

BACHELOR OF MASS MEDIA [BMM]

First Year - B. M. M.

FIRST YEAR - SEMESTER I

- 1.1 Effective Communication Skills - 1
- 1.2 Fundamentals of Mass Communication
- 1.3 Introduction to Computers
- 1.4 Landmark Events in 20 Century - History of World India & Maharashtra
- 1.5 Introduction to sociology, the sociology of news and social movements in India
- 1.6 Introduction to Economics

EFFECTIVE COMMUNICATION SKILLS - 1

Module 1.1

1. **Reading (Marathi, Hindi and English) ; Ability to :**
 - i. Read with fluency and speed
 - ii. Skimming and scanning
 - iii. Identify, collect and reorder relevant information from factual discourse, from a given perspective or for a given purpose; to isolate fact from opinion.
 - iv. Recognizing aspect of language, particularly
 - Vocabulary
 - Grammatical Structure
 - Textual organization, aspects of linkage in text (Coherence, cohesion)
2. **Writing (Marathi, Hindi & English) :** Ability to represent reality through the use of written language.
3. **Editing & Summarizing (Marathi, Hindi and English) :**
 - Restatement of a given text with a view to
 - Shortening, summarizing
 - Making matter and organization more focused
4. **Oral Communication (Marathi, Hindi and English): Training in achieving**
 - Correctness in pronunciation and sentence stress
 - Communication with fluency, naturalness, confidence and sensitivity to audience.

(From: Interaction in shared planning of written work: Presentation of the outcome of a discussion; participation in oral interaction in informal/professional contexts [dialogue, debate, interview, office meeting, panel discussion, etc.])
5. **Thinking:**
 - Errors in thinking
 - Partialism
 - Time scale
 - Egocentricity
 - Prejudices
 - Adversary thinking
 - Extremes

- ii. Concept of Left Brain and Right Brain thinking (understanding the difference between creative and analytical thinking processes)
- iii. Thinking Aids or tools

Recommended Books :

1. Phase Blue A Systems Approach to College: - Hogins J.B. & Yarter, R.E.- English, Science Research Associates, 259 East Erie St. Chicago, Illinois, 1970.-
2. Writing Prose: Techniques & Purposes, - T.S. & Peters, L.J. Doughty, P.P. Thornton, J.G.- N. York: Oxford University Press, 1980-Kane.
3. Study Strategies. Grellet, F. – New Delhi: Oxford University press 1979. -
4. ELT Cell, University of Bombay, Notemaking & Composition Exercises 1979.-
5. Communication Skills in English: - Bhaskar, W.S. & Prabhu, N.S.- Examination Papers, 1981-
6. Communication Skill in English; - Bellare, Niramala, Martin, J.R. - Examination Papers, 1987
7. Developing Reading Skills, Cambridge, - Freeman, Sarah- University Press 1981
8. Reading and Thinking in English, Four Vols (Vol. 1 for the lowest level, Vol.4 for the highest level), The British Council, Oxford University Press, 1979-1981.- Saraswathi, V.
9. English through Reading, Vols. 1 & 2, OUP 1998- Narayanswamy V.R.
10. Reading and Study Strategies, Vols. 1 & e, Oxford University Press, 1998.- III Writing-
11. Factual Writing: Exploring & Challenging Social Reality, Oxford University Press 1990.-
12. Study Writing: A Course in Written English for Academic and Professional Purposes, Cambridge University Press 1987.
13. Written Communication. Orient Longman, 1977.-
14. Organised Writing, Book 1&2, Orient Longman-
15. Teaching Thinking, Penguin Books. 1986- De Bono, Edward
16. De Bono's Thinking Course, BBC Books. 1996- De Bono, Edward
17. Serious Creativity, Penguin Books. 1992- De Bono, Edward
18. The Mind Map Book, BBC Books. 1995- Buzan, Tony

FUNDAMENTALS OF MASS COMMUNICATION

Module 1.2

- 1) Definitions of communication - Understanding the elements and process of Communication
- 2) Functions of Communication
- 3) Barriers of Communication
- 4) Types of Communication - verbal, non-verbal, interpersonal group, mass, interactive, digital etc.
- 5) Basic Communication models - Shannon and Weaver, Schramm, Gerbner Lasswell Sadharanikaran, Natyashastra.
- 6) An overview of media evolution from Gutenberg to Internet
- 7) Role of Leading Mass Communicators — Mahatma Gandhi, Lokmanya Tilak, S.A. Dange, Balasabeb Thackeray, Datta Samant, S. M. Joshi, Indira Gandhi, Dr Babasaheb Ambedkar, Sir Syed Ahmed, Mohammad Ali Jinnah, Keshav Hedgewar, Gadge Maharaj, Periyar Ramaswamy, N T Rama Rao, Amar Shaikh, Gadar, Anna Hazare.

