

St. Xavier's College (Autonomous),
Mumbai



Syllabus of the courses offered by the
Department of Mass Media
(2018-19)

CONTENTS:

Theory Syllabus for Courses:

AMM 0101: Effective Communication Skills-I

AMM 0102: Mass Communication & Society

AMM 0103: Introduction to Economics-I

AMM 0104: Introduction to Sociology

AMM 0105: Introduction to Literature

AMM 0106: Computer Graphics

F.Y.B.M.M. Course: AMM 0101

Title: Effective Communication Skills-I

No. Of Lectures: 60

Course Description: The course aims to introduce fundamental tools of communication to the students in order to develop sound reading and writing skills. Students will be introduced to different types of texts and appropriate tools of analysis. The course will also try to inculcate critical thinking through a variety of writing assignments.

Unit 1

A. Communication Skills (5 lectures)

Objective: To define communication skills and learn about the modes of communication as well as common barriers that arise in the process of communication.

- a) Define Communication skills.
- b) Types of Communication - Verbal and Non-verbal communication skills
- c) Process of Communication and Barriers in Communication
- d) Verbal Communication – Oral Communication skills,
- e) Written Communication- Definition and use of written communication skills. The importance of written communication skills.

B. Review of Writing Skills (5 lectures)

Objective: To emphasize the significance of good writing skills. The students will be introduced to the principles of effective writing and will also learn to improve their writing skills on the basis of tools given.

- a) Writing Skills

i. Introduce three main components of written communication:

- Structure
- Style
- Content

(Students will be given a structure to review the written communication in the light of each of these components)

ii. Three C's of effective writing- Clear, Concise, Correct.

b) Introduce Robert Gunning's Ten Principles of Clear Writing

c) Practice the Ten Principles of Writing through exercises that include- Editing, Summarization, Précis writing and Book review.

(Students will be given a list of to avoid words while writing their assignments)

Unit 2

Reading Skills

(12 lectures)

Objective: To understand the process of reading skills. The students will be introduced to different types of reading and they will learn to analyze them on the basis of the tools given.

- a) Reading skills- Process of Reading- Skimming and Scanning
- b) Introduce types of Reading- Journalistic writing- Reports, Editorial, Feature, Column from newspapers and magazines. Introduce argumentative and descriptive type of writing through essay/article
- c) Cite Domain, Tenor and Mode to explain the style and context of the above texts.

Unit 3

Writing Tasks

(15 lectures)

Objective: To introduce the importance of effective writing among the students. To facilitate critical thinking with the aid of writing skills and help students create their own writing portfolio by the end of the semester.

- a) Identify topics/ place/ person on which brief assignments can be done.
- b) Information gathering and putting it in form of report or article.

Internal Assessment:

- **CIA 1:** Will be based on Unit 1 A and B where basic language skills of the students will be tested.
- **CIA 2:** Will be based on writing tasks and presenting the report or article. The students will maintain a long book or journal for the writing tasks assigned in the class. The journal will be evaluated at the end of the semester as part of their internal assessment. This will be done in groups and will be scheduled for 10 to 12 lectures.

Recommended Reading

1. Today's media, Pearson Series, 2009
2. Oxford, Writing and Reading Skills, 2012, John Seeley
3. Words that Sell, Bryan Richard, Contemporary books

F.Y.B.M.M.

Course Code: AMM 0102

Title: Mass Communication & Society

Number of lectures: 60

Objective: Understand the components of mass media, how it is operated and consumed, Its impact on society and the thoughts and movements it has given rise to.

Unit 1: Introduction

- 1. Introduction to Modern Mass Communication. (4)**
- 2. Modern Media Environment: (6)**
Introduction to media influencers and Public Journalism Movements that has given way to convergence in media
- 3. Concepts and Processes of Mass Communication. (20)**
 - 3.1 Traditional Media: its growth, ownership and governance
 - 3.1.1 Mass Media and Society
 - 3.1.2 Theories of Public Sphere
 - 3.1.3 Development of Mass Media to Understand its Shaping of Society
 - 3.1.4 Early Years of the Print Media
 - 3.1.5 National and International News Agencies
 - 3.1.6 Gandhian Journalism of the 21st Century
 - 3.1.7 The Rise of A/V Media Film Radio and Television
 - 3.1.8 New Media

Unit 2: Critical theory

- 4. Theories of Mass Communication (6)**
Agenda setting, Knowledge Gap, Medium Theory and Cultivation theory.

5. Functions of Mass Communication (8)

5.1 Media as a Watchdog, Media simulated political transparency.

Unit 3: Role & Responsibility

6. Relations between Mass Media and Culture (8)

6.1 Popular culture, postmodern culture, conditions for democratic communication, responsibilities of journalistic work.

7. Mass Media and Social Responsibility (8)

8. Mass Communication in the Age of Globalization.

8.1 Internet as a Global Medium of communication, Governance of Mass Media, Mass Communication Network.

Internal Assessment:

Research project

Reference:

1. Mass Communication-Concepts and Processes - Narendra Tripathi, J.V.Vilanilam.

F.Y.BM.M.

Course Code: AMM 0103

Title: Introduction to Economics I

Number of Lectures: 60

Learning Objectives:

1. **Distinction between Microeconomics and Macroeconomics** and the importance of the study of economics for media students. (2)
2. **Demand:** Determinants of demand, the Law of Demand, case study on impact of media on demand. (3)
3. **Elasticity of Demand:** Price, Income, Cross and Promotional Elasticity; significance of the concept of elasticity for a firm, simple numerical problems based on elasticity concept. (5)
4. **Advertising and Demand:** Advertising industry and economic theory. Factors affecting advertising expenditure, effects of recession on advertising expenditure. Study of 3 developed nations (economic downtrend), impact of advertising, an industry in transition (6)
5. **Demand Forecasting:** Aims and objectives. Case studies on Demand forecasting. (5)
6. **Production Function:** Economies and diseconomies of scale, Internal and External (2)
7. **Costs:** Types of costs- Money and real, fixed v/s variable, Opportunity Costs, Implicit and Explicit, Depreciation, Manufacturing v/s Selling costs, Significance of these Cost Concepts for a firm, BE (3)
8. **Revenue:** Total, Average and Marginal Revenue under Perfect Competition and Monopoly (2)
9. **Supply:** Concept of Stock and Supply. Factors affecting Supply (1)
10. **Objectives of a Firm:** Profit, Sales, Maximization and Growth, Break-even Analysis. Case Studies (2)
11. **Markets:** Perfect competition, Monopoly, Monopolistic competition, Oligopoly features. (5)

Internal Assessment:

Group Project Work/ Individual Project/ Newspaper Features.

There will be analysis of Editorials/ Economics related articles from media perspective as part of the internal evaluation.

F.Y.B.M.M.

Course Code: AMM 0104

Title: Introduction to Sociology

Number of Lectures: 60

Learning Objectives:

- To introduce students of the media to a sociological understanding of group behaviour and identity formation.
- To assist in developing a perspective of the relation between social consciousness and its representations in different forms of media.

1. Overview of Sociology (6)

Evolution of Sociology as a discipline

2. Basic Concepts (14)

- Society- Tribal, Urban, Rural (Metropolitan, Mega polis)
- Social groups, Culture, Socialization, Collective Behaviour, Social Change, Mobility

3. Social Institution (20)

Understanding social institutions through the Principles and issues of privilege, power, and hegemony-

- 3.1. Marriage and Family
- 3.2. Education Religion
- 3.3. Political- Power, Authority and Decision making
- 3.4. Economic- factors of production and process.

4. Social Stratification (20)

Caste, Class, Gender, Race and Marginalization

Internal Assessment:

Group Presentation/ or an Individual written assignment of 20 Marks.

Reference Books:

1. Schaffer & Lamm; Sociology; Tata McGraw Hill, 1999
2. C. Wright Mills; Sociological Imagination
3. M Francis Abraham; Contemporary Sociology, An introduction to concepts and theories; OUP
4. John J Macionis; Sociology, 10th Edition, Pearson Education

F.Y.B.M.M.

Course Code: AMM 0105

Title: Introduction to Literature

Number of Lectures: 60

Course Description: The course aims to introduce the first year mass media students to a variety of readings and equip them with an overview of genre, literary concepts and terms. The texts and the literary terms will enable them to study the impact of different ideologies and issues and how literature as a medium portrays the same.

Unit 1: Short Story

(12 lectures)

Objective: To introduce literary terms and examine the representation of the same through short stories.

- a) Sadat Hasan Manto- 'Toba Tek Singh'
- b) Mahashweta Devi- 'Dopdi'
- c) Ismat Chughtai- 'Lihaaf'
- d) M.G.Vassanji- 'Leaving'
- e) Mrinal Pande- 'Girls'
- f) Nadine Gordimer- 'Train from Rhodesia'
- g) Jhumpa Lahiri- 'Indian Takeout'

Unit 2: Novel and Play

(15 lectures)

Objective: To introduce literary texts that reflect a range of human behaviour from individualism to political ideology. Through the readings of these texts the students will learn the concept of plot, structure and characterization.

- a) George Orwell- 'Animal Farm'
- b) Arthur Miller- 'All My Sons'

Unit 3: Poetry

(10 lectures)

Objective: To introduce poetry that reflects social and political issues, conflicts and activism and their impact. The readings in this unit aim to achieve a better understanding of the above mentioned issues through poetry.

- a) Arun Kolhatkar- Tr 'Jejuri' (Selections)
- b) Namdev Dhasal- 'Golpitha'
- c) Aga Shahid Ali- 'The Country Without a Post Office'
- d) Langston Hughes- 'Freedoms Plow', 'Mother to Son'

e) Gieve Patel- 'On Killing a Tree'

Internal Assessment:

CIA 1: Will be based on Unit 1

CIA 2: Students will pick any one idea from Renaissance to Modern era and identify the poets who represent the ideology through their writings. This will be an individual internal assessment followed by class presentations. (15 lectures)

F.Y.B.M.M.

Course Code: AMM0106

Title: Computer Graphics

No. Of Lectures: 60

Learning Objectives:

- Students will learn computer graphic softwares to create professional design and layouts for various print media productions.
1. They will learn media softwares for print: Adobe In Design, Adobe Photoshop.
 2. Media Software Photoshop for the purpose of editing photographs and creating special effects used for the image editing and processing in print.
(30)
 - a. Understanding the composition of an image in Photoshop: pixels, colour tones and resolutions.
 - b. Selection of pixels in an image based on shape and colours and finer edges: use of shape selection, lasso and magic wand tools.
 - c. Working with layers for the purpose of editing exclusive areas in an image: layer, styles, blending modes and percentage of opacity.
 - d. Working with masks in layers for the purpose of revealing and hiding parts of an image.
 - e. Editing dull photographs through correction in brightness, contrasts levels, curves and the use of image editing tools: sponge, dodge and burn.
 - f. Working with Text with character and paragraph formats. In addition anti-alias, warp and layer styles.
 - g. Painting options in Photoshop with special effects. Brush size and styles, textures, colour swatches, colour models and sampling colours.

