

Bharatiya Vidya Bhavan's

**M. M. College of Arts, N.M. Institute of Science, H.R.J. College of Commerce. (Bhavan's
College) Autonomous
(Affiliated to University of Mumbai)**



Syllabus for: T.Y. BAMMC (Journalism)

Program: B.A.

Program Code: BHA.BA

Course Code: (BH.UAMMC)

Choice Based Credit System (CBCS)

with effect from academic year 2022-23

*BHAVANS AUTONOMOUS COLLEGE, SYLLABUS FOR BAMMC 2022-
2023*



Program Outcomes – UG Programme in arts

The B.A. programme is formulated based on the inputs received from the members of board of studies of Bhavan's College (Autonomous) and is geared meets the standards prescribed by general humanities education. Our students are allowed to choose from any of two specializations: Advertising and Journalism. Some learning outcomes include:

- PO1: Disciplinary Knowledge & Cognitive skills:** Capable of demonstrating comprehensive knowledge and understanding of one or more other disciplines that form a part of an undergraduate programme of study. Students choosing combination of advertising will be able to understand the undercurrents of advertising and applying the same in their career, while those choosing journalism will be able to understand the overall working in the field of journalism with hands-on training of the basics.
- PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully; and present complex information in a clear and concise manner to different groups.
- PO3: Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO4: Values and Ethical Awareness:** Ability to embrace moral/ ethical values in conducting one's life, possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- PO5: Employability:** On graduating, the students will be eligible for employment in tourism, media, hospitality, and other industries. Students also become employable in non-governmental organizations. They will also be able to appear for competitive examinations conducted for public sector jobs.
- PO6: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio- technological changes. Critical sensibility to lived experiences, with self-awareness and reflexivity of both and society.
- PO7: Information and Digital Literacy:** Capability to use ICT in a variety of learning situations. Demonstrate ability to access, evaluate and use a variety of relevant information sources
- PO8: Research-related skills:** A sense of inquiry and capability for asking relevant/ appropriate questions, problematizing, synthesizing and articulating; Ability to apply one's learning to real life situations.

Program Specific Outcomes: (TYBAMMC Journalism Semester 5)

PSO 1: Students will have a clear grasp of the pre-production, production and post production processes involved in the creation of a short or long form TV show.

PSO 2: Students will be introduced to the skills involved in doing investigative reporting, the resources that it draws on as well as the many benefits and few perils that come with it.

PSO 3: Students will develop an understanding of the hold of media conglomerates and the issues of cultural differences.

PSO 4: Students will acquire the skill to convert Business news releases into Business and financial reports.

PSO 5: Students will learn about Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.

PSO 6: Students will learn to apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.



Program Outline – UG Programme in arts

Semester V	Core course	Ability enhancemen t course	Skill enhancemen t course	Discipline specific elective*	Practica l (DRG)	TOTAL CREDIT S
CREDIT S /COURS E	04	02	01	03	02	20
I	Reporting (Journalism)					
	DSC - C1					
II	Investigativ e Journalism (Journalism)					
	DSC - C2					
III				Global media and conflict resolution (Journalism)		
IV				Business and financial journalism (Journalism)		
V				Mobile journalism and new media (Journalism)		

VI				Media laws and ethics (Journalism)		
TOTAL CREDITS						20

BHAVANS AUTONOMOUS COLLEGE, SYLLABUS FOR BAMMC 2022-2023



PREAMBLE

The Bachelor's degree program in Media and Mass Communication provides theoretical and practical knowledge about the media industry and its various avenues. It also highlights the various carrier possibilities that Mass Media offers.

A Mass Media graduate must be able to understand the various nuances of the competitive industry and the relation between media and society along with skills for mass communication. He should know how to exert an influence over the masses with various mediums. He also must understand the various technicalities that exist in the industry and how to cope up with them while keeping up with the times.



Programme: BAMMC				Semester: V	
Course: <u>Reporting</u>				Course Code: BH.UAMMC501.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as modern tools. 6. To inculcate the skills for investigative journalism. 7. To make them understand the basic structure/ essential knowledge for various beats. 8. To make them responsible reporters and the face of media					
INDEX					
Unit	Description				Periods
1	Concept Of News and news gathering				15
2	Beats System in Reporting				15
3	Coverage of Disasters and case studies				15
	Total				45

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1) Concept Of News and news gathering	<ul style="list-style-type: none"> • Definition Of News, types of news, elements of news, collection of facts. (2) • News-writing How to write a news story, Basic principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity (2) • Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. (2) • Do these principles clash with each other? (1) • How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. (3) • Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. (3) • New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, social media, Being undercover. (2) 	15
3) Beats System in Reporting	<ul style="list-style-type: none"> • What is beat system, why it is necessary, how does it help, What are requirements of various beats. (4) • The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. (6) • New upcoming beats: Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer (5) 	15
4) Coverage of Disasters	<ul style="list-style-type: none"> • Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. (2) • Imminent Dangers or threats in Reporting (1) 	15

<p>and case studies</p>	<ul style="list-style-type: none"> • Present status of Indian news reporting, with recent examples as case studies (2) • Principles involved in writing for publication in print and online (2) • Understand what a news story is. And why different news providers treat them in different ways for different media. (1) • Ethical Issues in reporting/ Credibility of Reporters. (1) • Follow-up Story Yellow Journalism and its comparison with other forms. (1) • Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam (2) • The Case studies are to be studied in the light of coverage done by reporters. (2) • The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these (1) 	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Study these with special in-depth reference to • Pulwama attack • Gadchiroli Naxal attack • Return of Abhinandan Varthaman • The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied. <p>(Above given case studies are not recent)</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Basic Difference between Print, Electronic and Online Journalism. 	
<p>6</p>	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner 	

	<ul style="list-style-type: none"> • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	
Text books:		
Digital MEDIA, author Amruta Pawar		
Reference Books:		
<ul style="list-style-type: none"> • Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi. • Brunus, Lynette Sheridan, <i>Understanding Journalism</i>, (2002) Vistaar Publications. New Delhi. • Lawrence, Alders Lorenz and JhonVivan, <i>News Reporting and Writing</i> (2006) Pearson Education, New Delhi. • Pant N.C. and Jitenderkumar, <i>Dimensions of Modern Journalism</i>. (1995) Kanishka Publishers, New Delhi. 5. Verma. M.K, <i>News</i>. 		