- 8) The contribution of the Bengali and Marathi press towards the Struggle for Independence.
- 9) Impact of Mass Media in Indian mass movements
- The Varkari movement and folk media
 - Quit India Movement
 - The Ambedkarite Press
 - The media role in the Samyukta Maharashtra Movement Doordarshan.
 - AIR

INTRODUCTION TO COMPUTERS

Module 1.3

I. **Computer Basics**

- Basic structure of a PC, Types of computers, Input / process / output devices (definition)
- Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
- Operating Systems, Windows operating System, Windows basics, windows commands and keyboard shortcuts
- File management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.

II **Networking Basics**

- Introduction to networks, Types of networks (peer to peer, client server, lan, wan, vpn etc.), Intranet and Internet, Client server technology
- Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans

III. **Introduction to internet**

- Domain names, web servers, URL and parts of a url, What is a website, Types of websites (B to C, C to C), Static and Dynamic websites, Portals (Horizontal and vertical portals),
- Services (email, search engines, ftp, etc), Searching on the web, keywords, etc., Internet security, viruses, \ spyware, freeware, etc.,
- Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet - research, journalist and the internet

iv. **Text and Documents Editing and presentation : Mircosoft Word**

- Creating, Saving documents
- Editing documents (formatting characters, lines and -paragraphs^ Section & Page Breaks, Headers & Footers, Tool, index) .
- Language tools (spelling, grammar thesaurus)
- Inserting images, cut, copy, paste
- Creating Tables
- Mail merge, Use of keyboard shortcuts

MS Excel

- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
- Entering data, Formulae, functions, Editing sheets, formatting
- Finding, replacing and filling data, Database management, sorting, Preparing Charts, Use of keyboard shortcuts

Powerpoint

- Introduction to presentations, create, save
- Types of presentation layouts, Slides, outlines, slide sorter, presentation, Formatting, Tables, cliparts, pictures, organisation charts, charts etc.
- Animation (preset, custom), Setting up slide show, timings on click, hyperlink etc.; Inserting images, video sounds,
- Power Point presentation, powerpoint show, Presentation skills, Keyboard shortcuts

V. Introduction to designing

- Types of communication, What is design, Types of design,
- Colour theory, Hierarchy in a design, Typography (fonts & typefaces, types of fonts), Observation & visualization, perspective
- Unicode, installing and using Unicode.

VI. Page Layouts (Pagemaker indesign and Quarkxpress)

- Introduction to different pagemaking software, Tools, menus, Tools, making pages in Quark Express / Pagemaker,.
- Inserting a photograph / graphic for print, Creating blurbs, Using drop caps, etc, Differences between Quark Express and Pagemaker,
- Creative page layouts in different media (flyers, brochures, books, newspapers, etc), Basics of newspaper layout, folds, importance of placement of news above and below the fold., Preparing a dummy newspaper

VII. Photoshop

- Introduction to graphics, difference between vector and bitmap images, CMYK and RGB
- Image size, canvas size, Resolution and DPI., Learning tools (all tools of the toolbox),, colour separation
- Different graphic formats (PSD, JPG, GIF,etc.), Scanning and colour correction, Touching up photographs, importance:of highlights, mids and shadows, Cloning, duplicating and adjustments.
- Working with Images, giving effects to images, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films

VII Introduction to Corel Draw

Recommended Books :

1. Le Learn Microsoft Office in 24 hrs.
2. Ph Phototoshop
3. CS CS2 in simple steps : By Dream Tech
4. CS2 Bible : By Dream Tech
5. Photoshop Savvy : By Dream Tech
6. Down and Dirty Tips & Tricks : Tech Media
7. Indesign
8. CS2 Bible : Tech Media
9. Classroom in a book: Tech Media
10. QuarkXpress
11. 5 for windows and mac : Tech Media
12. Visual Quickstart Guide : Tech Media

LANDMARK EVENTS IN 20 CENTURY

HISTORY OF WORLD INDIA & MAHARASHTRA

Module 1.4

1. **Introduction** : European Renaissance - Industrial revolution - French revolution – American war of Independence - Bolshevik Revolution
2. **Ideas & Ideologies That Shaped The World** : Nationalism, Democracy, Communism, Socialism, Marxism, Naxalism, Secularism.
3. Causes and Consequences of the First and Second World Wars
4. Era Of Cold War and emergence of the New World Order
5. Brief introduction to SAARC.
6. **Events In India**
 - Arrival Of East India Company
 - Rebellion in 1857
 - Impact of English education
 - Social Reform Movements
 - Birth of Congress
 - The Partition
7. **India After Independence**
 - A brief history of the making of Indian Constitution
 - The Non-Aligned Movement
 - India's Wars with Pakistan and China and their impact on foreign policy
 - Economic liberalization, its social and political impact
 - Terrorism and India's border conflicts
8. **Emergence Of Maharashtra**
 - Principles behind forming the states on linguistic grounds
 - The Samyukta Maharashtra Movement

INTRODUCTION TO SOCIOLOGY, THE SOCIOLOGY OF NEWS AND SOCIAL MOVEMENTS IN INDIA

Module 1.5

1. **Introduction to Sociology:**

Basic concepts of sociology — Sociological imagination :
Basic concepts of

 - Social stratification-Caste, Class, Community, Religion, Sect, Gender, Age
 - Culture, Family, institution of marriage.