The evaluation of this paper (100 marks) will be based on the work done by the student. The students will be evaluated on the basis of application of software on the media product created by them- A newsletter, Brochure, Pamphlet etc. This evaluation will have an individual Viva Voce which will be a part of final evaluation.

CONTENTS:

Theory Syllabus for Courses:

AMM 0201:	Effective Communication Skills-II
AMM 0202:	Introduction to Media Ethics
AMM 0203:	Media Psychology
AMM 0204:	History of Ideas
AMM 0205:	Introduction to Economics-II
AMM 0206:	Introduction to Radio & Television

F.Y.B.M.M.

Course: AMM 0201

Title: Effective Communication and Translation Skills II

No of Lectures: 60

Course Description: The course aims to inculcate important aspects of oral communication and presentation skills among students. The emphasis will be mainly on effective oral communication skills and listening skills that will help students to improve academic performance, individual confidence and overall effectiveness as communicators.

Unit 1

A. Non-verbal Communication Skills

(6 lectures)

Objective: To understand the relationship between mind and body language in formal environment. The students will learn the significance of hand movements, gestures, and facial expressions while making presentations.

- a) Significance of body language, eye contact, emotions of the speaker and receiver, other aspects that may influence the body movements- age, attitudes and expectation of the people present in the presentation.
- b) Students will be given a Checklist on categories of body movement. Adapted from Improving Verbal Skills.

B. Effective Oral Communication Skills

(6 lectures)

Objective: To understand the principles of effective oral communication skills and learn to use them in individual and group presentations.

Principles of Effective Oral Communication:

- i) Choose a topic
- ii) Preparation time/ research on topic
- iii) Narrow the topic

- a) Structure of the presentation
 - i) To have Introduction, Body and Conclusion
 - ii) To maintain Coherence through exchange of ideas in presentation
 - iii) To have Inter-connectivity in the overall structure of presentation
 - iv) To aim at definite conclusion and finish within the time limit(Students will be given a Checklist to structure the presentation)

- b) Engaging the Audience
 - i) Establishing credibility and emphasize the main points
 - ii) Using eye contact, right tone and pitch, simple words to communicate(Students will be given a Checklist for preparing the presentation and delivering the presentation.)

- c) Use of visual aids- for oral presentation and power point presentation
 - i) Blackboard/ Whiteboard/ Charts/ Poster/ Placards/ Flashcards
 - ii) Recitation/ Audio narration/ Skit
 - iii) PowerPoint Slides- In case of power point slides students may refer to the checklist on Use of Visual aids in power point presentation

- d) Identify the Audience
 - i) Find out who they will be and their level of understanding/knowledge of the topic.(Students will be given a Checklist to identify the audience.)

Unit 2

Listening Skills

(12 lectures)

Objective: To introduce the significance of listening skills for media students. The students will learn to improve their listening skills through note making exercises assigned in class.

- a) Introduce Active and Passive Listening Skills
- b) Introduce famous speeches, news hour debates, food show and group discussion to the students.
- c) Use the listening skills to comprehend the subject matter of the above mentioned communication. Identify the key concepts and write them in brief.
- d) Note-making exercise will be done in class based on the exercises mentioned above.

Internal Assessment:

CIA 1: Will be based on the components of Unit 1 wherein students will be given a case study/ situation and will apply the concepts to analyze the same.

CIA 2: Will be group oral presentations. (12 groups of 5 students each- 12 lectures and a feedback session 2 lectures. Students will do individual oral presentation of five minutes each. These will be scheduled for 8 to 10 lectures.)

F.Y.B.M.M.

Course: AMM 0202

Title: Media Ethics

No of Lectures: 60

Learning Objectives: To introduce the students to the principles of ethics, constituent of ethics and ethical considerations in media learning.

- 1. Ethical Foundations and Perspectives (12)**
 - The Potter Box Model of Reasoning
 - Using ethical principles
 - Five ethical guidelines: Aristotle's Mean, Confucius Golden Mean, Kant's Categorical Imperative, Mill's Principle of utility, Rawl's Veil of Ignorance and Judeo-Christian Persons as Ends

- 2. News (10)**
 - Institutional Pressures
 - Truth telling
 - Reporters and Sources
 - Social Justice
 - Invasion of Privacy

- 3. Persuasion in Advertising (12)**
 - Special Audiences
 - What to Advertise?
 - How to say it?
 - Media Considerations

- 4. Persuasion and Public Relations (12)**
 - Public Communication
 - Telling the truth in organizational settings
 - Conflicting Loyalties
 - The demands of social responsibility

- 5. Entertainment (14)**
 - Violence
 - Profits, Wealth and public Trust

- Media scope and depth
- Censorship

Internal Assessment:

Written assignment of 20 marks.

Reference:

Media Ethics; Cases and Moral Reasoning, Seventh Ed.

Christians, Rotzoll, Fackler, McKee, Robert Woods, Jr.

Title: Introduction to Media Psychology

No of Lectures: 60

Learning Objectives:

- Understand and apply psychological concepts and principles to contemporary/ global issues and social change.
- Apply ethics and multicultural understanding and competence to the use, influence, and impact of media.

1. Theory and Research Introduction (15)

- a. Theoretical Approach
 - Definition of psychology
 - Branches of psychology- with a concentration on Gestalt psychology and its application in design.
 - Early approaches in media
 - Active audience theory
- b. Research Methodology
 - The experimental tradition
 - Survey methods
 - Interviewing and qualitative analysis
 - Ethnography and observation
 - Analysis of media texts
 - Discourse analysis

2. Effects and Influences of the media (15)

- a. Introduction
 - Personality theories and their relevance to media
 - Role of emotions

- b. Effects of Media Violence
 - Immediate effects
 - Users of violent media
 - Cognitive factors
 - Cultural and ideological aspects of media violence debate
 - Future avenues in research

- c. Advertising
 - Ad through history
 - Cognitive and behavioral aspects
 - Lateral thinking and creative thinking
 - Perception- visual, shape, form, depth, motion
 - Future direction in adv.

3. Developmental Issues with Respect to the Media (10)

- a. Young Children and Television
 - Conditioning and learning- focus on advertising for children
 - Fantasy versus reality
 - Script and schema
 - Children's socialization through the media
 - Imagination, pretense and theory of the mind

- b. Media and Adolescence
 - Media uses in adolescence
 - Role of media figures during adolescence
 - Cultural functions in media use
 - Media influence on body image
 - Obesity and anorexia
 - collective behaviour- crowd, public, audience, riot, movement
 - Social change- meaning, factors, youth as a driving force
 - changing social relationships

4. Society and Media (10)

- a. Socialization- its meaning, stages, agents, especially the importance of mass media
- b. Social Stratification
- c. Representation of Social Groups
 - Gender representation in the media: case study on various soaps
 - Representation of minority groups- class, gender, minority and ethnicity
 - Media rep of disability
 - Media rep of mental health
 - Audience participation and reality TV
 - Attitudes: attribution bias, cognitive dissonance, role of media in attitude change
 - Persuasion
 - Prejudice (current news in prejudice)

5. Future of the Media

(10)

- a. The Internet
- b. Social Sciences and the Media

Internal Assessment:

Group presentation for 20 marks or individual written assignments for 5 marks on the concepts in Psychology.

Atkinson & Hilgard, Introduction to Psychology
(14th Ed.)

Title: History of Ideas

Number of lectures: 60

Learning Objective:

- This paper aims to be one that sets the foundation for multiple critical and analytical ideas the students will be learning later in the BMM course.
- Students will draw from these ideas for their understanding of Society, Politics and Critical Thinking

1. Foundation: (14)

- Medievalism
- Renaissance
- Humanism
- Liberty, Equality, Fraternity, Justice
- Reason and Rationality

2. Modernism: (18)

- Modernism
- Democracy
- Nationalism
- Liberalism and Neo-Liberalism
- Capitalism
- Socialism Marxism

3. New World (14)

- Colonialism and Anti-Colonial Movements
- Orientalism, Anti-Racism, Pluralism and Multiculturalism
- Environmentalism
- Postmodernism
- Conception of Rights

4. Indian Thought

(14)

Discussing thinkers like Mahatma Jyotiba Phule, Raja Ram Mohan Roy,
Mahatma Gandhi, Dr. B.R.Ambedkar

Internal Assessment:

Individual Submission on any one Ideology by applying it to a contemporary situation.

Students will also do oral presentation/written assignment on the Evolution of Ideas and the reflection in the texts/movements through the twentieth/twenty first century.

Recommended Readings

1. A Terrible Beauty Watson, Peter. Ideas
2. Heywood, Andrew. Political Ideologies
3. Fredrick Engels and Karl Marx. The Communist Manifesto
4. Omvedt, Gail. Dalits and the Democratic Revolution : Dr. Ambedkar and the Dalit Movement in Colonial India
5. Phule, Jyotiba. Ghulamgiri (Slavery)
6. Kymlicka, Will. Contemporary Political Philosophy

Title: Introduction to Economics-II**Number of lectures: 60 Learning****Objective:** To create an insight into the relationship between media and economics.

Media Economics focuses on the economic environment in which media operates and discusses the main actors / forces that shape media market and consumer attitude in a very changing climate of media technology. Media markets are changing due to change in society. It is affected by economic and political policies. Thus the study of media economics is of great relevance today.

1. Concepts of National Income and their interrelationships. Simple numerical problems and concepts. **(10)**
2. Difficulties in the measurement of national income **(10)**
3. Union Budget : Concepts **(03)**
4. Inflation and Deflation : Meaning and Types, Causes, Effects & Measures to control Inflation. **(05)**
5. Banking : Functions of Commercial Banks. Functions of the Central bank **(05)**
6. Financial Markets : Capital and Money Markets, Institutions and Instruments. **(05)**
7. Determination of Foreign Exchange Rate **(03)**
8. Balance of Payments : Concepts, Current and Capital account. **(04)**
9. WTO Economy : Structural Reforms in WTO (Privatization and Liberalization) issues of Capital Account Convertibility, Public sector disinvestments. India and the WTO. **(08)**

Internal Assessment:

Group Project Work / Individual Project / Newspaper Features / Editorials / Book Review / Class test / Case study / Presentation (Power Point) / Audio – Visual Presentation / Oral Presentation

Title: Introduction to Radio and Television

No of Lectures: 60

Learning Objective:

- To introduce the basic terms and concepts of Broadcasting.
- To give an overview of the structure and functioning of the broadcast industry.

