Specific grammatical problems
2. Structure and functions of the editorial set-up of a newspaper
3. Functions of the sub-editor – Writing, editing, design
4. Editing
 - Understanding the publication – it's audience, ideology, raison d'être
 - Style book
 - Editing symbols and how the computer has revolutionized editing
 - Editing to fit available space – cutting or expanding copy to fill space
 - Reorganising or restructuring a story
 - Checking facts, names, figures
 - Checking for grammatical and other language errors or problems
 - Rewriting in style appropriate to publication
 - Writing headlines – structure, working, types, use of typography, do's and don'ts, role of punctuation in headings.
 - Writing effective captions
 - Intros and rewriting leads
5. Typography and design
 - Principles of layout – balancing grey matter and white space, understanding fonts, balancing visuals and / or ads and editorial content
 - Planning the page – deciding weightage of story, positioning for optimum effectiveness, balance in editorial content, preserving the format.
 - Selecting visuals – image energy, lines of force, impact + information Ethical considerations when selecting visuals for crime/death/grief stories
 - Cropping pictures
 - Formulating effective graphics
6. Editing on the computer using:
 - Photoshop
 - Pagemaker
 - Corel Draw
 - Illustrator

1. Banerji, Sourin; *New Editing in Theory and Practice*; (1992)
2. Felsch; *The Art of Readable Writing*
3. Evans, Harold; *Editing and Design*; Heinemann
4. Moen, D.R; *Newspaper Layout and Design*; (1984); State University Press
5. Bowles and Borden; *Creative Editing*; 3rd edition; Wadsworth
6. Quinn, Stephen; *Digital Subediting and Design*;

Semester - V
Paper III Feature and Opinion

Objectives: Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing
Role of opinion writing the need for mature thinking and professional experience

Syllabus:

- 1 'Hard' news, 'soft' news, definitions and differences. (2)
- 2 'Report' and 'features' basic differences and roles in journalism. The News feature and how to develop it from a news report. Do all reports lead to news features? Uses of news features, vital role in the city newspaper (5)
- 3 The non-news feature: Seasonal, Institutional, nostalgia, city, Writing skills needed additional information, bits of colour, effective leads, creating images for the readers, the role of human interest in feature writing, how to 'dig' for anecdotes and quotes, more intense research than for a news report eye for off beat facts (5)
- 4 Special types of features: The Interview form, different types (third person, qn-answer type) preparing for an interviews, getting information on the subject, supplementary questions, attitude during an interview, special needs for a TV interview and differences with print the importance of asking the right kind of questions Use of tape recorder translation techniques (5)
- 5 Obits a brief history, origin of the obit form, the superior form of obits in western media why our obits are always flattering and restricted mainly to politicians need to diversify subjects and not too much of sugar coating (3)
- 6 Reviews, mainly film, arts, dance, music, theatre, and books Qualities of a good critic knowledge, passion, keen interest proper background, understanding of the audiences and the role of commercial art in chasing away the blues special skills needed for reviews (5)
- 7 Columns, their role in journalism, different types of columns, how they reflect public opinion, personal element in columns. Advisory columns and ethics involved in them, role of celebrities in agony aunt columns (5)
- 8 Trend stories, Life style journalism, focus on campus, youth style and layout New Journalism, growing importance of environmental features, the dangers of imitating the West, strides in Business Journalism (briefly) (3)
- 9 The Editorial page and op-ed page: History, evolvement, how much do editorials declined with managements calling the shots, qualities of a good editorial page editor, The editorial page layout, any need for frequent changes? The 'Middle' and how it had been shifted around (5)
- 10 Editorial writing, special skills and analytical power (2)
- 11 Some famous editors in Indian journalism: S. Sadanand, R.K.Karanjia, M.J.Akbar, Kumar Ketkar, Talwalkar, Shekhar Gupta, Shyam Lal, Girilal Jain, N. Ram (3)

INDIAN REGIONAL JOURNALISM

Objective

- ❖ Study the evolution, growth and role in modern-day India of Indian newspapers other than in English
- ❖ Case studies of Hindi, Marathi, Telugu and Urdu newspapers
- ❖ Role of language papers in fostering socio – cultural development in their areas of circulation
- ❖ Study intimacy between readers and language newspapers