Programme: BAMMC				Semester: V	
Course: Investigative Journalism				Course Code: BH.UAMMC502.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1. Understand the role of investigative reporting in modern journalism					
2. To learn to conduct investigative research in an ethical manner.					

3. Learner will acquire the ability to understand and analyses the key areas of investigative journalism even with limited resources.

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Unit	Description	Periods
1	Introduction to Investigative Journalism	15
2	Generation of the story and Story Designing	15
3	Confidentiality of Records and security of sources and data	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to Investigative Journalism</p> <ul style="list-style-type: none"> • What is investigative journalism? (2) • Who is an Investigative Reporter? (2) • Role of an Investigative Reporter (2) • Qualities and essentials for becoming an investigative journalist, career and opportunities (3) • ethical dimensions of investigative reporting (2) • Centre for Investigative Journalism (CIJ) (2) • Investigative reporting for print and digital media (2) 	15
2	<p>Generation of the story and Story Designing</p> <p>a. Generation of the story:</p> <ul style="list-style-type: none"> • Research methods (1) 	15

	<ul style="list-style-type: none"> • Insight knowledge (1) • Asking the right questions Libel and fact checking (1) • Writing and rewriting the report (1) • Different sources of story generation ideas (1) • What makes a good investigative story? - Where to look for ideas and how to get started (1) <p>b. story Designing:</p> <ul style="list-style-type: none"> • Observation (1) • Planning techniques (1) • Cultivating sources (1) • Developing the project (1) <p>c. Steps in writing the story</p> <ul style="list-style-type: none"> • Aims & Objectives (1) • Incident Description (1) • Methods of Investigation (1) • Findings (1) • Recommendations (1) 		
3	<p>Confidentiality of Records and security of sources and data</p> <ul style="list-style-type: none"> • The Confidentiality of Records: (1) • Issues of contempt, defamation (2) • What is evidence? (2) • Types of evidence, Indian evidence act (2) • Ethical/unethical use of sting operations (2) • Case Study: Panama Papers and Watergate Scandal (1) • security of sources and data: Protection of sources (1) • safety of journalists (1) • role of RTI act (1) • Criticism of Investigative Journalism 	15	
	<p>Syllabus Removed with Justification</p> <p>Right to Privacy and Official Secrets Act (repetitive topics same thing done in another subject as well.)</p>		
	<p>Self-Study Topic:</p> <p>Qualities and essentials for becoming an investigative journalist, career and opportunities</p>		

	<p>Steps in writing the story</p> <p>Aims & Objectives</p> <p>Incident Description</p> <p>Methods of Investigation</p> <p>Findings</p> <p>Recommendations</p>	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others • Any One Small Local Case to Be Taken and Investigated and submitted in The Form of Compilation of All the Methodology 	

Text books

- Investigative Journalism by Hugo de Burgh and Paul Lashmar, Routledge publishers; 3rd edition, 28 March 2021.
- Tell Me No Lies: Investigative Journalism and its Triumphs, Vintage; UK ed. Edition, 6 October 2005.

Reference Books:

- The Transformation of Investigative Journalism in China: From Journalists to Activists, by Haiyan Wang , Lexington Books publisher, 29 April 2016.
- Investigative Journalism Today: Speaking Truth to Power, by John Mair, Richard Keeble, Bite-Sized Books Ltd Publisher, 12 May 2018.
- Investigative Reporting: A study in technique (Journalism Media Manual,) Routledge publishers; 1st edition,18 November 1999
- Investigative Journalism: A Survival Guide, Palgrave Macmillan publishers; 1st ed. 2019 edition,12 September 2019.
- Digital Investigative Journalism: Data, Visual Analytics and Innovative Methodologies in International Reporting, Palgrave MacMillan publishers, 26 January 2020.

Programme: BAMMC		Semester: V
Course: Global media and conflict resolution		Course Code: BH.UAMMC503.1
Teaching Scheme		Evaluation Scheme (Theory)

Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)

Pre-requisites: 12th Pass

Course Outcomes:

- 1: To know how the media works globally
- 2: To know how journalism can act as a catalyst in global peace

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Unit	Description	Periods
1	Global media: Evolution, contemporary media and issues	15
2	Conflict Resolution	15
3	Global media profiles, issues and analysis	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>GLOBAL MEDIA: EVOLUTION, CONTEMPORARY MEDIA AND ISSUES</p> <ul style="list-style-type: none"> • North – South Divide, Imbalance in Global flows and MacBride Commission (3) • Global Media Conglomerates, parachute journalism and embedded journalism (3) • Post Truth and avalanche of fake news (3) • Information Disorder (3) • CNN effect (3) 	15
2	<p>CONFLICT RESOLUTION</p> <ul style="list-style-type: none"> • Changing nature of conflict (1) 	15

	<ul style="list-style-type: none"> • Media driver of peace or driver of conflict (2) • The shifting media landscape, Challenges for independent media (2) • The role media can play in conflict resolution and peace promotion (1) • Case study: Any three contemporary global issues (5) • India's perspective or stand on the issues of global relevance (2) • Conflict management by India and role of Indian media (2) 		
3	<p>GLOBAL MEDIA PROFILES, ISSUES AND ANALYSIS</p> <ul style="list-style-type: none"> • Media in Europe: BBC, 24 Monde, etc (3) • Media in USA: CNN, NBC, Disney, etc (2) • Media in Middle East with special focus on Al Jazeera (2) • Media in Asia (3) • Media in Africa (2) • MIL (3) 	15	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • NWICO and failure of NANAP: obsolete and has no relevance today • Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka: More contemporary global conflicts can guarantee better understanding of the current global scenario 		
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Laws of MIL, MIL and youth radicalization in cyberspace • Preventing violent extremism • MIL to tackle social polarization of Europe • Encryption / Cryptography media communication landscape 		
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner 		