RADIO

- 1. The History of Radio (5)**
 - Growth and development of Radio abroad
 - Growth and development of Radio in India
- 2. Radio as a Medium (5)**
 - The uses and characteristics of radio
- 3. Radio Transmission (5)**
 - Types of Signals: AM, FM, Shortwave, Digital
 - Satellite Radio
 - Community Radio
 - Internet Radio
- 4. Professions in the Industry (5)**
 - Production Staff
 - The Talent- the radio jockey, the news anchor, the talk show
 - Management Staff- station director, programming heads
- 5. The Radio Programme (5)**
 - The music programme
 - The talk show and discussion
 - The phone I programme

- Radio documentaries and Feature

6. The Production and Recording Process (5)

- The Broadcast process
- The work of the Radio Producer
- Types of studios- live radio studio vs. recording studio
- Types of Microphones, types of pick up patterns
- Sound Editing
- Recorders and Mixers-virtual (DAW)

7. Ownership (2)

- AIR & Public Service Broadcasting
- Major FM channels in India

8. Current Trends in India (2)

- The growth of FM
- Development Communication

T.V.

9. The History of Television (2)

- Growth and development of Television abroad
- Growth and development of Television in India

10. The Technology of Television

(2)

- Types of Transmission- Cable DTH, Satellite, Terrestrial
- Types of Signals

11. Professions in the Industry

(2)

- Production Staff
- Post Production Staff
- Newsroom Staff

12. The Television Script

(10)

- The Treatment
- The two column script
- The screenplay format
- The storyboard
- Interactive scripts
- Narration scripts

13. Producing the Television Scripts

(5)

- The Proposal
- Pre-Production
- Production , types of camera shots and movements
- Post Production Linear vs Non-Linear, editing online, offline chroma
- Audio sweetening

14. Research for Radio and Television

(5)

- Programme Research
- Audience Research
- Ratings and Calculations
- Audience Feedback

Internal Assessment:

Group Project to create audio or audio visual Content show of 10 minutes.

References:

1. Meleish Robert, Radio Production,
2. A manual for broadcasters, Focal Press Dilazzo Ray,
Corporate Media Production, Focal Press Newcomb
Horace, The Critical View, Oxford University Press
3. Sharma Jitendra Kumar, Digital Broadcasting Journalism, Authors Press
Bell Angelo and Joyce , Mark and Rivers, Advanced Level Media

CONTENTS:

Theory Syllabus for courses

AMM0301:	Application of Economics
AMM0302:	Introduction to Cultural Studies
AMM0303:	Introduction to Advertising Concepts
AMM0304:	Introduction to Management Environment
AMM0305:	Introduction to Journalism
AMM0306:	Introduction to Audio Video Production

S.Y.BMM

Course: AMM0301

Title: Application of Economics

No. of Lectures: 60

Learning Objectives:

1. Steps Towards A Better Economy (15)
 - a) Demonetisation
 - b) FDI
 - c) Financial Inclusion- Pradhan Mantri Jan Dhan Yojana

2. Challenges faced by the Indian economy (15)
 - a) Non Performing Assets Menace
 - b) GST and its implementation
 - c) BIT COINS

3. Understanding Economic crises faced by different countries: (15)
 - a) 1997 Asian Economic crisis
 - b) 1994 Mexico Peso crisis
 - c) 1973 OPEC price shock
 - d) 1986 Japanese Asset Price Bubble
 - e) Refugee crisis
 - f) South Sudan Economic crisis

4. Challenges faced by the World Economy (15)
 - a) Brexit and the European instability
 - b) US policies with special reference to NAFTA

Internal Assessment: Group Project/ Individual Project/ Presentation

References: Online articles from The EPW, Business Standard, The Economic Times, The Economist Case study

Title: Cultural Studies**No of Lectures: 60****Learning Objectives:**

- To introduce students to a set of approaches in the study of culture
- To question accepted definitions and normative descriptions of culture
- To analyse those activities that shape the everyday life of people and
- How cultural practices have gained their meanings.

1. Cultural Studies: An Overview (12)
 - a) Evolution and need to study cultural studies.
 - b) Examining definitions and theories of culture

2. Marxism and Culture
 - a) Central ideas of Marxism
 - b) Ideology (John Storey-gives 5 approaches)
 - c) Hegemony- Gramsci
 - d) Culture industry –Adorno
 - e) Circuit of culture –Stuart Hall
 - f) Popular culture and Mass culture –John Fiske

3. Orientalism and Culture (12)
 - a) Representation of the east by the west
 - b) Post-colonial perspective on cultural hegemony

4. Gender and Culture (12)
 - a) Gender vs. Sex - Feminist contribution to the study of gender
 - b) Masculinity – Issues and representation
 - c) Sexuality and Representation

5. Popular consumption and representation of Culture (12)

Ex. sport, body, iconic images, space, films, oral traditions, carnivals, visual culture, new media cultures,.....

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/
Presentation

References:

1. During Simon –cultural studies reader (articles)
2. Storey John
3. Nayar Pramod –An introduction to cultural studies
4. Reading Culture
5. Lewis, Jeff –Cultural Studies

6. Christopher, K, W.—Rethinking cultural studies (mapping culture)
7. Gray, Ann and McGuigan—Studying culture
8. Williams, Raymond—A Vocabulary of culture and society
9. DuGay Paul,—Doing Cultural studies
10. Edgar and Sedgwick; Key concepts in cultural studies
11. Breckenridge —consuming modernity
12. Page, David and Crawley, William—Satellites over south Asia —broadcasting culture and public interest
13. Subculture
14. Milner, Andrew and Brontt,J -----contemporary cultural theory (c.s and cultural theory)
15. Corrigan, Peter—Sociology of consumption
16. Featherstone ---Postcolonial cultures
17. McRobbie —uses of cultural studies
18. Literary into Cultural studies
19. Sport, Media and society
20. Nayar, Pramod—packaging life, cultures of the everyday
21. Vishnu, A --Digital culture unplugged
22. MARG publications visual culture
23. Nabar, Vrinda—caste as woman
24. Jose, C —construction Dalit identity
25. Wolf, Naomi —Beauty Myth

Title: Introduction to Advertising Concepts

No of Lectures: 60

Learning Objectives:

To expose students to various principles of Advertising and Marketing

1. Behavioral Fundamentals (15)
 - The Behavior of Consumers
 - Attitude change – a central theme in advertising
 - Theories on attitude change
 - Factors in advertising that accomplish Audience Persuasion
 - Source/Endorser/Presenter of the message
 - The message, Rational appeal/Emotional appeal
 - Background for Advertising
 - Marketing Fundamentals for Advertisers
 - Product Identification
 - Deciding Advertising objectives, budget, media.

2. Advertising Management (15)
 - Advertising Agencies and Departments
 - Advertising – An Overview
 - The rise of global agencies
 - Neo-liberal enterprise culture
 - Fragmentation and planetary conscience
 - The new marriage of advertising and fiction
 - The bestiary of lifestyle culture
 - The crisis of public culture
 - Subjectivity of social criticisms of advertising.
 - Systematic approach to Making of an Advertisement
 - Lay Out
 - Copy
 - Typography, Production and Colour

3. Differentiating and Positioning (15)
 - Value Addition, the Purpose; Differentiation, the Route
 - Product Lends the Maximum Scope for differentiation
 - Differentiation on Tangible Product Attributes
 - It is Differentiations that Builds brands
 - Positioning: Why is Positioning Important?
 - The tasks involved in Positioning

1. Managing Brand and Brand Equity
Role and Significance of Brands

(15)

Categorization of Brands based on the type of value they offer
The tasks in developing and managing brands

Selecting the brand elements – brand Name, Logo, slogan...

Brand Extension, Rejuvenation, Re launch, Brand Proliferation Brand Acquisition
Each Brand as SBU

Monitoring the brand through the Stages of Its Life cycle
Understanding Brand Equity

The new demands on today's Brand Manager

Measuring Advertising effectiveness

Internal Assessment : Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation

References

Advertising International by Armand Mattelart

Systematic Approach to Advertising Creativity by Stephen Baker

Contemporary Advertising by William F Arens

Title: Introduction to Management Environment

No of Lectures: 60

Learning Objectives:

To foster management skills and give them an understanding of organization functions

1. Introduction to management (10)

What is management?

- Management functions
- Management levels
- Management Consultancy
- Early management thought and practice
- The Classical management perspective
- Quantitative Management perspective and contemporary Management Perspective

2. The Organization environment model (7)

- Organization environments
- Organization as systems
- Formal Organization; Design and structure
- Division of labor and task Interdependence
- Specialization of work
- Distribution of Authority

3. Organization culture (8)

- Sources of Organization culture
- Types of Organizational culture
- Manifestation and managing Organization culture
- Organizational subcultures
- Work force diversity – gender, ethnic and community issues

4. Motivation (10)

- Theories of motivation
- Need Theories
- Process theories
- Application of theories
- Job enrichment
- Self-directed work group
- Job rotation and cross training
- Learner management structures
- TQM
- Positive reinforcement programs

- Productivity gain sharing approaches
5. Motivation and Leadership (10)
- Theories and Styles
 - The Controlling Process
 - Definitions, Importance and characteristics of effective control
6. Groups in Organization and group dynamics (10)
- Issues of conformity, social facilitation
 - Risky shift and polarization
 - Group cohesion and consequences
 - Cooperation and competition
 - Concept of Team work, effectiveness
 - Stress
 - Sources of stress – work and non-work factors
7. Decision making (5)
- Characteristics of decision making process
 - Ideal vs. Actual decision making
 - Group think
 - Decision making in networked organizations

Internal Assessment: Group Project- to study functional aspects of media organisations.

References:

1. Organizational behaviour by Robbins .S.P.
2. Organization Behaviour by Luthans, Fred
3. Management by Harold Koontz, Heinz Wehrich
4. Management by Stephen .P. Robbins
5. Management by Stoner J.A.F., Freeman A.F., Gilbert D.A.

Title: Introduction to Journalism

No of Lectures: 60

Learning Objectives:

- To give students an understanding of the history and development of Journalism in the global and the Indian context.
- Introduce students to concepts related to news and Journalistic practice.
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Unit 1

1. History of Press in India (3)
2. Role of Printing Press – from Guttenberg to the Internet; Include print, radio, television and internet; changing face of the news at international level and how each new medium has impacted the other and journalism itself.
3. Principles of Journalism (10)

Unit 2

1. Role of Social Political Activism in Journalism- writings by leaders and freedom fighters. (10)
2. Role of media in Indian context.
3. Stages of development and changing role and how new media is influencing the print media. (5)

Unit 3

1. The rise of the nationalist Press , Post-Independence Nehruvian era , The Emergency ; banning of magazine and newspaper, Post- Emergency magazine boom, Post Globalisation. (5)
2. International Journalism stages of Representative news media of US and Europe (5)

Unit 4

1. Types of News Papers: Broadsheet and Tabloid
2. The Role and Functions of Journalism- Interpretation, Linkage, transmission of values, entertainment, development;
3. Organization and structure of Media organization : print, electronic, and special reference to Editorial department.
4. Basic Journalistic Writing
5. Formats, News Report, Features, Interviews
6. Writing for Commercial supplements: Regular and Commercial
7. Focus on writing for Newspaper, Magazine, Television and Radio

Internal Assessment: A part of internal assessment will be a weekly test on current affairs.

There will be a individual project on writing reports based on a contemporary issue.