Syllabus

1. Overview of impact of important newspapers in Hindi, Marathi, Tamil, Telugu, Malayalam, Urdu and Kannada
2. Use of common facilities like news pool, personnel, inputs and managerial expertise in media groups.
3. History and development of newspaper in Bengali, Hindi, Urdu, Marathi, Malayalam, Telugu, Tamil and Kannada
4. How Indian language newspapers have shaped outlook and cultural identities. Renaissance in Bengal, Social reform in Maharashtra and Tamilnadu
5. Rise of 'Hindi' newspapers and their dominance in North India
6. The language press and local politics, including rise of communalism, regionalism, irrational beliefs.
7. Growth of regional newspapers like 'Dainik Bhaskar', 'Dainik jagran', 'Malayala Manoram', 'Dina Thanthi', 'Anand Bazar Patrika' and 'Lokmat'
8. Tendency to hunt for higher profits at sacrifice of standards of journalism.
9. Political role of newspapers before and after Independence – 'Kesari', 'Mathrubhummi', 'Ananda Bazar Patrika', 'Eenadu', 'Saamna', 'Tarun Bharat'
10. Role of editors in upholding standards of journalism e.g. Ramoji Rao, K.M.Mathew, Kumar Ketkar, Kundan Vyas etc.
11. Study the role of Editor- campaigners like Raja Ram Mohan Roy, Bal Gangadhar Tilak, Acharya P.K.Atre, K.P.Kesava Menon, H.R. Mahajani Dharam Vir Bharati, Maulana Abul Kalam Azad, Abdul hamid Ansari etc.
12. Era of mass circulated regional newspapers. Necessary precautions against downslide of social commitment and objectivity.

BOOK LIST

Jeffrey, Robin: India's Newspaper Revolution, Oup, 2000

Semester-V
Journalism and Public Opinion Paper IV

Objective: To examine critically the relationship between the media and public, how much does the media influence public opinion Which are the agencies manipulating this process of influencing public opinion

1. What is public opinion? Who constitutes the public? (2)
2. Which are the tools used to gauge public opinion? How reliable are they? (2)
3. Examining the process where the media is said to have a role in influencing public opinion? How far is this true? Examine the diversities in the media, the prejudices, vested interests of the managements and how far they manipulate the media? How then, can the public trust the opinions floated by the media (5)
4. Same issues as discussed by opinion makers like Walter Lippman, Noam Chomsky and Lasarsfeld Their views on public opinion, role of military industrial complex, big corporations and the Think Tanks set up by them, the right wing money power and how they influenced public opinion in the Vietnam and Iraq wars (5)
5. Agenda setting v/s Uses and Gratifications model (2)
6. The increased use of comment in reporting, the highly biased methods in the choice of news selection and their presentation through headlines and photographs (illustrate these with examples from the Indian media). Provocative editorials and news analysis during communal riots How all these influence public opinion (5)
7. Political opinion as formed by the media (10)
The manner in which our media portrayed political parties, leaders and events how often these opinions changed and why? The unhealthy closeness between journalists and politicians leading to rewards like Rajya Sabha nominations etc
Election coverage, pre and post election, opinions of arm chair experts, the importance of going on the field and doing on the spot coverage, influence of factors like caste, religion, money and muscle power, the changing role of the Election Commission and the Chief Election Commissioner starting from T. N. Seshan, role of opinion and exit polls
Media comments on important policy matter Indo-US Nuclear treaty, Reservation, Annual Budgets Role of vested interests in writing for or against such policies
- 8 Role of media in times of war and how government tries to influence the media, embedded journalism, manipulating intelligence reports, wrong body counts, why does some sections of the media succumb to these Case Studies (10)
Vietnam and Iraq Wars, Bangladesh liberation, the conflict at Gaza, Terrorist vs Freedom fighter controversy

9 Internal Conflicts and media reactions to these State terrorism, is media too much in sympathy with the views of human rights experts as in Kashmir and Khalistan conflicts Secessionism, the demand for a greater Tamil Nadu, the Tamil sympathies for the LTTE media approach to the Naxalite problem (5)
Covering communal riots, ethnic problems, the temptations to take sides and how to avoid them

10 Shaping Trends how does media react to changing times. a society more influenced by money power, obsession with celebrity trivia media portrayal of women in cinema, TV serials (5)

11 The CNN effect impact, does it still continue? Coverage of 2008 US presidential election and the coverage of Barack Obama and how it helped him to lead his rivals (4)

Advertising

Semester-VI

Subject
Paper

✓: Advertising and marketing research
✓: I

Objective:

To discuss the foundations of research and audience analysis that is imperative to successful advertising

Syllabus

1. Fundamental of marketing research(5)
 - Research techniques
 - Sampling methods
 - Research design
 - Questionnaire Development
 - Report writing
 - Data analysis
2. Product Research(8)
 - New product research
 - Branding Research
 - Pricing Research
 - Packaging research
 - Product testing
 - Advertising content analysis
3. Copy research(8)
 - Concept testing
 - Name testing
 - Slogan testing
4. Copy testing measures and methods (5)
 - Free association tests
 - Direct questioning
 - Direct mail tests
 - Statement-comparison tests
 - Qualitative interviews
 - Focus groups
 - Rating Scales
 - Steps
 - Importance