	<ul style="list-style-type: none"> • Writing features on global issues to make students understand various perspectives of the same issues 	
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Text books:

Understanding global media by Terry Flew

The Handbook of Global Media and Communication Policy by Robin Mansell, Marc Raboy

Reference Books:

1. Understanding Global Media by Terry Flew, Red Globe Press 2nd edition (2018)
2. Deutsche Welle Global Media Forum (2009) Conflict Prevention in the Multimedia Age
3. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
4. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams.
5. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008) Oxford Press
6. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
7. Triumph Of The Image: The Media's War in The Persian Gulf, A Global Perspective (Critical studies in communication and in the cultural industries) by Hamid Moulana.
8. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
9. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.
10. How social media is changing the way we see conflict By Kym Beeston. 2014.
11. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
12. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

Programme: BAMMC				Semester: V	
Course: Business and financial journalism				Course Code: BH.UAMMC504.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture	Practical (Periods per week	Tutorial (Periods per week	Credits (Theory	Continuous Internal	End Semester Examination (ESE)

(Periods per week)	per batch)	per batch)	+Practical)	Assessment (CIA)	
04	-	-	04	(Marks - 40)	(Marks: 60)

Pre-requisites: 12th Pass

Course Outcomes:

- 1: The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing
3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively

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Unit	Description	Periods
1	Business and financial journalism – an introduction	8
2	Beats under business journalism	22
3	Financial markets, institution and globalization	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<ul style="list-style-type: none"> • Who is a Business Journalist? (1) • Skills for Business Journalism (1) • Role of a Business Journalist (1) • Careers and opportunities in Business and Financial Journalism (1) 	8

	<ul style="list-style-type: none"> • Analysis of Major Business and Financial media in India (1) • Scope of financial journalism in India (1) • Scope of financial journalism globally (2) 		
2	<ol style="list-style-type: none"> 1. Banking Sector in India (8) <ul style="list-style-type: none"> • Functions of commercial banks • Use of modern technology such as core banking its advantage, social benefits and use in banking in financial inclusion • Government schemes related to banking • Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. • Business and Financial terminologies used in Media 2. Union Budget (4) <ul style="list-style-type: none"> • Components of the Union Budget • Why is India running a budget deficit and a fiscal deficit? <p>Populism and budget</p> <ul style="list-style-type: none"> • Media presentation of Budget 3. Aviation (6) <ul style="list-style-type: none"> • FDI policy for aviation in India • Why Indian carriers are making losses • Regulatory structure for civil aviation • Can any airline start international flights? • Media Coverage 4. Startups (4) <ul style="list-style-type: none"> • VC funding: a big driver of the startup ecosystem • India's unicorns: Startups valued at over \$1 billion • Working in a corporate v/s working in a startup • Rise of tech and startup journalism • Startup India plan 	22	
3	<ol style="list-style-type: none"> 1. STOCK EXCHANGE (3) <ul style="list-style-type: none"> • Bombay Stock Exchange, National Stock Exchange, SENSEX, NIFTY and impact of their volatility. • Retail Market – the Indian Scenario 2. UNDERSTANDING THE EQUITY MARKET (3) <ul style="list-style-type: none"> • How to read stock tables for business journalism. • Currency Regulation 	15	

	<ul style="list-style-type: none"> • De-monetization • Commodities <p>3. ROLE, OBJECTIVES AND FUNCTIONS OF: (3)</p> <ol style="list-style-type: none"> 1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India <ul style="list-style-type: none"> • 3. Niti Aayog <p>GLOBAL TRADE and FINANCE (6)</p> <ol style="list-style-type: none"> 1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis 	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined – Too detailed for the students. Overview is already done • Technology • Growth of India’s IT service exports • Why India’s engineers are sought-after? • Are India’s engineers qualified? • The government’s STPI framework for boosting tech innovation • Media coverage of technology – Not relevant to business and financial journalism 	
	<p>Self Study Topic:</p> <p>JOURNALISM AND MAJOR INDIAN SCAMS</p> <ul style="list-style-type: none"> • Satyam corporate fraud 10 • Cement scandal • 2G scam / Neera Radia Tapes • Ketan Parekh scam • The Coalgate scam • Adarsh Housing Society scam • ICICI Bank - Chanda Kochar • Kingfisher – Vijaya Mallaya • Nirav Modi Scam • Rafale deal 	

Text books:

Business Journalism: How to Report on Business and Economics

Business Journalism: A Critical Political Economy Approach

Reference Books:

1. Introduction to Business and Economic Journalism, Pandeli Pani (In Co-Authorship with Ulrike Fischer-Butmaloiu) (2017)
2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay (2017)
3. Bandhan: The Making Of A Bank By Tamal Bandyopadhyay (2016)
4. Sahara: The Untold Story By Tamal Bandyopadhyay (2014)
5. Indian Economy – RudraDutt And Sundhram 65th Edition (2018)
6. Indian Financial System – M.Y. Khan 11th Edition (2019)
7. Financial Journalism: Money Matters By Marie Kinsey 1st edition (2021)
8. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw (2015)
9. Newspaper Business Management – Frank Thayer
10. Business Journalism: How To Report On Business And Economics By Keith Hayes
11. List of Websites:
 - a) Www.Bloomberg.Com
 - b) Www.Reuters.Com
 - c) business-standard.com
 - d) financialexpress.com
 - e) thehindubusinessline.com
 - f) thequint.com
 - g) outlookindia.com