References:

1. Mencher, Melvin; News Reporting and Writing; 1997 edition; Columbia University Press.
2. R.Natrajan; History of Indian Press Edited by Uday Sahay; Making News
3. Anne Zaidi; The known Truff
4. Ed. Boyce, George; Curron, James; Wingate, Pauline; Newspaper History from the 17th Century to the present day; (1978) ; Sage.
5. Wilson, John. Understanding Journalism; (1966) ; Routledge
6. Mazumdar, Aurobindo; Indian Press and Freedom Struggle; (1993); Orient Longman

S.Y.BMM

Course: AMM0306

Title: Introduction to Audio Video Production

No of Lectures: 60

Learning Objective:

Learning Objectives:

To acquaint students with the method of film making and production

Unit 1

1. Introduction (2)

Pre Prod and Post prod

Designations &/or Roles in Productions

Production management Legal & Admin

Budgets, Recce, Permissions & NOCs

2. Types of Films (3)

Feature, Short, Satire, Silent, Art

Documentary Films

Corporate Films

Ad Films

Travel & Lifestyle

Unit 2

3. Shots and Edit Techniques (10)

Aspect Ratio & Letter Boxing

Establishing

ABC, Continuity, Montage, Stop Motion, Time Lapse

Importance of Sound, VO – BG – FX

Types of Microphones used

Sync. Sound &/or Dubbing

Camera – Platforms & Formats

SD & HD

Film & RED

4. Types of Lights (10)

Key – Fill – Back

Relationship of Make Up & Lighting

Lighting for Chroma

Shooting Outdoors (Natural Light)

Day Light

Twilight

Low Light

Royalty Free Music &/or Stock Videos

Unit 3

5. Understanding Culture & Sub Cultures (15)

Editing

The Art of Story telling and not merely cutting & chopping

Rough Cut – First Cut – Final Cut – Director's Cut

Layers, Transitions, Filters – Ex. Chroma Keying

Sound, Layers, Mixing, Leveling & Mastering

Packaging, Titling & Credits, Sub Titling, Supers, After Effects

6. The television script (10)

a. The treatment

b. The two-column script

c. The screenplay format

d. The storyboard

e. Interactive scripts

f. Narration scripts

Unit 4

7. Producing the television scripts (10)

a. The proposal

b. Preproduction

c. Production types of camera shots and movements

d. Post-production linear Vs. Non linear, editing online, offline chroma

e. Audio sweetening

References:

Ed. Bill Nichols; Movies and Method; 2 Volumes, University of California
Gaston Berghes; Chitra Bani; A book on Film Appreciation

Gaston Roberage; The way of Film Studies; Ajanta Publication, 1992

CONTENTS:

Theory Syllabus for courses:

AMM0401:	Writing Skills for Media
AMM0402:	Introduction to Photography
AMM0403:	Theory of Media
AMM0 404:	Mass Media Research
AMM0405:	Introduction to Marketing Concepts
AMM0406:	Film Reading and Appreciation

S.Y.BMM

Course: AMM0401

Title: Writing Skills for Media

No of Lectures: 60

Learning Objective:

- Introduce the students to various technical and aesthetic aspects of writing.
- Through continuous exercises fine tune their creative writing skills.

Unit 1

1. PLOT (5)

Using a Sherlock Holmes story, we examine how the manner in which a story is told can make it interesting. In the process we learn the difference between story and plot.

2. CONFLICT (5)

Here we look at how two differently placed narratives generate the crucial element of any good short story: tension or conflict.

3. MOTIFS and THEMES (5)

A motif can be a situation, character-type, an image or an idea that recurs through works of literature and is linked to the larger theme of those works. Taking an example each of a motif and a theme, we will study how texts can make meaning by referring to other texts, through —intertextuality.

Unit 2

4. CHARACTERIZATION (5)

In this class, we look at a Chekhov story for the way in which setting, dialogue and narrative are integrated in the protagonist's character.

Sub topic- use of interior monologue.

5. SETTING (8)

We read a story of the fantasy genre and examine how its setting is poeticized through thematic development.

-Sub topic-Rhythm

Unit 3

6. AESTHETICS: Romanticism to Realism (8)

Understanding the Romantic and Realist aesthetics: core themes, arche-types, and linguistic norms with the help of stories by Poe and Maupassant.

Birth of the modern short story by analyzing a work of Chekhov in comparison with Maupassant; understanding how voice and structure changed post Chekhov.

7. AESTHETICS: Realism to Modernism (8)

Discussion on core modernist themes, content, arch-types using the work of James Joyce.

Discussion on pop art and cultural context of art using a short story by Woody Allen.

Unit 4

8. AESTHETICS: Modernism to Post Modernism (8)

Discussion on core post modernism themes, content, arche-types reading the works of Jhumpa Lahiri and Yiyun Li.

9. AESTHETICS: New voices (8)

Challenges in writing about new themes: technology, multi-linguistic cultures, multiculturalism, globalization reading the works of akpen, murakami and junot diaz. Audio: New Yorker interview with Junot Diaz and Edwidge Danticat.

Internal Assessment: Individual written assignments on various themes and characterisation.

Reference Books:

Arco Peterson, S; How to write short stories; Petersons 2002

Axelrod,R.V et al ; The St.Martins Guide to writing; Instructors Resource Manual.

Bell, Julia; The creative writing course book; 40 Authors share advice and exercises for fiction and poetry.

S.Y.BMM

Course: AMM0402

Title: Introduction to Photography

No of Lectures: 60

- To help student understand the principles and practices of photography
 - To enable students to enjoy photography as an art
 - Introduction to various forms of print production
1. Properties of light, electromagnetic spectrum, reflection, transmission, refraction and polarization of light. Different types of light sources and their properties. (5)
 2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation : Wide angle, Tele, Normal, Zoom (5)
 3. Photosensitive material, image formation, latent image development as fixing.
 - Mechanism of Aperture, Shutter, Camera Body view, Lenses
 - Classification of camera and their relative comparison
 - Camera operation, exposure light tables, Good and Bad camera habit
 - Various parts of camera
 - Exposure of setting
 - Effect of aperture
 - Effect of shutter speed
 - Using flash light
 - Use of camera accessories – Filter, reflector, cutters
 - Care and maintenance of camera equipment
 - Introduction to color films
 - Low key, High key pictures
 - Retouching – Photoshop
 - Shooting formats – Raw, tiff and J.pegs
 - Color and light – basic principle of color sensitivity temperature, color reversal film, color negative film
 4. Light and lighting – outdoor, night, indoor lighting, indoor portraiture (5)
 - 5.. ISO setting and white balance (5)
 - 6.. Movement in art and photography (10)
Dadaism, Surrealism, post-modernism
 7. Major landmarks in history and development of print technology (5)
 8. Basic print process, contact projection, composition, in printer, special effect printer (5)
 9. Print machines and image carriers .Letter press, offset, silk screen, digital print DTP (10)
Future trends in print technology
Practical demos and exercises for handling typical print jobs

Internal assessment: Individual project

Reading List:

1. Mitchell Beazley “The art of color photography” octopus publishing group Ltd.
2. John Hedgecoe “John Hedgecoe Creative photography – Collins & Brown
3. Mitchell Beazley- John Hedgecoe’s Workbook of Darkroom techniques – Red international books ltd
4. Steve Bavister “ Digital photography” Collin & Brown ltd 2000
5. John Hedgecoe Basic potography Collin & Brown ltd 2000

S.Y.BMM

Course: AMM0403

Title: Theory of Media

No of Lectures: 60

Learning Objective:

- To expose students to the well developed body of media theory and analysis
- To foster analytical skills that will allow them to view the media critically

Unit 1

- 1) Introduction to Media Studies (5)
 - a) Definition and three questions of Media
 - b) Four Eras of Media Theory
- 2) Media Studies as an Interdisciplinary Approach (10)
 - Media Studies as a Social Science
 - Karl Marx
 - Juergen Habermas
 - Stuart Hall
 - Karl Lazarsfeld
 - Michel Foucault – Power and Authority
 - Marshall McLuhan

Unit 2

- 3) Early Effects Theories (10)
 - Mass society Theory
 - Propagandistic Theories
 - Normative Theories
- 4) Limited Effects Theories (10)
 - Lazarsfeld’s Two step flow Theory
 - Carl Hovland’s Attitude Change Theory
 - Lazarsfeld- Hovland Legacy
 - Robert Merton’s Middle range Theory

Unit 3

- 5) Cultural and Critical Theories (10)
- Emergence of Critical and Cultural theories
 - Marxism
 - The Frankfurt School
 - Political Economy
 - British Cultural School
 - Raymond Williams' Technological Determinism
- 6) Media and Society (5)
- Harold Innis' Bias of Communication
 - Bernard Cohen's Agenda Setting
- 7) Introduction to Audience Theory (10) Types of Audiences
- Uses and Gratification
 - Audience Reception
 - Dependency Theory
 - Cultivation Theory
 - Psychoanalytical Theory

Internal Assessment: Group Project/ Individual Project/Presentation

REFERENCES:

McQuail, Denis, *McQuail Reader in Mass Communication Theory*, Sage Publications.

Branston Gill, and Roy Stafford, *The Media Student Book*, Routledge

Rayner, Philip, Peter Wall, and Stephen Kruger, *As Media Studie*., The Essential Introduction. Routledge

Baran, Stanley. *Introduction to Mass Communication*. McGraw-Hill Higher Education.

Dominick, Joseph R.; *Dynamics of Mass Communication*. McGraw- Hill College.
Williams, Raymond. *Television: Technology and Cultural Form*. Routledge.
McLuhan, Marshall

Title: Mass Media Research

No of Lectures: 60

Learning Objective:

- To introduce students to the basic concept of research, its approaches, its scope and limitations, tools and techniques
- To make students understand the link and importance of research in media education
- To equip students with necessary skills to undertake a mass media research project

Section I

Introduction to Research Concepts:

Chapter I (10)

- Introduction to Research – definition, types, need for research
- Scientific research – basic principles: empiricism, verifiability, generalization
- Understanding different methods of conducting research: case study, content analysis, semiotics, survey, ethnography

Chapter II (10)

Steps in conducting research (Part I)

1. Selection of a research problem
2. Understanding the objectives why this research problem is undertaken
3. Formulation of the research problem statement
4. Hypothesis: meaning and types of hypothesis

Chapter III (15)

Steps in conducting research (Part II)

1. Formulation of research design by understanding the following concepts:
 - (a) Sampling procedure- concept of universe and sample size, probability and non-probability sampling, types of probability sampling
 - (b) Sources of data collection- primary and secondary
 - (c) Main tools of data collection- observation, interview, questionnaire, schedule
 - (d) Other tools of data collection- radio meters, television meters, consumer panels, eye-movement tests, brain mapping
 - (e) Measurement and scaling techniques
 - (f) Processing of data: (i) understanding basic concepts of mean, median, mode, co-relation, standard deviation
 - (ii) tabulation and classification of data (iii) graphic representation of data (iv) analysis and interpretation of data

2. Importance of writing the research report
3. How research report is written: indexing, chapters, citation and references

Section II

Application of Mass Media Research (15)

Chapter-I Research in Print Media

Chapter-II Research in Advertising

Chapter III Research in Public Relations

Chapter IV Research in Broadcast Media

Chapter V Media Research and the Internet

Chapter VI Ethical issues in mass media research

Chapter VII Basic media consumption theories based on past researches

Internal Assessment: Field project on Primary Research by applying the principles of MMR.