5. Print pretesting (1)
6. Broadcast pretesting(3)
 - Trailer tests
 - Theater tests
 - Live telecast tests
 - Clutter tests
 - Television storyboard pretesting
 - Radio commercial pretesting
7. Projective techniques(2)
 - Consumer jury
 - Matched samples
 - Word Association
 - Completion
 - Consultation
8. Physiological rating scales(2)
 - Pupil metric devices
 - Eye-movement camera
 - Galvanometer
 - Voice pitch analysis
 - Brain-pattern analysis
9. Challenges to pre-testing. E.g. The halo effect (1)
10. Post testing(6)
 - Measuring advertising effectiveness
 - Attitude change
 - Recognition test
 - Aided recall
 - Unaided recall
 - Sales tests
 - Inquiry tests
 - Measurements of perception, communication, influence
 - Using qualitative research in advertising

Booklists

1. Harper W Boyd, Ralph Westfall and Stanley F. Stasch, Marketing research-text and cases-Irwin 2000
2. Alan D. Fletcher and Tomas A Bower, Fundamentals of advertising research-Wadsworth publishing 1991.
3. Advertising Research, Neil Holbert American Marketing Association 1975, Joel Davis Prentice Hall 1997

Syllabus: Agency Management
Bachelor of Mass Media (BMM), Semester VI

Objectives:

1. To expose students to the business of advertising
2. To familiarize students with the different aspects of running an ad agency

Syllabus:

1. Structure of an ad agency, functions of different departments, types of ad agency
 - Account Management –
 - a. *Role of Account Planner and Account Executive*
 - b. *Account planning process*
 - c. *Attributes of a good Account Planner*
2. Client Servicing
 - a. *Characteristics of services*
 - b. *7 P's of services*
 - c. *Gap Model*
 - d. *Stages in the client-agency relationship*
 - e. *Issues in client service*
 - f. *Understanding the clients business, key success factors, business mode*
 - g. *Understanding the communication task*
 - h. *Negotiation process*
 - i. *Conflict resolution*
3. Marketing plan of the client
 - Understanding client's marketing strategy
 - Outlining Marketing problem/opportunity
 - Marketing objectives as stated by the client
 - a. *Profit objective*
 - b. *Sales and market share objective*
 - c. *Setting advertising objective*
 - STP
 - Constraints on strategy formulation and implementation
 - Setting evaluation criteria
4. Agency Finances
 - Sources of income
 - Expenditure heads of an agency
 - Modern systems of financial planning followed by leading agency
5. Client's evaluation of the agency
 - Areas of evaluation
 - a. *Expertise*
 - b. *Objectivity*
 - c. *Dedication*
 - d. *Staffing and Management*

6. Setting up an Agency:
 - Nature of agency business
 - Stages in setting up a new business
 - a. *Concept development*
 - b. *Environmental scanning*
 - c. *Market feasibility*
 - d. *Financial feasibility*
 - e. *Making a business plan*
7. Growing the Agency
 - Agency Business Management
 - New Business Development
 - a. *CRM (Customer relationship management)*
 - b. *Digital advertising*
 - Growth with existing clients
 - Growth with new clients
 - Speculative Pitches
8. Sales Promotion Management
 - Importance and role in marketing
 - Trade and Retail promotion
 - Consumer Franchise-building versus Non franchise-Building Promotion
 - Consumer Sales Promotion tools
 - a. *Sampling*
 - b. *Coupons*
 - c. *Refund, Rebates and Premiums*
 - d. *Combination offer*
 - e. *Contest and Sweepstakes*
 - f. *Bonus packs*
 - g. *Games*
 - h. *Frequency Programs*
 - Trade Sales Promotion tools
 - a. POP
 - b. Trade Allowances
 - c. Sales training program
 - d. Sales shows
 - e. Sponsorships and Event Marketing

Measuring the effectiveness of Promotional Tools

Booklist

1. George Belch & Michael Belch-Advertising & Promotion, Mcgraw-Hill
2. Wes Perrin- Advertising Realities: A practical guide to agency management, May Field Publishing co-1992
3. C. Nugent Wedding & Richard S Lesler- Advertising Management, Ronald Press, 1962.
4. M N Mishra-Sales Promotion & Advertising-Himalaya publishing
5. Rathor B S- Advertising Management- Himalaya publishing