Programme: BAMMC				Semester: V	
Course: Mobile Journalism and New Media				Course Code: BH.UAMMC505.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)

04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To familiarize the students with the concept of copywriting as selling through writing					
2: To learn the process of creating original, strategic, compelling copy for various mediums					
INDEX					
Unit	Description				Periods
1	The State of Mobile and Mobile Journalism				15
2	Designing for the Mobile Experience, Mobile news product development.				15
3	Future of Mobile Journalism and M- Learning.				15
	Total				45
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	<p>The State of Mobile</p> <ul style="list-style-type: none"> • How mobile has influenced modern journalism (1) • Mobile centric reporting and editing (1) • Mobile as a ‘Newsroom’. (1) • Branding of News using social media (1) • Mobile News catering to Niche beats (1) • Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications (1) <p>Mobile Journalism (1)</p> <p>News workflow and Mobile Journalism (1)</p> <ul style="list-style-type: none"> • How to identify the seven basic steps of mobile reporting.(1) • How to create and share branded mobile journalism content.(1) • How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay.(1) 				15

	<ul style="list-style-type: none"> • How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.(1) • Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) (1) • Blog set-up (1) • Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc (1) 	
2	<p>Designing for the mobile experience</p> <ul style="list-style-type: none"> • How good design is intuitive, making something immediately usable. (1) • About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. (1) • How mobile design differs from established desktop design. (Options and choices for your content). (1) • About best practices for process: How design, development and content best work together. (1) • About Mobile Analytics: What is your audience using? (1) • Social Newsgathering and Listening : creation of story ideas, News Sources and Content (1) • Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) (1) • Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit (1) <p>Mobile news Product development</p> <ul style="list-style-type: none"> • Future technological Challenges (1) • Future Legal and ethical Challenges, Social Media Policies and Ethics (1) • Verification and Authenticity of information (1) • Future Political & Social Challenges (1) • MOJO and Society as global village in Future. (1) • Artificial Intelligence (1) • The Digital Skeleton : understanding placing, timing and generation of News story , Fake News (1) 	15

3	<p>Future of Mobile Journalism and M- learning.</p> <ul style="list-style-type: none"> • About the evolution of wearable (2) • About the rise of Google Glass (2) • About Glass Journalism (2) • About augmented reality storytelling and journalism (2) • Emerging Forms of News management: 360-degree videos, wearable, accessories etc (2) • Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning (2) • Studying Social Media Analytics (2) • M-learning the future of Newsrooms (1) 	15
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Different mobile development approaches and their benefits as well as weaknesses • Responsive vs. mobile apps vs. mobile-optimized Sites • How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <p>It is all about coding, java script, CSS and html, which has little significance in the subject.</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • The Digital Skeleton : understanding placing, timing and generation of News story • Fake News • Social Media Policies and Ethics • Verification and Authenticity of information 	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner 	


	<ul style="list-style-type: none"> • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others • Creation of Mobile News 5 one minute news stories or 5 minutes news bulletin 	
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Text books:

The Mobile Journalism Handbook Routledge text books

Reference Books:

1. The Internet Book, Comer Douglas E ., 2015
2. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
3. Designing Interactive Websites, Mohleo James L and Thompson Learning
4. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn, 2016
5. The Mobile Journalism Handbook Routledge text books.
6. Mobile-First Journalism: Producing News for Social and Interactive Media 2018
7. Closer to the story? Accessibility and mobile journalism by PanuKarhune

Programme: BAMMC						Semester: V	
Course: Media Laws and Ethics				Course Code: BH.UAMMC506.1			
Teaching Scheme				Evaluation Scheme (Theory)			
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)		End Semester Examination (ESE)	
04	-	-	04	(Marks - 40)		(Marks: 60)	
Pre-requisites: 12th Pass							
Course Outcomes:							
1. To help students understand the laws that impact the media							

2. To develop an understanding of the ethical responsibilities of the media
3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

INDEX

Unit	Description	Periods
1	Laws relating to media freedom: provisions, status and case studies	15
2	Provisions in the Act, challenges in its implementation	15
3	Media Ethics and Regulation	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>Laws relating to media freedom: provisions, status and case studies</p> <ul style="list-style-type: none"> • Introduction to the Indian constitution: Salient features of the Indian constitution (2) • Article 19 (1) (a) of Indian Constitution 01 (1) • Article 19.2 01 (1) • Defamation –sections 499,500 (2) • Contempt of Courts Act 1971 (2) • Contempt of Parliament (2) • Sedition (IPC124A), Obscenity (IPC292,293) (1) • Whistleblowers Protection Act 02 (1) • Public Order – sections 153 AandB,295A,505 (1) • The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties (2) 	15
2	<p>Provisions in the Act, challenges in its implementation, case studies</p> <ul style="list-style-type: none"> • Right to Information Act (2) • Information Technology Act (2) • Right to Privacy and its violation by media (2) • Indian Evidence Act and its relevance for the media (2) • Introduction to cyber laws; Press Council and its role, functions, and powers (3) 	15

	<ul style="list-style-type: none"> • Cybercrimes; Privacy issues and media (2) • Film Censor Board: Role and functions (2) 		
3	<p>Media Ethics and Regulation</p> <ul style="list-style-type: none"> • Why ethics is important? Social responsibility of media (2) • Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency (3) • Ethics and sting operation (2) • Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation (3) • Is transparency the new objectivity? Sieving propaganda from new. (1) • Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder. (1) • Ethical issues of visual manipulation and doctoring videos. (1) • Advertising Standards Council of India, Fake news and misinformation (2) 	15	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Press and Registration of Books Act • Official Secrets Act • Confidentiality and Public Interest, Conflict of interest • Emergence of Alternative News Portals (e g: Alt News) • Press Ombudsman: Readers' Editor- its significance. • Regulatory practices in Developed Democratic Countries • Role of journalist to combat digital fueling of disinformation, misinformation and mal information <p>many sub-topics were repetitive, and some topics has little significance in the subject.</p>		
	<p>Self-Study Topic:</p> <ul style="list-style-type: none"> • Media Policies and Ethics • Verification and Authenticity of information • Is transparency the new objectivity? Sieving propaganda from new. • Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder. 		