References:

1. C.R. Kothari: Research Methodology: New Age International Publication, New Delhi (2004)
2. B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: A Handbook of Social Science Research, Oxford University Press 1987
3. Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
4. Shearon A. Lowery and Melvin L.DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
5. Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage Publications 2000
6. Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analysing Media Messages: Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc July 2005
7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication, New Delhi
8. Methodology of Research in Social Sciences: Krishna Swamy- Himalaya Publication
9. Marketing Research- An applied orientation by Naresh K. Malhotra-Publisher- Prentice Hall of India Publication
10. Mass Communication- theory by Stanley J. Baron & Dennis K. Davis- Publisher- Thomson /Wadsworth

Title: Introduction to Marketing Concepts**No of Lectures: 60****Learning Objectives:****Learning Objective:**

To give students an understanding of marketing concepts in relation to role of media.

1. Fundamentals of Marketing (5)
 - Marketing – An Introduction
 - What is “Marketing”? What is “Marketed”?
 - The Perspectives on marketing already in vogue
 - The Difference between Selling and Marketing
 - Need for the „Value Perspective“.

2. Understanding Marketing as creating, communicating and delivering value. (7)
 - The Value Framework – Moving from a „Concept“ to an Actionable Framework
 - Co-Creation of Value with Customers
 - The Value Framework and Rescue Marketing

3. The Meaning of Value in Marketing (7)
 - The Concept of Customer Value
 - Components of Customer Cost
 - The Customer Decides what value is; the Firm’s Job is to deliver it
 - Indian Consumers now increasingly vote for value
 - Value Delivery is no easy task; it requires creativity, ability to innovate and customer insights.

4. The Marketing Environment (7)
 - Strategic Response possible only with sound knowledge of environment
 - Spotting the opportunities and threats
 - The tasks involved in Marketing Environment Analysis
 - Components of the Environment to be analyzed Micro / Macro Environment
 - Environmental Components specific to the Business concerned
 - Influence of Society upon Businesses

5. Marketing Environment of India (10)
 - India’s Environment, a Masterpiece in Heterogeneity
 - Performance of the Indian Economy
 - Impact of the global slowdown/Financial Crisis on the Indian

- Economy
- India's Marketing Environment Undergoes a Dramatic Change
- How the world views India
- India takes on the Globe; it is no longer just India being globalised
- India's Consumer Environment

6. Formulating Marketing Strategy (7)

- The significance of Marketing Strategy
- Formulating the marketing strategy
- Marketing Strategy – Various Approaches
- Price – oriented strategy
- Price and Differentiation routes, not mutually exclusive

7. Market Segmentation and Targeting with value orientation (7)

- What is market Segmentation?
- Why Segment the market?
- Markets can be Segmented Using Several Bases
- Segmentation with value orientation
- Choosing the Target Market

8. Product Management: The fundamentals (10)

- Offering Value, the purpose; product attributes, the tool
- Main tasks in product management
- What is a product? What are its components?
- Types of Products
- Product Mix and Product Line
- Decisions on Packaging
- Managing Product Quality
- Managing the PLC of the product/Brand

Internal Assessment: Group Project/ Individual Project/ Book Review/ Class Test/ Ease Study/ Presentation (Power Point/ Audio- Visual presentation/ Oral Presentation)

Reference:

Marketing - An Introduction by Gary Armstrong and Philip Kotler

Marketing Management by RamasamyV.S. and Mama kumari S.

Principles of Marketing by Philip Kotler

Title: Film Reading & Appreciation

No of Lectures: 60

Learning Objective:

To acquaint the students with the various styles and schools of cinema throughout the world.

Unit 1

1) A discussion of early narrative cinema. (4)

2) A screening and discussions on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat talkies films along with a discussion of early Indian cinema, and the development of the studio system in India. (4)

Unit 2

3) Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane with lecture and clips on evolution of Hollywood Studio system. (10)

4) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of The Bicycle Thief) (4)

5) A discussion of French New Wave Cinema (Screening of Jean-Luc-Godard's Breathless) (4)

6) A screening of Kurosawa's film along with a discussion of its impact on Hollywood Cinema and Hindi Cinema. (4)

Unit 3

7) A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie. (4)

8) A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bacchan to Shahrukh Khan can be screened.) (8)

9) Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.

(2)

Unit 4

10) A discussion of Indian-global cinema like Sallam Bombay, Namesake, Provoked. (6)

11) Discussion on Award winning Indian Regional film and film maker like Shantaram/ Satyajit Ray/ Adoor Gopalkrishan. (6)

12) Screening and discussions on cross-over films and film-makers like Shyam Benegal/ Madhur Bhandarkar. (4)

Reference:

- 1) Ed. Bill Nichols; Movies and Methods; 2 Volume; University of California
- 2) Gaston Roberge; Chitra Bani; A book on film Appreciation

CONTENTS:

Theory Syllabus for courses:

A.BMM 5.01:	Advertising for International Markets & Contemporary Society
A.BMM 5.02:	Media Law
A.BMM 5.03:	Consumer Behavior
A.BMM 5.04:	Introduction to Financial Markets
A.BMM 5.05:	Contemporary Issues
A.BMM 5.06:	Copywriting

T.Y.B.MM (A)

Course: AMM0501

Title: Advertising for International Markets and Contemporary Society

No of Lectures: 60

Learning Objectives:

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

THE GLOBAL CHALLENGE

(5)

- Understanding Global and International Marketing
- What is globalization – meaning, advantages and disadvantages?
- The impact of globalization on advertising
- Understanding the difference between global and international marketing
- An introduction to the various stages the major and emerging world economies are in (nascent, frenzied, turbulent, mature)
- Scope and Challenges of Advertising in a global market
 - a. Deciding to go abroad
 - How a company decides whether to go abroad, how many and which markets to enter a market.
 - Getting the organization ready (export department, international division – global organization – depending on the level of involvement)
 - Alternative strategies – global, local, glocal
 - b. Analysing the various environments

- Understanding the 9 environments to be considered before entering a new country of group
- Economic (includes demographic), cultural, social, political, legal, geographic, business, financial, technological (with a statistical overview of the important triad and emerging
- Markets and a special focus on India) emerging markets – S. East Asia, China, India

c. Market Entry Strategies (5)

- The five market entry strategies in increasing order of risk and return (indirect export, direct export, licensing, joint venture, direct investment – the advantages and disadvantages of each.
- Dynamics of alliance formation
- Tips for companies wishing to maximise power in international markets (with a focus on emerging markets)
- Maintaining international business protocol when dealing with foreign partners

d. Marketing Challenges (5)

- Product designing in the international market
- Pricing in the international market
- International distribution channels
- Promotional strategies for the international market (advertising, media selection and sales promotion)
- Packaging for the international market

OTHER CONTEMPORARY ISSUES

a. Advertising and the Indian Economy (The challenges of the changing Indian economy)
(8)

- Liberalization – process in India, short note on the rise of MNC's, advantages and disadvantages,
- Impact on advertising
- New global trends and their impact on Indian advertising
- Economic Issues (poverty cycle, dd and ss, education) in India today, their impact on advertising and vice versa (Role of advertising in Indian economy)
- Role of Advertising in the Indian economy

- b. Advertising and Indian culture (7)
- Impact of culture on advertising
 - Impact of advertising on culture (role in bringing about cultural changes)
 - Making advertising culture specific, role of local flavor
 - Cross and multi cultural advertising, cross cultural segmentation
- c. Advertising and Indian Society (5)
- Social benefits of advertising
 - Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle
- d. Control over different types of markets (5)
- Understanding the types of markets operating today (consumer, business, reseller and government) – marketing tools and the marketers control of the media (5 M's)
- e. The internet boom (5)
- A brief history of the internet, Internet as a marketing tool, advantages and disadvantages
 - Advertising on the internet (types of advertisements, challenges in designing advertisements and web pages)
- f. Social Marketing (10)
- Definition of social marketing, need, objectives and publics 6 P's of a social marketing program
 - Concept of societal marketing
 - CSR – a valid extension of the societal marketing concept, efforts by Indian companies

Project: Group Assignment of 20 marks

Book list:

1. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
2. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behavior The free Press-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross,
5. Advertising and Culture-Prentice Hall 200

Title: Media Law and advertising ethics

No of Lectures: 60

Learning Objective:

- To provide a perspective on the legal environment in India
- To guide students of the media through the various ethics connected to advertising
- Maharashtra state centric cases to be discussed in class as the situation demands

1. Legal Environment (4)

- Definition and scope from Indian and international perspectives
- Effects of Legal Environment on the Individual, Corporate Sectors, Media (press, others)
- Government policies that govern advertising

2. Self regulating, ethics and law (4)

- The relation between Self regulating, ethics and law
- Case study: Prasar Bharati bill for Advertising on AIR and Doordarshan

3. Laws that affect advertising in India (10)

- Drugs and cosmetic acts
- Drug price control act
- Drug and magic remedies (objectionable advertisements) act
- Emblems and names (prevention of improper use) act
- Copyright act
- Trademarks act
- Patents act: introduction to intellectual property rights
- Indecent representation of women (prohibition act)

4. Ethics (6)

- The importance of Ethics
- Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities

- Advertising ethics for children and senior citizens
- Political advertising
- Puffery, controversial, subliminal and surrogate advertising
- Manipulation of Advertising research, Ethical watchdogs of advertising in India
ASCI and AAI

5. Unfair trade practices and the competition Act (4)

- Unfair trade practices towards consumers
- Unfair trade practices in business
- Competition Bill as a check in control mechanism for Unfair trade practices

6. Consumer rights and laws (12)

- The rise of consumerism and the need for consumer awareness- government and nongovernment initiative
- Standardization of products, practices and processes
- Need and relevance of standardization
- Standardization Organisations (Indian and International) : ISI/BIS, AGMARK, FPO, ISO, CE, FDA, Six Sigma, CMM levels
- Government Initiatives

(6)

- o Essential commodities act
- o Consumer Protection act
- o Standards and weights and measures act
- o Standards and weights and measures (packaged commodities) act
- o Prevention of food Adulteration act • Non government Initiatives

(4)

- o CERC
- o CFBP
- o CGSI
- o Grahak Panchayat

o Customer care centres and BPO's

7 Advertising and Society (4)

- ♣ Manipulation by advertising
- ♣ Socio- economic criticisms of Advertising
- ♣ Advertising and Social Responsibility

8. Critique of Advertising (6)

- Vance Packard: The hidden Persuaders
- Naomi Klime: No logo
- Naomi wolfe: The beauty myth
- Naom Chomsky: Understanding Power
- Jean killbourne: Can't buy my love

Project: Individual Assignment for 20 marks

References:

1. Sawant, P.B. and Badopadhyay, P.K. Advertising Law and ethics. Universal Law Publishing company Barua, Vidisha.
2. Press and Media: Law manual. Universal Law publishing Company
3. Arens, willaim. Contemporary advertising, McGraw Hill Publications
4. Belch, George and Belch, Michael. Advertising and Promotion: An intergrated marketing communications Persepective, Mcgraw Hill Publications.