Subject

✓ The principles and practice of direct marketing

Paper

: V

Objectives

To learn and understand :-

1. What Direct marketing is, including direct marketing terminology
2. How direct marketing differs from “traditional marketing”
3. Direct marketing techniques

Syllabus

1. Definition and importance of direct marketing (2)
2. Economics of direct marketing (2)
3. Growing importance of Direct marketing in IMC mix (1)
4. Understanding the DM business (8)

Database marketing

Relationship marketing

Interactive marketing

Differentiation from other forms of marketing

Strengths of direct marketing

Weakness of direct marketing

Stand-alone marketing channel or part of a multi-media strategy

Relationship to the total marketing mix

Highly personalized messages and offers

Building Relationship value of brands

How is the direct marketing industry organized and why

5. Direct marketing strategies (8)

Customer level databases and lists, and how they are used to profile, segment and prospect (for new) customers

Sources of and uses for/of “electronic” data

Database marketing techniques – potential and limitations.

Database marketing on the Internet

Setting up a database for database marketing

Steps in developing a database

Managing the database

Creating for DM – making the messages personal

6. Direct marketing concepts (8)

Lifetime value of the customer (LVC) (9)

List selection, prospecting

Market segmentation

Defining target markets for individual mediums and strategies

Product customization

Mass customization : current state and future potential of mass customization using database marketing

Response modeling and experimentation

Mail order, lead generation, circulation, relationship/loyalty programmes, store traffic/site traffic generation

Fund raising, pre-selling, selling (cross selling as well as selling-up), and post-selling

Research and organization of usable data

7. Various direct marketing methods and media (5)

Person to person selling

Group selling

Direct mail

Direct response television

Direct response Print Advertising

Catalogs

Internet

Telemarketing

Inserts

Videos

e-mail

Trade shows

Preparing Direct marketing plan

Preparing an integrated DM Plan (5)

Marketing plans

Media strategies

Sales promotions

Public relations

Global

8. Future of direct marketing (5) current and future Scenario

Global Direct Marketing: the current state and future

Future prospects for database marketing in India

Barriers preventing more extensive use of database marketing

Current laws regarding direct marketing

Privacy : the key issues

9. Customer relationship management (6)

The importance of CRM

Studying the customer mix and managing the key customers

Customizing products to different needs

Planning and developing customer relationships

Book List

1. Martin Christopher, Adrian Payne and David Ballantyne, Relationship marketing – Butterworth Heinemann 1991
2. Robin Fairlie, Database marketing and direct mail – Exley publications 1990
3. Jim Sterne and Anthony Priore, E-mail marketing – John Wiley and sons 2000
4. Francis Buttle, Relationship marketing – theory and practice – Paul Chapman publishing Limited 1996
5. Ken Burnett, The handbook of key customer relationship management – Financial times – Prentice Hall 2001
6. Alan Tapp, Principles of direct and database marketing – Financial Times – Prentice Hall 2000
7. Drayton Bird, Commonsense direct marketing – Kogan page 1996
8. Adrian Payne, Martin Christopher, Moria Clark and Helen Peck, Relationship marketing for competitive advantage – Winning and keeping customers – Butterworth Heinemann -1995
9. Graeme Corkell, Direct and database marketing – Kogan page 1997

I. Introduction to Marketing and Advertising Finance
Business Plan – Definition – Components
Business Plan for Marketing and Advertising Units.
Financial Plan Its Meaning and importance
(12 Lectures)

Budgets – Types of Budgets

Preparing Agency Budget - Sales Budget, Selling and Distribution Cost Budget,
Cash Budget, Capital Budget using Net Present Value and Pay Back Period methods
(theory and application)

Planning for Agency Funds

II. Long Term Finance - Sources of Long Term Finance

a) Equity Share Capital - Nature - Merits - Rights of Equity
share holders

b) Preference Share capital - Nature - Types - Merits - Rights of
Preference share holders

(10 lectures)

c) Retained Earnings - Nature Merits

d) Debentures - Nature - Types - Merits - Rights of Debenture
Holders

e) Term Loans - Nature - Types - Merits

f) Lease finance – Nature – Types – Merits.

III. Short Term Finance –

Sources of Short Term Finance

Working Capital requirements of a Marketing / Advertising
unit.

Working Capital - Nature – Importance

(4 Lectures)

Factors influencing the determination of working capital requirements.

Working Capital cycle for a Marketing / Advertising Unit.