6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

- Introduction to Media Laws and Ethics, by [JUHI P. PATHAK](#), Shipra Publication, 1 January 2014.
- MEDIA LAWS AND ETHICS: AN INTRODUCTION TO LEGAL AND ETHICAL ISSUES IN JOURNALISM, KANISHKA PUBLISHERS DISTRIBUTORS; First edition, 1 January 2018

Reference Books:

- Media Law and Ethics: A Casebook 2nd Edition, Kindle Edition, by [Roy L. Moore](#), Routledge publishers; 2nd edition, 24 July 2020.
- Ethics of the Professions: Medicine, Business, Media, Law, , by [Joanna Kucuradi](#), Springer; Softcover reprint of the original 1st ed. 1999 edition, 18 September 2011,
- Media Law and Ethics in the 21st Century: Protecting Free Expression and Curbing— by James Lewis and Paul Crick, Palgrave Macmillan; New edition, 2 May 2014.

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment - 40% - 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions	20
1	CIA 1: Internal exams in either short notes or MCQ format	20
2	One Project	20
	TOTAL	40

Project types can include:

1. Research
2. Hands-on assignment
3. Hands-on practical

B) External Examination- 60% - 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of **two** hours duration
2. Paper Pattern:
 - There shall be **four (4)** questions each of 15 marks. On each unit there will be one or two questions.
 - All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1</i>	<i>Any 2 out of 3</i>	15	<i>Unit I</i>
<i>Q.2</i>	<i>Any 2 out of 3</i>	15	<i>Unit II</i>
<i>Q.3</i>	<i>Any 2 out of 3</i>	15	<i>Unit III</i>
<i>Q.4</i>	<i>Any 2 out of 3</i>	15	
	TOTAL	60	

Rubrics of evaluation for ESE

UNIT	Knowledge	Understanding	Analysis & critical understanding	Total marks/ units
1	8	8	4	20
2	8	8	4	20
3	8	8	4	20
Total per objective	24	24	12	60
% Weightage	40	40	20	100%

Rubrics of evaluation for CIA 2 – assignment

Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very poor
Content	10					
Effective presentation and research skills	5					
Language, style and structure	5					
Total	20					

Program Specific Outcomes (TYBAMMC Journalism Semester 6)

PSO 1: Students will be introduced the students to the nuances of magazine journalism, feature writing and Reviews.

PSO 2: Students will learn the economic aspect of our country, and different notions of development.

PSO 3: Students will be acquainted and sensitized through assignments to the issues of deprivation around us and using writing as a tool for social justice.

PSO 4: Students will acquire a conceptual overview of lifestyle journalism and its function in the media industry and an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.

PSO 5: Students will acquire hands on knowledge on how to design a newspaper and magazine.

Program Outline – UG Programme in arts

Semester V	Core course	Ability enhancemen t course	Skill enhancemen t course	Discipline specific elective*	Practica l (DRG)	TOTAL CREDIT S
CREDIT S /COURS E	04	02	01	03	02	20
I	Digital media (Journalism) DSC - C1					
II	Newspaper and magazine design (Journalism) DSC - C2					
III				Contemporar y issues (Journalism)		
IV				Lifestyle journalism (Journalism)		
V				Magazine journalism (Journalism)		
VI				Television journalism (Journalism)		
TOTAL CREDIT S						20



DETAILED SYLLABUS – SEMESTER VI

Programme: BAMMC				Semester: VI	
Course: <u>Digital Media</u>				Course Code: BH.UAMMC601	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans 					
INDEX					
Unit	Description				Periods
1	Introduction to Digital Marketing, SEO, SEM				15
2	Understanding Consumer, Web Analytics				15
3	Email Marketing, Affiliate Marketing and Programmatic Marketing and Content writing, Cyber laws				15
	Total				45
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit

<p>1)</p>	<p>Introduction to Digital Marketing</p> <ul style="list-style-type: none"> ● Understanding Digital Media (1) ● Advantages of Digital Media (1) ● Principles of Digital Media Marketing (1) ● Key Concepts in Digital media (1) ● Traditional Vs Digital Media (1) <p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> ● How search Engine works (1) ● Introduction to SEO (1) ● On Page Optimization (1) ● Off Page Optimization (1) ● SEO Audit, Tools and Measurement, SEO Resources, Careers in SEO (1) <p>Search Engine marketing (SEM)</p> <ul style="list-style-type: none"> ● What is SEM? Why SEM? (1) ● What is Google Adwords? Why Google Adwords, Google network, Adwords terminologies Campaign types, Creation of Google Display NETWORK (GDN) (1) ● Display Ads format, Conversion tracking (1) ● GDN Campaign creation (DEMO) (1) ● Remarketing (1) <p>What are Google shopping Ads</p>	<p>15</p>
<p>2)</p> <p>Understanding Consumer, Web Analytics</p>	<p>Understanding Consumer, Web Analytics</p> <ul style="list-style-type: none"> ● Digital content audience as consumer (2) ● Digital content distribution and consumption (1) ● Platform specific content specialties and intended audience, Audience and market research (2) ● Metaverse in digital media. (2) ● Use of digital media by political leaders and party. (2) ● Introduction to analytics (1) ● Social CRM and analysis (1) ● Google analytics (1) ● Digital Analytics (1) ● Content performance analytics (1) ● Visitor analysis (1) 	<p>15</p>