Title: Consumer Behaviour

No of Lectures: 60

Learning Objective: To introduce students to the complexities of consumer behavior, its importance in marketing and advertising.

1. Chapter 1: Introduction (3)
 - Introduction to Consumer Behaviour
 - Introduction to Consumer Research
 - Reviewing Segmentation strategies
2. Chapter 2: Consumer motivation (2)
 - Motivation as a psychological Force
 - The dynamics of Motivation
 - Types and systems of needs
 - The measurement of motives
 - Ethics and consumer motivation
3. Chapter 3: Personality and Consumer Behaviour (3)
 - Theories of Personality
 - Personality and Understanding Consumer Diversity
 - Brand personality
 - Self and Self Image
 - Me and myself
 - Virtual personality of Self
4. Chapter 4: Consumer perception (2)
 - Elements of perception
 - Dynamics of Perception
 - Consumer imagery
 - Perceived risks
 - Ethics in Consumer perception

5. Chapter 5: Consumer learning (5)
- Elements of Consumer learning
 - Behavioral learning theories
 - Cognitive learning theories
 - Measures of Consumer learning
6. Chapter 6: Consumer attitude formation and Change (5)
- What are attitudes?
 - Structural models of attitudes
 - Attitude formation
 - Strategies of attitude change
 - Behavior can precede or follow attitude formation
7. Chapter 7: Communication and consumer behavior (5)
- Components of communication
 - The communication process
 - Designing persuasive communications
 - Marketing communication and ethics
8. Chapter 8: References groups and family influences (5)
- Understanding the power of reference groups
 - Selected consumer-related references groups
 - Celebrity and other references group appeals
 - The family is a concept of flux
 - Socialization of family members
 - Other functions of the4 family
 - Family decision making and consumption related roles
 - The family life cycle
9. Chapter 9: Social class and consumer behavior (5)
- What is social class?
 - The measurement of social class

- Lifestyle profiles of the social classes
- Social- class mobility
- Geo-demographic clustering
- The affluent consumer
- Middle class consumer

10. Chapter 10: The influence of culture on consumer behavior (5)

- What is culture?
- The invisible hand of culture
- Culture is dynamic
- The measurement of culture
- Indian core values

11. Chapter 11: Subcultures and consumer behavior (5)

- Nationality subculture
- Religious subculture
- Geographic and regional subculture
- Racial subculture
- Age subculture
- Sex as a subculture
- Subculture interaction

12. Chapter 12: Cross culture consumer behavior: an international perspective (5)

- The imperative to be multinational
- Cross cultural Consumer analysis
- Alternative multinational strategies: Global V/s local
- Cross cultural Psychographic segmentation

13. Chapter 13: Consumer Influences and diffusion of Innovations (5)

- What is opinion leadership?
- Dynamics of the opinion leadership process

- The motivation behind opinion leadership
- Measurement of opinion leadership
- A profile of the opinion leadership
- Diffusion of Innovations
- Diffusion process
- Adoption process
- Profile of the Consumer innovator

14. Chapter 14: Consumer decision making and beyond

(5)

- What is decision?
- Levels of Consumer decision making
- Models of Consumer: 4 views of Consumer decision making
- Model of consumer making decision
- Relationship marketing

Project: Group assignment for 20 marks

Book List

1. Leon G Schiffman, Leslie Lazar and Kanok, Consumer Behaviour, Prentice Hall 2001.
2. Max Sutherland and Alice K Sylvester, Advertising and the mind of the consumer, Krogen, Page, 200

Title: Introduction to Financial Markets

No. of Lectures: 60

Learning Objectives: To provide basic understanding about the financial products & services and to help students to know the Financial Market In India.

Unit Number	Topics	No. Of. Lectures
I	<p>Overview of Indian Banking Sector and Central Banking Concept</p> <p>Structure of Indian banking Sector</p> <p>Sources of funds for a Bank</p> <ul style="list-style-type: none"> • Various deposit products <p>Types of bank financing – fund based and non fund based</p> <ul style="list-style-type: none"> • Cash, credit, bank overdraft, term loan, demand loan, export /import financing, rural/farm lending etc <p>Introduction to NPAs and its management</p> <ul style="list-style-type: none"> • Classification of NPAs and recovery strategy <p>Central Banking Concept</p> <p>Functions and roles of RBI</p> <ul style="list-style-type: none"> • Money creator • Credit regulator • Supervision of banking sector 	15
II	<p>Insurance –</p> <p>Basic principles of insurance</p> <p>Significance of insurance to business</p> <p>Reasons for slow growth of Insurance business in India</p> <p>Types of Insurance</p>	15

III	Special Purpose Institutions – NABARD, SIDBI Inclusive Banking Trade Finance Global Banking	15
IV	Capital Markets Primary Markets IPO and Book Building Process Secondary Markets Role of SEBI Intermediaries of Capital Markets Approach to capital markets for wealth creation	15

Continuous Internal Assessment :

Mid semester test

Project Work- Presentation

Reference books:

Sr. No.	Book	Author	Publisher
1	Risk management and Insurance	Trushmann, Gustavian, Hoyt	
2	Modern Communication Banking	H.R. Machiraju	New Age Int.
3	Elements of Banking and Insurance	Sethi and Bhatia	Prentice Hall
4	Indian Financial System	M Y Khan	TMG
5	Indian Financial System	Bharati Pathak	Pearson
6	Financial institutions and Market	L.M. Bhole	TMG
7	Retail banking	Raghu Palat	Cortland Rand

8	Indian Economy	K.P.M. Sundarain	S. Chand
9	Banking Theory and Practice	K. C. Shekhar Lekshmy Shekhar	Vikas Publishing House
10	Central banking in developing countries	Anand Chandavarkar	

Title: Contemporary Issues

No of Lectures: 60

Learning Objectives:

- To introduce macro global issues with regional implications
- To orient students to action research
- To develop critical consciousness among the students

1. Global Issues (15)

- Emergence of Post Cold War National formations (the Ideas behind New states)
- New World Order
- Significant players- European Union, USA, Russia, Africa, West Asia, South Asia, South-East Asia
- Economics of geopolitics
- Global Commons
- Oceans – Law of the Sea – 1982 ratified in 1997
- Atmosphere – Montreal Summit and Kyoto Protocol
- Bio-diversity – UNESCO declared World Heritage Sites
- Wetlands – Ramsar Convention

2. Indian Context: challenges in the second decade of the 21st century (15)

- Poverty, health, nutrition, education
- Economic development
- Justice and accountability – PIL, RTI

3. Sites of Conflict: genesis, ideology, state and non state players, peace building (15)

- Economic – Naxalism
- Religion – Communal Violence

- Urban conflict

4. Understanding Maharashtra (optional)

(15)

- Physical and political structure (culture and environment)
- Infrastructural development and displacement
- Issues of Urban spaces (institutionalized services)
- Any two commentaries of International and National scholars

Book list:

1. International theory of Human Rights – OUP
2. Social Ecology – Guha Ramachandra. – OUP
3. State of World Series – World watch institute series
4. State of India's environment – CSE – 2000
5. Branded by Law – Penguin – D'souza Dilip
6. Unheard voices – Mander, Harsh – Penguin, 2001

Title: Copywriting

No of Lectures: 60

Learning Objectives:

- To familiarize the students with the concept of copy writing 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
1. Copy writing, Introduction, Responsibility of copy writer (5)
 - Attributes of a good copy writer
 - Principles of copy writing
 2. Creative Strategy Planning and Development (5)
 - 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 (5)
 - Understanding the psychographics of target audiences
 - 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 and rational benefits
 4. Brief (5)
 - Taking the brief
 - Product brief
 - Marketing brief
 - Agency brief
 - Converting into creative brief

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

Project
Individual Assignment for 20 marks

Reference Material:

1. Hey Whipple Squeeze This: A guide to creating great ads by Luke Sullivan
2. Cutting Edge Advertising by Jim Aitchison

CONTENTS:

Theory Syllabus for courses:

A.BMM 5.04:	Introduction to Financial Markets
A.BMM 5.05:	Contemporary Issues
A.BMM 5.07:	Reporting
A.BMM 5.08:	Editing
A.BMM 5.09:	Feature and Opinion
A.BMM 5.10:	Journalism and Public Opinion

T.Y.BMM (J): Mass Media

Course Code: A.BMM0504

Title: Introduction to Financial Markets

No. of Lectures: 60

Learning Objectives: To provide basic understanding about the financial products & services and to help students to know the Financial Market In India.

I	Overview of Indian Banking Sector and Central Banking Concept	15
	Structure of Indian banking Sector	
	Sources of funds for a Bank	
	<ul style="list-style-type: none">• Various deposit products	
	Types of bank financing – fund based and non fund based	
	<ul style="list-style-type: none">• Cash, credit, bank overdraft, term loan, demand loan, export /import financing, rural/farm lending etc	
	Introduction to NPAs and its management	
	<ul style="list-style-type: none">• Classification of NPAs and recovery strategy	
	Central Banking Concept	
	Functions and roles of RBI	
	<ul style="list-style-type: none">• Money creator• Credit regulator• Supervision of banking sector	
II	Insurance –	15
	Basic principles of insurance	

Significance of insurance to business
 Reasons for slow growth of Insurance business in India
 Types of Insurance

III	Special Purpose Institutions – NABARD, SIDBI	15
	Inclusive Banking	
	Trade Finance	
	Global Banking	

IV	Capital Markets	15
	Primary Markets	
	IPO and Book Building Process	
	Secondary Markets	
	Role of SEBI	
	Intermediaries of Capital Markets	
	Approach to capital markets for wealth creation	

Continuous Internal Assessment :

Mid semester test

Project Work- Presentation

Reference books:

Sr. No.	Book	Author	Publisher
1	Risk management and Insurance	Trushmann, Gustavian, Hoyt	
2	Modern Communication Banking	H.R. Machiraju	New Age Int.
3	Elements of Banking and Insurance	Sethi and Bhatia	Prentice Hall
4	Indian Financial System	M Y Khan	TMG
5	Indian Financial System	Bharati Pathak	Pearson

6	Financial institutions and Market	L.M. Bhole	TMG
7	Retail banking	Raghu Palat	Cortland Rand
8	Indian Economy	K.P.M. Sundarain	S. Chand
9	Banking Theory and Practice	K. C. Shekhar Lekshmy Shekhar	Vikas Publishing House
10	Central banking in developing countries	Anand Chandavarkar	

Title: Contemporary Issues

No of Lectures: 60

Learning Objectives:

- To introduce macro global issues with regional implications
- To orient students to action research
- To develop critical consciousness among the students