IV. Financial Statements –

Meaning – Importance of Financial Statements (12 Lectures)

Income Statement – Position statement – Nature and contents (Theory)

Evaluation of Financial Performance using Ratio Analysis – (Theory and

Application) -

Current Ratio – Debt Equity Ratio – Proprietary Ratio –

Gross Profit Ratio - Net Profit Ratio (After Tax) Ratio – Operating Ratio – Stock to

Working Capital Ratio - Debtors Turn over (Times and Period)-Creditors Turn over /
Payment Period (Times and Period) - Selling & Distribution Expenditure Ratio

V. Marketing Costs

Nature and Importance of Costing in Marketing and Advertising.

Cost Classification – Fixed Costs, Variable Costs and Semi variable Costs

Classification of costs on the basis of Functions, Traceability to Product and Change in Level of Activity –

concept of Marginal Costing (Theory),

Break even Analysis(Theory and problems) (12 Lectures)

Preparation of a Job Order Quotation – Service costing (Cost Sheet)

Reference Books

1. Financial Management – S. C. Kuchal.
2. Financial Management – Khan and Jain.
3. Financial Management – I. M. Pandey.
4. Financial Management – Ravi Kishore.
5. Management Accounting – S. N. Maheshwari.
6. Management Accounting – Manmohan & Goyal.
7. Cost Accounting – S. N. Maheshwari.
8. Cost Accounting – Jain & Narang.
9. Cost Accounting – Wheldon.
10. Cost Accounting – B. Banerjee.

✓
**Draft Revised Syllabus for Legal Environment and Advertising Ethics,
Semester VI, TYBMM**

Objectives:

- I. To provide a perspective on the Legal Environment in India
- II. To guide students of media through the various ethics connected to Advertising
- III. Maharashtra state centric cases to be discussed in class as the situation demands

Syllabus:

1. *Legal Environment* 06
 - a. Definition and Scope from Indian and international Perspectives
 - b. Effect of Legal Environment on the Individual, Corporate Sector, Media (Press, Other)
 - c. Government Policies that govern advertising
2. *Self-Regulation, Ethics and the Law* 04
 - a. The relation between Self-Regulation, Ethics and the Law
 - b. Case Study: The Prasar Bharati Bill for Advertising on AIR and Doordarshan
3. *Laws that affect Advertising in India* 08
 - a. Drugs and Cosmetics Act
 - b. Drugs Price Control Act
 - c. Drugs and Magic Remedies (Objectionable Advertisements) Act
 - d. Emblems and Names (Prevention of Improper Use) Act
 - e. Copyright Act
 - f. Trademarks Act
 - g. Patents Act
 - Introduction to Intellectual Property Rights
 - h. Indecent Representation of Women (Prohibition) Act
4. *Ethics* 08
 - a. The importance of Ethics
 - b. Advertising Ethics and Minorities
 - Racial
 - Religious
 - Gender
 - Ethnic

- Caste-based
 - Sexualities
 - c. Advertising Ethics for Children and Senior Citizen
 - d. Political Advertising
 - e. Puffery, Controversial, Subliminal and Surrogate Advertising
 - f. Manipulation of Advertising Research
 - g. Ethical Watchdogs of Advertising in India- ASCI and AAI
5. *Unfair Trade Practices and the Competition Act* 04
- a. Unfair Trade Practices towards Consumers
 - b. Unfair Trade Practices in Business
 - c. Competition Bill as a check and control mechanism for Unfair Trade Practices
6. *Consumer Rights and Laws* 08
- a. The rise of consumerism and the need for consumer awareness- Government and Non-Government Initiatives
 - b. Standardization of Products, practices and processes
 - Need and Relevance of Standardization
 - Standardization Organizations (Indian and International): ISI/BIS, AGMARK, FPO, ISO, CE, FDA, Six Sigma, CMM levels.
 - c. Government Initiatives
 - Essential Commodities Act
 - Consumer Protection Act
 - Standards of Weights and Measures Act
 - Standards of Weights and Measures (Packaged Commodities) Act
 - Prevention of Food Adulteration Act
 - d. Non-Government Initiatives
 - CERC
 - CFBP
 - CGSI
 - Grahak Panchayat
 - Customer Care Centres and BPOs
7. *Advertising and Society* 04
- a. Manipulation by Advertising
 - b. Socio-Economic Criticisms of Advertising
 - c. Advertising and Social Responsibility
8. *Critique of Advertising* 06
- a. Vance Packard: The Hidden Persuaders
 - b. Naomi Kline: No Logo
 - c. Naomi Wolf: The Beauty Myth
 - d. Naom Chomsky: Understanding Power

e. Jean Kilbourne: Can't Buy My Love

References:

- Sawant, P.B. and Bandopadhyay, P.K. *Advertising Laws and Ethics*. Universal Law Publishing Company.
- Barua, Vidisha. *Press and Media: Law Manual*. Universal Law Publishing Company.
- Arens, William. *Contemporary Advertising*, McGraw Hill Publications
- Belch, George and Belch, Michael. *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Publications