	<ul style="list-style-type: none"> ● AR – VR for Digital Games (2) 	
<p>5)</p> <p>Email Marketing, Affiliate Marketing and Programmatic Marketing Content writing, Cyber laws</p>	<p>Email marketing</p> <ul style="list-style-type: none"> ● key terms and concepts, Customer acquisition strategies (1) ● Best Practices : CRABS (1) ● Tools to enhance lead nurturing (1) ● Enhance better reach (1) <p>Affiliate Marketing and Programmatic Marketing</p> <ul style="list-style-type: none"> ● Affiliate Marketing Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing (1) ● Programmatic Marketing Evolution and growth of programmatic Marketing (1) ● Real Time bidding, (1) ● Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing (1) <p>Content writing</p> <ul style="list-style-type: none"> ● Intro to content writing (1) ● Core Principles of Content writing (1) ● Why blogs matter, Principles of writing blogs (1) ● How to write content for twitter and Mobile (1) <p>Cyber laws</p> <ul style="list-style-type: none"> ● Information Technology Act (1) ● Copyright Act (1) ● Cyber Ethics, Digital Security (1) 	15
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> ● Introduction to Social Media ● Facebook Marketing ● Instagram Marketing ● LinkedIn Marketing ● Twitter Marketing ● SMM Tools ● Creating a successful social media strategy 	

	<ul style="list-style-type: none"> • Social media analytics <p>(Above given topics has been covered in the subject consumer behaviours)</p>	
	Self Study Topic: <ul style="list-style-type: none"> • Difference between SEO and SMM. • Social Media Analytics 	
6	Project <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	

Text books:

Digital MEDIA, author Amruta Pawar Second revised edition 2023

Reference Books:

1. Digital marketing By Seema Gupta, 2017
2. Digital Marketing By Puneet Singh Bhatia, 2019

Programme: BAMMC				Semester: VI	
Course: Newspaper and magazine design				Course Code: BH.UAMMC602.1	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					

1. The learner is required to understand the process of print media production since the content collection to the final print ready layout.
2. This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
3. Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
4. Learners are expected to develop software skills to be employable in industry.
5. Learners shall develop the aesthetic vision and understand the discipline behind a layout.

INDEX

Unit	Description	Periods
1	Design and layout basics	10
2	Editing and terminology	05
3	Typography and visual aids	06
4	Working on Project: Quark or InDesign	12
5	Planning and production of magazine	12
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<ul style="list-style-type: none"> • Elements of design Point, Line, Shape, Size, Tone, Colour, • Texture, Space (2) • Principles of Design Proportion, Contrast, Harmony, Balance, Harmony, Unity (2) • Rules of Layout Alignment, Proximity, Emphasis, Syntax, Visual path (2) • Grid and Page set up Page size, Space division, Creating template, Margins (2) • Master Pages Creating master pages, Margins, Page numbering, Columns, Footer space, Folio (2) 	10
2	<ul style="list-style-type: none"> • Page division National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (Op Ed) (1) 	5

	<ul style="list-style-type: none"> • Rewriting / Considering length of Head, Using recomposing synonyms, Abbreviations, Popular headlines, Creating terms, Units and Counts decks, (1) • Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers (1) • Type of Content Anchor story, Lead, Tomb stoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback (1) • Errors Widow, Orphan, Dog leg, Burries story 01 		
3	<p>Type classification Serif, Sans serif, Decorative, Trendy, Distress, Handwriting (1)</p> <ul style="list-style-type: none"> • Measurements Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense (1) • Visual indicators Indentation, Dropcap, Inset, Alignment, Hyphenation (1) • Text path Curvelinear, Baseline, Shift, Warp text, Text in shapes (1) • Text to Box Picture in text, Texture in text, Text effects, Shadow, outline (2) 	15	
4	<ul style="list-style-type: none"> • Workspace Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, transform controls, Panel docking (2) • Toolbox Text, Picture, Shape, Table, Transparency, Line (2) • Panels Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text (3) • Picture treatment Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement (3) • Creating Typo Type templates i.e. Style sheets (2) 		
5	<ul style="list-style-type: none"> • Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads (3) • Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction (2) 		

	<ul style="list-style-type: none"> • Rough idea of layout, Conceptualization, Judging weightage of pictures and text (3) • Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story (2) • Sequencing for printing, Form, Cut marks, Alley (2) 	
6	Project <ul style="list-style-type: none"> • Making newspapers, tabloid and magazine 	

Reference Books:

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

Programme: BAMMC				Semester: V	
Course: <u>Contemporary issues</u>				Course Code: BH.UAMMC603.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • To stress the importance of social economic political aspects of the society as a media professional. • To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress. 					

INDEX

Unit	Description	Periods
1	Social Movements in India	15
2	Economic Growth and Development	15
3	Political system and Welfare Scheme in India	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit	
1	<p>Social Movements in India</p> <ul style="list-style-type: none"> • Define Social Movements, Elements, Types and Stages of Social Movements (3) • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) (3) • Developmental issues- displacement and rehabilitation (with reference to Narbada bachao andolan) (3) • Rehabilitation and resettlement: Policy framework (3) • Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone (3) 	15	
2	<p>Economic Growth and Development</p> <ul style="list-style-type: none"> • Economic issues in India. (1) • Industry and Economic Growth – Factors, challenges, industrial robots and employment (2) • Agriculture and economic development-Factors, challenges and measures (2) • Migration- meaning, types consequences (2) • Substance abuse in India (2) • New age skills – Make in India, trends and challenges (2) • Entrepreneurship and its relevance (2) 	15	Comm

	<ul style="list-style-type: none"> • Tourism-trends and challenges (2) 		
3	<p>Political system and welfare schemes in India</p> <ul style="list-style-type: none"> • Crime and Politics (1) • Role of whistle blower (1) • Corruption- causes and remedial measures (1) • Role of political parties and its impact of political system (2) • Changing trends in politics- Functions features, agendas, majority vs coalition government (2) • Terrorism – causes, consequences, remedial measures (2) • Social welfare schemes: With reference to women and child (any five) (2) • Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. (2) • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”. Rural (any three Schemes) (2) 	15	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> • Food Security Act’2013 (has no relevance with the subject) 		
	<p>Self-Study Topic:</p> <ul style="list-style-type: none"> • Corruption- causes and remedial measures • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) • Corruption- causes and remedial measures • Entrepreneurship and its relevance. • Tourism-trends and challenges 		
6	Project		

	<ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others 	
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Text books:

Contemporary Issues in India by Aradhana Shukla, Notion Press; 1st edition, 5 July 2021.