1. Global Issues (15)

- Emergence of Post Cold War National formations (the Ideas behind New states)
- New World Order
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- Atmosphere – Montreal Summit and Kyoto Protocol
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2. Indian Context: challenges in the second decade of the 21st century (15)

- Poverty, health, nutrition, education
- Economic development
- Justice and accountability – PIL, RTI

3. Sites of Conflict: genesis, ideology, state and non state players, peace building (15)

- Economic – Naxalism
- Religion – Communal Violence
- Urban conflict

4. Understanding Maharashtra (optional)

(15)

- Physical and political structure (culture and environment)
- Infrastructural development and displacement
- Issues of Urban spaces (institutionalized services)
- Any two commentaries of International and National scholars

Book list:

7. International theory of Human Rights – OUP
8. Social Ecology – Guha Ramachandra. – OUP
9. State of World Series – World watch institute series
10. State of India's environment – CSE – 2000
11. Branded by Law – Penguin – D'souza Dilip
12. Unheard voices – Mander, Harsh – Penguin, 2001

T.Y.B.MM (J)

Course: AMM0507

Title: Reporting

No of Lectures: 60

Learning Objectives:

Certain basic principles: Accuracy, Objectivity, Clarity, Brevity and Speed

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

• **Understanding News Values**

Writing reports: (2)

- Organize material as per its importance; the most important aspects should come first.
- Use simple style, short sentences and stick to facts without commenting on them. Talk to
- people, learn to use quotes effectively

2. Leads and its types: (7)

- A good lead is winning half the battle; the lead should convey the importance of the news items
- The Five W's and one H concept
- Leads need not be stereotyped, different type 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

3. Gathering news; On-the-spot principle, talking to different people over eye (7)

witnesses to an incident, press conferences, the art of asking brief, pointed questions which can lead to newsy replies, 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 the speeches.

4. New News Writing Style (7)

- Using more actual quotes

- Begin with individual case and expand generally
- Basic news writing style

5. Beat Reporting and developing sources (7)

Beats are best sources of news. Gaining experience in beat understanding. The importance of sources, spotting, developing and retaining their confidences, regular presence at beats, group reporting and doing 'exclusives' without antagonizing group member and not go by 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 by just reporting it once and giving it up is 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. (6)

- News campaigns, interpretative and analytical reporting; Investigative Reporting (6)

- What makes a good investigative reporter?

Explain investigative reporting using Watergate and Harshad Mehta as case study
Tenacity, ability to spot news and carry to its logical end, commitment to the best traditions in journalism (patience, painstaking, hard work)

9. Brief history of investigative journalism, abroad and India. (5)

- 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, elements 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

10. Investigative reporting and how it differs from yellow journalism (8)

- Role of investigative journalism in bringing about changes in the establishment.
- Limitations in India White collar crime, cyber crime and need for technical knowledge being computer savvy. Investigations in the English and indigenous language pages

3. 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. (5)

Project:

Individual Assignment for 20 marks

References:

6. Inside Reporting, A Practical Guide to the Craft of Journalism. Tim Harrower.

Title: Editing

No of Lectures: 60

Learning Objectives:

4. To allow improvement in language skills
 5. To impart skills required of a sub-editor
-
1. Specific language inputs (5)
(STRUNK AND WHITE to be used for this section)
 - Usage tips
 - Words and phrases to avoid
 - Specific grammatical problems
 2. Structure and functions of the editorial setup of a newspaper (5)
 3. Functions of a sub-editor – writing, editing, design (2)
 4. Editing (10)
 - Understanding the publication – its audience, ideology, raison d’etre
 - Stylebook (One from a reputed newspaper and one from magazine)
 - Editing syllabus and how the computer has revolutionized editing
 - Structuring, Restructuring and Cutting/Expanding the copy
 - Editing to fit available space – cutting or expanding copy to fill space
 - Reorganizing 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’ and don’ts, role of punctuation in headings (3)
 - Writing effective captions
 - Intros and rewriting leads (Compulsory reading of newspapers and magazines in class) (3)
5. Typography and Design (10)
- 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 visual for crime / death / grief stories
 - Cropping pictures
 - Formulating effective graphics
6. Editing in the computer using: (10)
- Photoshop
 - PageMaker
 - Corel Draw
 - Illustrator
 - Quark express/ Indesign

Project:

Individual assignment of 20 Marks.

Book list:

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
7. Strunk and White Elements of Style
8. Eats Shoots and Leaves, Lynn Truss
9. Chicago Manual of Style

Title: Feature and Opinion

No of Lectures: 60

Learning Objectives:

- Commenting on differences between reporting and feature writing, special skills needed for feature/ opinion writing
 - Role of opinion writing the need for mature thinking and professional experience
1. 'Hard' news, 'soft' news, definitions and differences (5)
 - 'Report' and 'Features' basic differences and roles in journalism. The news feature and how to develop it from news report. Do all reports lead to news features? Uses of news features, vital role in the city newspaper (5)
 - The non-news feature; seasonal, institutional, nostalgia, city, writing skills needed, additional information, bits of color, effective leads, creating images for the readers, the role of human interest in feature writing, how to 'dig' for anecdotes and quotes. (5)
 - Special types of features; The interview form, different types (third person, question answer type) preparing for interview, 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 briefs history, origin of the obit form, the superior form of obits in western media, why are obits always flattering and restricted mainly to politicians, need to diversify subject and not much of sugar coating (5)
 2. 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 column (5)
 4. The Editorial page and op-ed page: History, evolution, how much editorials declined with the managements calling the shots, qualities of the good editorial page editor, the editorial page layout, any need for frequent changes? The 'Middle' and how it had been shifted around. (5)
 5. Editorial Writing, special skills and analytical power (5)
 6. Some famous editors in Indian journalism: S. Sadanand, K. R. Karanjia, M. J. Akbar, Kumar Ketkar, Talwalkar, Shekhar Gupta, Shyam Lal, Girilal Jain, N. Ram (5)

10. Reviews- mainly film, arts, dance, music, theatre and books. (Contemporary and emerging trends) Qualities of a good critic - knowledge, passion, keen interest, proper background, understanding the audiences and role of commercial art in chasing away the blues. Specially needed for reviews. (5)
11. Trend stories, New Journalism (Example- Technology, Cultural, Cuisine Features), lifestyle journalism, focus on academic campus, youth style and layout, growing importance of environmental features, the dangers of imitating the West, strides in Business Journalism (5)

Projects:

Individual assignment for 20 marks

References:

- The Art of Feature Writing by Hunad Contractor , Icon Publications
- Writing Opinion: Editorials by William L.Rivers, Bryce McIntyre, Alison Work, Iowa State University Press
- Writing Features for Newspapers by Daniel R. Williamson , Hastings House Publishers New York
- The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich , Silman-James Press

Title: Journalism and Public Opinion**No of Lectures: 60**

Learning Objectives: To examine critically the relationship between the media and the 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? Which are the tools to gauge Public opinion? How reliable are they? (5)
 - Examining the processes 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, and vested interests of the managements and how far they manipulate the media? How then can the public trust the opinion floated by media? (5)
3. Same issues are discussed are discussed by opinion makers like Walter Lippman, Noam Chomsky and Lazarsfeld, their views on Public Opinion. Discuss Foucault, Gramsci and Derri da as social scientists. Discuss Spiral of Silence. Military industrial complex, big corporations and think tanks set up by them. The right wing money power and how they influenced Public Opinion in the Vietnam and Iraq wars. (5)
 - The increased use of comment in reporting, the highly bias methods in the choice of news selection and their presentation through headlines and photographs (Illustrate these with examples from the Indian media) Provocative editorials, News analysis during communal riots, how all influence Public Opinion. (5)
5. Political opinion as formed by the media (10)
 - The manner in which our media portray our political parties, Leaders and events, how often these opinion change and why. The unhealthy closeness between journalists and politicians leading to rewards like Rajya Sabha rewards, etc
 - Election Coverage, pre and post election, opinions of arm-chair experts, importance of going on the field and doing on the spot coverage. Influence of caste and religion, money and muscle power, the changing role of Monitoring agencies, role of PR in advancing election mandate/political mandate.
 - Role of opinion and exit polls, media comments and important policies matter, Indo-US Nuclear treaty, reservations, Annual Budgets, Role of Vested interest in writing, for or against such policies

- 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 Vietnam and Iraq wars, Bangladesh liberation, Conflict at Gaza, Terrorist v/s freedom fighter controversy.

(10)

7. Internal conflicts and media reactions to these: (10)

- State terrorism- Is the media too much in sympathy with the view of Human rights experts as in Kashmir and Khalistan conflicts, secessionism, the demand of a greater Tamil Nadu, the Tamil sympathies for the LTTE.
- Media approach to the Naxalite Problem covering communal rights, ethnic problems, and the temptation to take sides and how to avoid them.

(Refer to coverage done by magazines like Tehelka and Open)

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

9. The effect and impact of Fox networks. Coverage of 2008 US Presidential election and the coverage of Barack Obama and how it helped him to lead his rivals. (5)

Project:

Individual assignment for 20 marks

Reference:

3. Chomsky and Herman; Manufacturing Consent
4. Parenti, Michael; Inventing Reality
5. Chomsky; Spectacular Achievements of Propaganda
6. Graber, Doris; Media Power in Politics, second edition; (1990); University of Illinois
7. Press Bennett, Lance; Politics of Illusion; 2nd edition; (1988); Longman
8. Arya, Sunanda; Mass Media and Public Opinion in India, (1989); Printwell Publications
9. Barnett and Gaber; Westminster Tales, (2001); Continuum Men, Messages and Media; (1973); Harper and Row
10. Lemert, James. B; Does Mass Communication change public opinion after all?; (1981); Nelson-Hall

11. Altschull, J; Agents of Power; (1984); Longman

Ed. Denton, Robert; The media and the Persian Gulf War; (1993); Praeger
Fowler, Roger; Language in the News; (1991); Routledge

CONTENTS:

Theory Syllabus for courses:

AMM0601:	Introduction to Entrepreneurship
AMM0 604:	Introduction to Public Relations
AMM0607:	Press Laws and Ethics
AMM0608:	Indian Regional Journalism
AMM0609:	Newspaper and Magazine Making
AMM0610:	Digital Media

TYBMM (J) Course: AMM0601

Title: Introduction to Entrepreneurship

No of Lectures: 60

Learning Objectives:

- To expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

UNIT 1

(15)

Concept, meaning and definition of an entrepreneur
Concept of entrepreneurship

1. Evolution of Entrepreneurship, Corporate entrepreneurship 2. Importance and significance of growth of entrepreneurial activity.
3. Concept of entrepreneur.
4. Characteristics and qualities of entrepreneurs 5. Classification and types of entrepreneurs.
6. Women entrepreneurs
7. Theories of entrepreneurship
8. Contribution of Mc Clelland and Joseph Schumpeter

UNIT 2

(15)

Factors influencing entrepreneurial development and motivation.