SEMESTER VI

Broadcast Journalism

Subject :

II

Paper :

Objectives:

- To understand the development of broadcast journalism in India
- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment- a camcorder and recorder – for a story
- Regional language broadcast journalism to be examined as a growing and flourishing field

Syllabus:

1. History of the development of radio journalism; BBC as case study; radio boom to current decline; current developments with FM and independent radio channels; the underdevelopment of radio with the coming of TV
2. The potential of radio as a broadcast medium – internationally and nationally; examining radio audiences in the region (AIR's reach and popularity) and in the nation
3. Radio news formats – the spot, the report, feature, documentary, docudrama, talk show, interview
4. Writing news for radio
5. Skills of speaking over the radio as reporter, presenter, Interviewing, Narrating, conversation: Outside broadcasts and radio conferencing
6. Principles of sound and production techniques in radio journalism
7. History of the development of TV Journalism – internationally and in India
8. TV journalism – local, regional, national and international; Exploring the potential of the local cable news network; studying CNN as case study.
9. TV news in the regional languages – reach, popularity, special coverage
10. TV journalism formats; evolution and popularity of new forms on TV – the long feature or documentary, the panel discussion and its functions, the news talk show.
11. Scripting news for TV-News, Personality, Event, Interview
12. Principles of video camera use
13. Skills of anchoring or presenting – Voicing and delivery, on camera delivery
14. Videotape editing

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11. Scripting news for TV-News, Personality, Event, Interview
12. Principles of video camera use
13. Skills of anchoring or presenting – Voicing and delivery, on camera delivery
14. Videotape editing

15. Examining Broadcast journalism and allegations of 'dumbing down' of news as a whole; impact on print journalism
16. Understanding the power of the image and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories.

Book List

1. MacGregor, Brent; Live, Direct and B Making TV news in the Satellite Age; (1998); Arnold
2. Parthasarthy, Ramaswamy; Here is the News: (1994); Sterling
3. Beaman, Jim; Interviewing for Radio; (2000); Rout ledge
4. Chatterji, P.C; Broadcasting in India; (1987); Sage
5. Herbert, John; Journalism in the Digital Age; (2000); Focal Press
6. Brittner and Brittner; Radio Journalism; (1977); Prentice- Hall
7. Ahuja; Audiovisual Journalism; (1988); Surjeet
8. Hilliard; Writing for TV, Radio and New Media, 7th edition; Wadsworth

Subject: Contemporary Issues

Semester - VI

Objectives:

To sensitise students to the environment around them

Developing a perspective towards issues related to the marginalized sections of the society

- i) Ecological system, services and Economics of Environmental Protection. (12)
 - a) Climate Change:
 - 1) HIPPO Effect
 - 2) Ozone Depletion
 - 3) Pollution
 - 4) Deforestation , Desertification and Dereliction
 - 5) Global warming – Carbon credits
 - 6) Costal Regulatory Zone (CRZ)
 - b) Renewal and Non-renewable resources.
Consumption and sustainable Development.
 - c) Environmental movements and summits
Initiatives by Government & Private Organization

With relevant case studies on the above issue. (Such as – Sunder bans, Maldives, Artic Region etc.)

- ii) 1) concepts of human rights and civil liberties (12)
 - a) Universal Declaration of Human Rights and summits
 - b) CRC and CEDAW
 - c) DRD (Declaration for the Right to Development)
- 2) Human Concerns & legislative measures in the Indian Content
 - a) Education
 - b) Health
 - c) Women
 - d) Children

e) Gays

3) Political Rights:

- a) Rule of Law- Police Reforms
- b) Corruption & Politicization of Crime

4) Accountability- Government & Corporate Accountability
(Relevant case studies).

III Regional issues – Economics, Social, Political.

An Introduction to Maharashtra Economy – chief agriculture patterns, nature & extent of Industrial Growth with specific reference to the MIDC & SEZ, Co-operative banks movement, the textile Industry. (12)

Economic Movements –

Introduction to Sugar, milk & Cotton Co-operatives, Peasant and workers party, shetkari Dindi of Sharad Pawar, Sharad Joshi's Shetkari Sanghaatana, the trade union movement with special reference to Mumbai textiles & engineering industry, SSKKMS (Shoshit Shetkari Kashtakari Kamgar Mukti Sanghatana)

(12)

- Sugar Lobby, operation Flood
- Self – determination, secession,
- Migration & Displacement, Resettlement & Identity vision
- Terrorism, tribal Movement, Naxalism.