Reference Books:

- The Indian Economy: Contemporary Issues, Nicholas Perdikis, Published by Routledge, November 4, 2019
- Contemporary Essays (English| 3rd Edition), by Ramesh Singh, McGraw Hill; Third edition, 15 September 2021.
- CONTEMPORARY PERSPECTIVES IN EDUCATION, PROF. MALA SHARMA DIXIT, and LALITA MAKOL, RAJESH MAKOL publisher, 1 January 2022.
- Annihilation of Caste: The Annotated Critical Edition by B.R. Ambedkar

Programme: BAMMC				Semester: VI	
Course: Lifestyle Journalism				Course Code: BH.UAMMC604.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: Acquire a conceptual overview of lifestyle journalism and its function in the media industry					
2: Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.					

INDEX

Unit	Description	Periods
1	Introduction to Lifestyle Journalism	15
2	Types of Journalistic writing	15
3	Lifestyle and role of social media	15
	Total	45

Detailed syllabus

Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to lifestyle writing</p> <ul style="list-style-type: none"> • Lifestyle writer has very niche audience. Who are we writing for? (1) • Lifestyle Journalist should know the publication house audience (1) • Lifestyle News, critique/review/ evaluate on stories from magazines (1) • Lifestyle Journalist: balance between Elite and Mass Lifestyle Culture (newspapers) (1) • Source of Lifestyle stories (1) <p>Words, Pictures, Story and Editing (1)</p> <ul style="list-style-type: none"> • What is good Lifestyle writing? (1) • Use of Pictures and Graphics, finding and focusing your story (1) • Crafting and structure – the beginning, middle, and end (3) • Reporting and Interviewing. Feature leads, Lifestyle Columns(2) • Rewriting and self-editing (2) 	15
2	<p>Types of Lifestyle writing</p> <ul style="list-style-type: none"> • Review : Art show, Movie, Theatre Performance, Book (1) 	15

	<ul style="list-style-type: none"> • Travel : Various types of Travel writings (1) • Food : Street, Restaurant food, Food festival, Restaurant review (1) • Health and Fitness : Gym, Yoga, various new forms of workout (1) • Other forms fashion, Garden, Home and General Tips and guidelines (2) <p>Role and importance of fashion influencers in lifestyle journalism. (2)</p> <ul style="list-style-type: none"> • Fashion, Gender and Social Identity (2) • The impact of fashion bloggers and magazines on the society (2) • E-fashion markets defining the trends amongst the youth (1) • Cinemas in the past and in today’s world have influenced the society in terms of fashion and Lifestyle (2) 	
3	<p>Lifestyle and role of social media</p> <ul style="list-style-type: none"> • The power of marketing in the contemporary fashion world (2) • Labelling and branding: The power of representation (2) • Lifestyle advertising , Collaborations and CoMarketing of Brands, Fashion and Social Media Campaigns (2) • Lifestyle Journalism as robust and potentially disruptive form of storytelling. (2) • Attention to globalization, consumption, representation, diversity, travel, aesthetics and taste. (3) • Freelance Lifestyle (2) • Lifestyle in Indian Context. (eg: Kotachiwadi) (2) 	15
	<p>Syllabus Removed with Justification</p> <p>Role of Music’s Fashion in the society</p> <p>Shakespearian theatre and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends</p> <p>The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines</p> <p>Fashion Lifestyles and Hashtags</p> <p>Very vague topics.</p>	

	Self Study Topic: <ul style="list-style-type: none"> • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags 	
6	Project <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Short video • Review writing 	

Text books:

Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing

Reference Books:

1. Lifestyle Journalism, Media, Consumption and Experience, Edited by Lucia Vodanovic, 2019
2. Lifestyle Journalism by Jean Ann Colbert In: Encyclopedia of Journalism
3. Feature Writing – Susan Pape and Sue Featherstone (A practical introduction), 2006
4. <http://www.thelifestylejournalist.in/>
5. <https://www.reuters.com/news/lifestyle>.

Programme: BAMMC				Semester: VI	
Course: Magazine Journalism				Course Code: BH.UAMMC605.1	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					

1: To learn about magazines and how to write for it
2: To learn about dynamics of magazine journalism
3: To get acquainted with the changing formats of journalism

INDEX

Unit	Description	Periods
1	Definition and different genres of magazine and how to write for them	20
2	Writing cover story and different types of features	20
3	Organizational structure	05
	Total	45

Detailed syllabus

Unit s	Detailed descriptions	Lecture period /unit
1	<p>DEFINITION AND DIFFERENT GENRES OF MAGAZINE AND HOW TO WRITE FOR THEM</p> <ul style="list-style-type: none"> • Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations, Automobile, Career guidance (6) • Technology, Sports, Health, Women, Children, Diwali issues, travel, environment, education, B2B magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, webzines, web-edition magazines; a review of leading general interest magazines in English, Hindi and Marathi. (6) • Magazine formats (2) • International magazines (2) • In-house journals and magazines (2) • Understanding the TA and writing for them (2) 	20
2	<p>WRITING COVER STORY AND DIFFERENT TYPES OF FEATURES</p> <ul style="list-style-type: none"> • Cover and cover story – functions of the cover- Cover Story cover design formats – cover blaze - coverlines; contents page; cover story 	20