1. Role of culture in entrepreneurial development.
2. Entrepreneurial development programme (EDP),
3. Managing the problems faced by entrepreneurs
4. Development of women entrepreneurs-with reference to SHGs
5. Options available to entrepreneurs, ancillarisation franchising and outsourcing.
6. Cases on takeover, mergers and acquisitions in India and at global level.
7. Social Entrepreneurship-Definition, importance and social responsibilities, NGOs

UNIT 3

(15) Entrepreneurial Project Development

1. Idea generation – sources and methods
2. Identification and classification of ideas.
3. Environmental Scanning and SWOT analysis
4. Preparation of project plan
5. Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan.
6. Project formulation –project report significance and contents
7. Project appraisal –Aspects and methods :
 - (a) Economic oriented appraisal
 - (b) Financial appraisal
 - (c) Market oriented appraisal
8. Technological feasibility
9. Managerial competency

UNIT 4

(15)

Small and Medium Enterprises

1. Meaning and definition (evolution)
2. Role and importance
3. Policies governing SMEs
4. Organisational structure
5. Steps in setting up a small unit
6. SME funding. Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Working capital management, Sources of finance for SME's, Taxation benefits
7. SIDBI and SISI– Their role in the development of SMEs
8. Marketing mechanism in SMEs.
9. Export potential of SMEs
10. Problems of SMEs and prospects
11. Turnaround strategies for SMEs

Continuous Internal Assessment :

There will be a individual/group assignment of 40 marks. The end semester assessment will be a project based on floating ideas for entrepreneurship venture. This assignment will have internal as well as external evaluation followed by Viva Voce. This will be evaluated for 60 marks.

References Books

1. Dr. Vasant Desai, —Small scale industries and entrepreneurship, Himalayan Publishing House
2. Dr. Vasant Desai, —Management of small scale industries , Himalayan Publishing House
3. J.C. Saboo, Megha Biyani, —Management of small scale industries, Himalayan Publishing House

4. Dr. Vasant Desai, —Dynamics of entrepreneurial development and Management Himalayan Publishing House
5. Corporate Entrepreneurship – Paul Burns
6. The Oxford Handbook of Entrepreneurship

TYBMM (J) Course: AMM0604

Title: Introduction to Public Relations

No of Lectures: 60

Learning Objective

To introduce the basics of PR and its practice to the students

- 1 Introduction to PR Definition of PR, its role, difference from advertising, areas, tools, stakeholders, role in communications, problems, challenges, measurement. (5)
- 2 History and PR over the ages, models of PR and their significance today. evolution
History of PR in India, PR scenario in India, Associations and PR
consultancies in India. (2)
- 3 Practicing PR Careers in PR. Skill sets and competencies. Jobs undertaken by a
PR person, corporate communication (5)
- 4 Research in PR Importance of research, research tools, easy research
methods (3)
- 5 Strategic PR Need for planning, Basics of Planning, Case studies Stages of campaign
planning, (3)
- 6 Media Relations Importance of media relations in PR, Intro to media – traditional,
hybrid, social, owned, journalists and their role in PR. Maintaining
relations with the media, media scenario in India
tools (5)

7 Getting stories Matching client brief, campaign plan and understanding of media published to find suitable media slots. News sense. Smelling the news.

Developing story angles. Packaging news. (5)

8 Social media Understanding the concept, importance and process (2)

Online Reputation Management

9 Use of events in PR Importance. Execution. International case studies (5)

10 Reputation Management Reputation audit, Rep Capital, Reputation management –need and process (5)

11 Lobbying Governors of opinion change- communication and censorship, generators of opinion change- political parties, press, propagandists, Case examples, principles of

persuasion (5)

12 Internal Communications Understanding the concept, importance and process. (5)

13 Crisis Communications Understanding the concept, importance and process. (2)

14 Corporate Communication Introduction, Measuring Corporate identity, Creating identity, communication with corporate brand, developing a reputation platform, communication with key stakeholders, applying reputation research (5)

15 Financial PR, Lifestyle and entertainment media. Understanding the concept, importance and process (3)

16 Ethics, code of conduct in PR Code of Brussels (5)

Methodology – guest lectures, student assignments and presentations. Tests, movies.

Book List

- *A handbook of Public Relations and Communication*-Lesle Philip
- *Public Relations in India*-Kaul J.M.
- *This is PR-Realities of PR*- Newson.Turk.Kurckeberg-Thomas Asia PTE Ltd.

TYBMM (J)

Course: AMM0607

Title: Press Laws and Ethics

No of Lectures: 60

Learning Objective

1. To provide a perspective on the legal environment in India
2. To guide students of the media through the various ethics connected to the Press

1. Law

- a. Introduction to Laws (2)
- b. Classification of Laws (5)
- c. Copyright Act and Intellectual Property Rights (3)

Officials Secrets Act (3) b. Press Council of India Act 1978 (5)

Contempt of Courts Act 1971 (3) Other Laws aimed at curbing press freedom

(4) c. Newsprint supplies control (3) Newspaper (Price and Page Act) of 1956

(3)

Newspaper (Price Control Act) of 1972 (3)

- d. Introduction of the Indian Evidence Act 1872 (2)

2. Ethics

- a. Advertiser & Ownership influence and interference (5)
- b. Conflict of interest (5)
- c. How much shock value in Journalism (5)
- d. Fakery and fabrication of news (3)
- e. Cheque book Journalism (3)

- f. Need to protect identity of sources (3)

Project:

Individual Assignment for 20 marks

Reference:

Laws of the Press by Durga Basu; 1996; Prentice Hall of India

Facets of Media Law by Madhavi Goradia Divan, Eastern Book Company

TYBMM (J)

Course: AMM0608

Title: Indian Regional Journalism

No of Lectures: 60

Learning Objectives:

- 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

1. History and development of newspaper in Bengali, Hindi, Urdu, Marathi, Malayalam, Telugu, Tamil and Kannada (5)
2. Overview and impact of important newspapers in Hindi, Marathi, Tamil, Telugu, Malayalam, Urdu and Kannada. (5)
3. Use of common facilities like news pool, personnel, inputs and managerial expertise in media groups. (5)
4. How Indian language newspapers have shaped outlook and cultural identities. (5)
(Example- Renaissance in Bengal, social reform in Maharashtra and Tamil Nadu)
5. Rise of 'Hindi' newspapers and their dominance in North India (5)
6. Comparison of the impact of regional journalism and English journalism. Differences in the reporting, editorial policy and readership between the two. Reason for the growth of regional journalism in times of declining newspaper circulations. (5)
7. The language press and local polities, including rise of communalism, regionalism, and national beliefs. (5)
8. Growth of regional newspapers like 'Dainik Bhaskar', 'Dainik Jagran', 'Malyalam Manorama', 'Dina Thanthi', 'Anand Bazar Patrika'. (5)
9. Tendency to hunt for higher profits at sacrifice of standards of journalism (5)

10. Political role of newspapers before and after Independence – ‘Mathrubhummi’, ‘Anand Bazar Patrika’, ‘Samna’, ‘Tarun Bharat’. (5)
11. The regional press and political patronage. Increasing ownership and dominance of families with political connections over regional newspapers.
(Example Lokmat, Sakaal and Saamna) (5)
12. Role of editors in upholding standards of journalism e.g. Ramoji Rao, K.M. Mathew, Kumar Ketkar, Kundan Vyas etc. (3)
13. Era of mass circulated regional newspapers. Necessary precautions against downslide of social commitment and objectivity. (2)

Project:

Individual Assignment for 20 marks

Book List

Jeffery Robin: India’s Newspaper Revolution, Oxford union publication, 200

Title: Newspaper & Magazine Making

No of Lectures: 60

Learning 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.

There will be no written examination for this course. The student will be evaluated on the basis of quality of newspaper/magazine prepared. 60 mark evaluation to be done by the internal faculty and 40 marks allotted to viva which will be conducted by external examiner. The viva shall contain questions on the news paper/magazine prepared by the candidate.

Introduction to the Theoretical Aspects

1. Graphic communication-past and present (3)

Present

- Planning stage
- Preparation stage
- Production stage

Past

- Improvements in the printing presses over a period of time
- Improvement in type setting
- 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 o Pre press operations

- Fundamentals of letter press o Pre press operations o Special requirements of rotary letter press
- Fundamentals of Gravure
- Fundamentals of screen printing
- Fundamentals of flexography
- Computerized imaging systems-jet and electro static printing

4. Type and type-setting (5)

- Type-setting terminology
- Type-face terminology
- Type face classification
- Te and type-setting measurements
- The point
- The pica
- The em
- The agate line
- The metric
- The unit

Introduction to the practical aspects

5. Using type creatively (10)

- Visual syntax
- The new typography
- Placing emphasis
- The layout
- The headline size
- Initial letters

6. Electronic copy processing systems (5)

- Bits and bytes
- Input/output devices
- Fonts and font sizes

7. Preparation for printing (5)

- Paste-ups
- Positives and negatives
- Plates-types
- Graphics and half-tone

8. Principles of magazine layout (10)

- Planning the layout
- Preparing the dummy
- Designing the template
- Balance and simplicity

9. Newspaper design and layout (15)

- 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

Internal Assessment- individual project

A minimum of 15 to 20 hours of lectures should be devoted to discuss the newspaper design. 40 to 45 hours to be dedicated for preparing the layout and the dummy, 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

Digital Media

No. of lectures: 60

Learning Objectives:

- To help students understand the various aspects of digital media and its growth in recent time.
- To help students understand its use for commercial and social enterprise and enable them to manage their own individual/company vocation.

Unit 1 (10)

Concept and forms of digital media

- 1.1 What is digital media?
- 1.2 Forms of digital media.
- 1.3 Scope/nature, advantages/disadvantages of digital media.
- 1.4 Research tools- Google trends in digital media.

Unit 2 (10)

Use of mediums

- 2.1 Study of various mediums in digital media
- 2.2 Use of podcasts, web shows, talk show and FB live to promote content on various subjects/issues.

Unit 3 (18)

Insights to use digital media

- 3.1 Feature article/ blogs to create information.
- 3.2 Concept of Fake news- key words, authenticity and headlines
- 3.3 Social Media Journalism
- 3.4 Ways of using digital media- Case study- Vinod Dua's Show-Voice over of characters.
- 3.5 Scope of Photographs, Infographs and videos on digital media.

Unit 4 (15)

Application of digital media

- 4.1 Importance of updating content on digital media
- 4.2 Advantage/disadvantage of digital news
- 4.3 News app and live news- concept, reach and accessibility

4.4 Digital reporting- Ethics and Principles of News reporting 4.5 Credentials and Attribution of sources

Continuous Internal Assessment

The students will be given individual/group assignment for 40 marks based on Unit 1 and Unit 2.

The End Semester Assessment will involve creating and promoting content based on the entire syllabi. The submission of this assignment will be online along with Viva Voce.

Reference:

- 1) An Introduction to Digital media, Fieldman Tony.
- 2) Digital Media and Society, Lindgreen Simon, Sage Publication
- 3) Youth Identity and Digital Media, Buckingham David, The MIT Press