Booklist:

International theory of Human Rights -OUP

Social Ecology - Guha R - OUP

State of the world series – world watch institute series

State of India's environment – CSE – 2000

Branded by law – Penguin – D'souza Dilip

Unheard voices – Mander, Harsh – Penguin, 2001

SEMESTER VI

Subject : Internet and issues in the global media

Paper : IV

Objectives:

- Examine global journalism as a newly emerging reality – it's implications, strengths and weakness
- To examine the journalistic scene in S.Asia
- Learning about the Internet as a news medium
- Equipping students with basic skills required for internet reporting and editing

Syllabus:

1. Global journalism
 - Agents of global journalism – internet, international news agencies, international broadcasting
- A] Internet journalism
 1. Internet journalism
 - Journalism in 'real time'
 - Interactivity
 - Global – problem of global audiences
 - Democratizing communication – Vertical to horizontal communication
 - Shift from news gathering to news packaging/ information packaging
 2. Reporting and editing for the net
 - Difference between newspaper writing and writing for the net
 - Brevity and providing appropriate links
 - Special internet writing on the net
 3. Developing your own web site
 - Target audience
 - Content and services developing
 4. Internet design
 5. Issues of authenticity, propaganda and regressive communication on the net; lack / failure of regulatory laws
 6. Access to primary documents of government and international agencies; global platform for activist groups
 - 7.
- B]
 7. News Agencies
 - International news flow
 - The global news agencies
 - Growing global monopolies and their impact on news
 - NWICO, Mac Bride report
 - Non-aligned news agencies and their downfall

8. Politics of representation of the 'third world' in international press
- Political or ideological bias
 - Cultural bias

International reporting

9. Reporting International politics
10.
 - International conflict – Bosnia
 - Disasters
 - Poverty – Ethiopian famine
 - Reporting national events internationally

11. Challenges to international journalism
- Problems of parachute journalism'
 - The need for depth research
 - Operating in hostile conditions

12. International law and the role of Western media in defining human rights, and rethinking the concept of human rights from a Third World media perspective.

13. Asian region and the need for greater connectivity
- Focus on agencies in Asia
 - Case study of Japan which has the greatest rate of news diffusion world –wide
 - China and state control of news
 - India – mixed pattern

Book List

1. Bagdikien, Ben; Media Monopoly; 6th edition; Beacon Press
2. Herbert, John; Practising Global Journalism; (2001); Focal Press
3. Yadava, J.S; Politics of News – Third World Perspectives; (1984); Concept Pub
4. Hall, Stuart; On-line Journalism; (2001); Pluto Press
5. Merrill, J.Cl; Gblal Journalism; (1983); Longman
6. World Communication and Information Report _ (1999-2000); UNESCO Publication
7. Barrett and Tunstall; Studies on the Press; (1977) ; Royal Commission on the Press
8. Media Monitors in Asia; Asian Media Information Centre and Communication; (1996)
9. Chakravarty, Suhas; Press and Media; The Global dimensions; (1997); Kanishka
10. Media and Democracy in Asia; (2000); Asian Media Information and Communication Centre
11. Masterton, Murray; Asian Values in Journalism; (1996); Asian Media Information and communication Centre

Semester-VI
Press Law and Ethics (Syllabus)
A. Law

(5)

- Introduction to Laws
- Constitutional Law
- Statutory Law
- Judgement Law
- Customary Law
- Substantial and Adjectival Law

• Brief history of press freedom in India

• Need for an autonomous regulatory body

- Press Council of India – the rationale and vision behind the establishment of the PCI
- Its structure, functions, history
- Powers – the debate over punitive powers
- Dual role in ensuring freedom of the Press and regulating it
- PCI code of conduct for journalists
- Major cases handled by the PCI
- Pertinent research reports of the PCI for example on monopoly etc.

Indian Constitution Study of Article 19

Indian Penal Code

IPC 124A, 153A & B, 292, 293, 295A 499, 505

Defamation (Civil and Criminal),

Obscenity, Sedition, Contempt of Court, Invasion of Privacy

Classification of Laws:

(5)

Right to Information Act 2005, Hurdles for Indian media in collecting information, RTI under the pretext of national security Does the Act need amendments

(5)

Copyright Act and Intellectual property Rights: Details of the 1957 Act as applicable to journalism, creative writing, books, movies, songs, computer graphics Lack of awareness in India Seeking copyright permission

(5)

Official Secrets Act: Implications

(5)

Press Council of India act 1978: History, PCI Act of 1965, details on chairman, members and functions. Self Regulation

(5)

Contempt of courts Act, 1971

Act 361 Indian Constitutional Privilege Rules and regulations for covering legislature