	<p>selection criteria, length, strength, importance, promotability and illustratibility (6)</p> <ul style="list-style-type: none"> Types of magazine articles: features, film reviews, book reviews, profiles, columns, cartoons, regulars, and fillers, interviews, obituaries, news features, analytical features, genre centric features (10) Importance of photographs in a magazine (4) 		
3	<p>ORGANIZATIONAL STRUCTURE</p> <ul style="list-style-type: none"> Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; (2) reporting and editing operations in a magazine; magazine journalism terminology (3) 	05	
	<p>Syllabus Removed with Justification</p> <ul style="list-style-type: none"> Magazine design: repetitive, already covered under the compulsory subject of Newspaper and magazine design 		
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> History of magazine journalism 		
6	<p>Project</p> <ul style="list-style-type: none"> Writing features for magazine Making a magazine that would include self-written features and photographs 		
<p>Text books:</p> <p>Magazine journalism by Tim Holmes</p> <p>Magazine journalism today by Anthony Davis</p> <p>Feature and magazine writing by David E Sumner</p>			
<p>Reference Books:</p> <ol style="list-style-type: none"> Tim Holmes and Liz Nice Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010 Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008 ShantoIyengar, Jennifer A, McGrady, Media Politics: A Citizen’s Guide. W.W.Norton, 2011 Hayes, Keith Business Journalism: How to Report on Business and Economics: APRESS, 2014 			

6. Subhomoy Bhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
7. Mark Tatge, New York Times Reader: Business and the Economy. 2010

Programme: BAMMC				Semester: VI	
Course: Television Journalism				Course Code: BH.UAMMC606.1	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: To provide students with technique of narration and story telling					
2: To share the art of developing a story idea					
INDEX					
Unit	Description				Periods
1	History and Development				15
2	Television formats and developing skills				15
3	Current and emerging trends in television journalism				15
	Total				45
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	History and Development				15
	<ul style="list-style-type: none"> Brief History of the development of TV journalism- Globally and in India. (2) 				

	<ul style="list-style-type: none"> Emerging Trends in journalism (2) The International Scenario- John Baird (Inventor of TV) till date Timeline (2) Indian scenario - Doordarshan - News; Entertainment, Culture, Sports and Films. (2) Private and Satellite channels -Growth of Private International, National and Regional TV Networks (2) Regional channels-Impact and critical study of - News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak (5) 	
2	<p>Television formats : Content and presentation</p> <ul style="list-style-type: none"> News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis (2) Features on TV : Talk Shows • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries. (5) Other Programs • Music • Sports (1) <p>Developing Skills</p> <ul style="list-style-type: none"> Anchoring Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories. (1) Beat reporting Educational, Crime, Science, Court, Environmental, Political (2) Reporting Reporting national and International events (1) Scripting and presentation Scripting for Interviews/Documentary/Feature/Drama/Skits o TV Story idea, development and Presentation- Web series (2) Editing Skills of editing, online and offline (1) 	15
3	<p>Current and Emerging Trends in Television Journalism :</p> <ul style="list-style-type: none"> 24/7 news broadcast • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online 	15

	<p>streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast(5)</p> <ul style="list-style-type: none"> • Ethics (Including Censorship) in presentation of News. (2) • Theoretical debates in the study of journalism - the current crisis in journalism, questions of political power and the public sphere; ownership forms and how they are changing; the role of audience: as well as regulation and representation. (5) • Case Studies (eg: by Karan Thapar) (3) 	
	<p>Syllabus Removed with Justification</p> <p>Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion</p> <p>A bit repetitive, can do without.</p>	
	<p>Self Study Topic:</p> <ul style="list-style-type: none"> • Brief History of the development of TV journalism- Globally and in India. • Emerging Trends in journalism 	
6	<p>Project</p> <ul style="list-style-type: none"> • Assignment/ Presentation This will sharpen the research and presentation ability of the learner • Discussion on any current media issue This will expose them to different perspectives and the ability to listen to others • Creation of Mobile News 5 one minute news stories or 5 minutes news bulletin 	

Text books:

MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age

Reference Books:

1. Parthasarthy, Ramaswamy; Here is the news; (2007) Sterling.
2. Herbert, John; Journalism in the Digital Age; 2016, Focal Press.
3. Hillard; Writing for TV, Radio and New Media; Wadsworth, 2014

4. Television Production by Phillip Harris, 2006
5. Broadcast Journalism by David Keith Cohler (Prentice Hall).
6. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
7. Awasthi, G. C. Broadcasting in India. Allied Publications. 2007

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment - 40% - 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions	20
1	CIA 1: Internal exams in either short notes or MCQ format	20
2	One Project	20
	TOTAL	40

Project types can include:

4. Research
5. Hands-on assignment
6. Hands-on practical

B) External Examination- 60% - 60 Marks Semester End Theory Examination: 60 marks

3. Duration - These examinations shall be of **two** hours duration

4. Paper Pattern:

- There shall be **four (4)** questions each of 15 marks. On each unit there will be one or two questions.
- All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1</i>	<i>Any 2 out of 3</i>	15	<i>Unit I</i>
<i>Q.2</i>	<i>Any 2 out of 3</i>	15	<i>Unit II</i>
<i>Q.3</i>	<i>Any 2 out of 3</i>	15	<i>Unit III</i>

<i>Q.4</i>	<i>Any 2 out of 3</i>	15	
	TOTAL	60	

Rubrics of evaluation for ESE

UNIT	Knowledge	Understanding	Analysis & critical understanding	Total marks/ units
1	8	8	4	20
2	8	8	4	20
3	8	8	4	20
Total per objective	24	24	12	60
% Weightage	40	40	20	100%

Rubrics of evaluation for CIA 2 – assignment

Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very poor
Content	10					
Effective presentation and research skills	5					
Language, style and structure	5					
Total	20					