How government can misuse privilege issue to harass the media
Working Journalists Act Its effectiveness in current scenario Wage boards contract system

Other Laws aimed at curbing press freedom (5)
Newsprint supplies control
Newspaper (Price and Page Act) of 1956
Newspaper (Price Control Act) of 1972

Laws relative to newspaper publication:
The Press and Registration of Books Act

Introduction of The Indian Evidence Act 1872 (5)
What is evidence, the types of evidence, those which are applicable in a court of law and those which are not Obtaining documents under Right to Information Act.
Primary, secondary, direct, indirect evidence Importance of documentary evidence

B Ethics (5)

Advertiser and Ownership influence and interference
Conflict of interest
How Much Shock value in journalism
Fakery and fabrication of news
Cheque book journalism
Need to protect identity of sources

Recommended Books:

Law of the Press by Durga Das Basu Prentice Hall of India, publishers
Facets of Media Law by Madhavi Goradia Divan, Eastern Book Co., Lucknow

1. News Broadcaster's Association Code of Ethics
2. Prasar Bharati

NEWS MEDIA MANAGEMENT

Objective

To make students aware of the structure, functioning and responsibilities of managements of media organisations

To create awareness of laws governing media organisations and their complexities in a globalised world in the wake of an information explosion.

Types of ownership and their agendas

1. Ideal management structure to ensure free flow of information, informed comment and analysis for an ideal newspaper or broadcast channel
2. Management role in ensuring editorial freedom.
3. Organisational structure, delegation of responsibilities and coordination between departments
4. Financial management
 - a. Break up of expenditure for the year
 - b. Raw material costs, human resource inputs, various allocations
 - c. Fixed and variable costs
 - d. Unforeseen factors
5. Specialized training for skilled workers, HRD
6. Marshalling resources, augmenting advertising revenues, without compromising quality or commitment to high, professional standards.
7. Marketing strategies:
 - a. Meeting consumer demands without pandering to baser instincts.
 - b. Public relations, brand building
 - c. Identification with readers'/ viewers'
 - d. Eschew exaggeration or debasement of truth, honesty or professional integrity
 - e. Creation of goodwill, brand building
 - f. Sales promotion
8. Challenges of globalization, liberalization
 - a. Foreign Direct Investment [FDI]
 - b. Convergence
 - c. Cross – media ownership
 - d. Digital revolution and its impact on media
 - e. Commercialisation of media
9. Legal aspects

- a. The press and registration of Books Act 1867
- b. Company Law as applicable to media

11. Case Studies

- a. BBC
- b. 'Eenadu', 'Malayala Manorama', 'Loimat' and 'Rajasthan Patrika'. BBC, ETV and CNN IBN for their marketing and development strategies
- c. Organisational bodies: IENS, NRS, ILNA, ABC

Book List

1. Ben Badgikian: Media Monopoly
2. Ruckert and Williams: Newspaper Organisation and management, IOWA State University Press, 1974
3. Nicholas Coleridge: The Paper Tigers
4. P.K.Ravindranath: News media management, English Edition, Mumbai 2004

Semester - VI
Business and Magazine Journalism (combination of Niche I and II)

- 1 Growing importance of business journalism, a brief history (2)
- 2 The structure of financial management in the country starting with the Finance Minister. (5)
rest of the bureaucracy, RBI governor, Planning Commission, SEBI, Banking sector
- 3 The Budget preparation and presentation, factors influencing the annual budget, role of subsidies and foreign exchange reserves (5)
- 4 Companies, balance sheets, AGMs window dressing of balance sheets, the loopholes (5)
(the case of Satyam)
- 5 Stock exchange, Sensex and its ups and downs, need for stricter monitoring, how to cover Stock Exchanges, qualities of a good stock exchange reporter (5)
- 6 Ethics for business journalism. Should it be a watch dog or servant of business houses? (5)
Role of freebies, junkets, five star attractions and need to resist them
- 7 Magazine journalism: The Indian scene, eclipse of the general interest magazines, stagnation of news magazines, scope for special interest magazines. The role of the consumers purchasing power more important than editorial content (5)
- 8 Magazines during post emergency boom Success of 'India Today'. How can magazines compete with the challenge posed by TV which now covers sports, celebrities, life style, news and business. How to find out if there is a niche for new magazines. Comment on Travel, Health, Technology and career-guidance magazines (5)
- 9 Western craze among glossy women's magazines, Better fare offered by regional women's magazines (5)
- 10 Writing and editing for magazines, special skills needed. Importance of the rewrite desk (4)
- 11 Role of Alternative media to deal with people's issues. Scope for magazines devoted to environment and civic issues (4)