The sociological impact of linguistic, ethical and normative conflict

Role of Media in Society

- Sociology of News
- Civil Society and die media
- Contribution of the media in social construction
- Formal & Informal social controls on Media
- Impact of Media On socio-cultural values and social institutions

Groups in Society

- Significance
- Different types of groups in society

Social Movement - Definition, Elements, Stages

- Dalit And OBC Movement:
- Dravidian Movement:
- Class Movements:
- Linguistic Movements:
- Feminist Movements:
- Islamic Movements in India
- Shaping Of Consumer Consciousness In the Era Of Globalization

INTRODUCTION TO ECONOMICS

Module 1.6

Section I

BASIC CONCEPTS OF MICROECONOMICS

1. Nature and scope of Micro Economics -Concept of Equilibrium- assumption of Ceterisparibus
2. Market forces of demand and supply: their Determinants -Elasticities of demand and supply.
3. Production function: short run and long run -variations in input proportions and variations in scale
4. Cost of Production: Meaning
 - Total Revenue, Total Cost and Profit-Break Even Analysis
 - Concept of opportunity cost
 - Various measures of cost Fixed and Variable Costs, Average and Marginal Costs Production and Selling costs
 - Economies and diseconomies of scale and cost.
5. Introduction to the competitive markets-
 - Objectives of firms
 - Features of; Perfect competition, Monopoly, Monopolistic competition and oligopoly market

Section-II

FUNDAMENTALS OF MACROECONOMICS

1. Basic Concepts of income aggregates: National Income, Gross Domestic Product, Per capita Income, State Domestic Product (with reference to Economy of Maharashtra).

2. Introduction to Money, Banking and Public Finance

- a) Concepts of Money Supply, Velocity of Circulation of Money Supply, Liquidity Preference, Monetary policy and Fiscal Policy, Inflation : Features and Phases of trade cycles
- b) Banking and non banking financial institutions: Features of Commercial Banks and Central Bank, introduction to Mutual Funds and insurance sector
- c) Components and Functions of Indian Financial System: Features and functions of financial markets Money and Capital markets - Characteristics of Primary and Secondary markets, Role of Stock exchanges – Role of SEBL
- d) Introduction to public finance: Direct and Indirect Taxes, Union Budget

3. Introduction to External Sector:

- a) Balance of Trade and balance of payment, exchange rate, foreign direct investment and foreign portfolio investment
- b) India in a Globalised World
Introduction to the concepts of Privatization, Liberalization and Globalization- Globalization and its impact on Indian economy - WTO agreements and India's commitments to WTO.

Note: As a part of Internal assessment, through assignments and group presentations, the students are to be made familiar with the major contributions of the following eminent economists:

Adam Smith, David Ricardo, Alfred Marshall Irving Fisher, J.M. Keynes, Milton Friedman, Dadabhai Naoroji, Mahatma Gandhi, Amartya Sen

Recommended Books :

1. Principles of economics Fifth Edition - N.Gregory Mankiw - Worth Publishers
2. Indian Economy - Misra and Puri - Himalaya Publishing House, 2008
3. The Indian Financial System-Markets, Institutions and Services - Bharati.V.Pathak, Pearson Education ISBN-*I-7758-562
4. Microeconomics Theory and Applications - Dominick Salvatore - Oxford University Press
5. Indian Economy - Datt Ruddar and KPM Sundharam - S.Chand ISBN81 -219-0298-3
6. Public Finance - H.L. Chatia - Vikas Publishing House PvtLtd ISBN-81-259-1536-2
7. The Economics of Development and Planning - M.L. Jhingan - Vrinda Publication Pvt. Ltd.

FIRST YEAR - SEMESTER II

- 2.1 Effective Communication Skills-II
- 2.2 Political Concepts and the Indian Political System
- 2.3 Principles of Management and Marketing
- 2.4 Introduction to Psychology
- 2.5 An Introduction to Literature
- 2.6 Translation Skills

EFFECTIVE COMMUNICATION SKILLS-II

Module 2.1

Reading

1. Understand concepts and arguments in prose. Analyze and assess its strengths and weaknesses
2. Recognize features of language, such as—
 - Vocabulary
 - Grammatical Structure
 - Textual organization, aspects of linkages in text (coherence and cohesion)
 - Style: colloquial, formal, ornate, bare, concise diffuse tone, i.e. the feeling behind the writing e.g. neutral, ironic, humourous, angry, bias and point of view, neutral, slanted.

Writing: Ability to produce language which is

1. Closely reasoned and/or persuasive; analysis and interpretation of concepts or claims from different angles (e.g. editorials, letters to the Editor, columns, advertising copy, speeches)
2. Learn content analysis to enhance writing skills - emphasis on frequently occurring mistakes in student writing, corrective measures for the same.

Editing & Summarizing :

Restatement of a given text with a view to editing for linguistic and stylistic purposes.

Oral Communication:

Training in achieving knowledge of the conventions of conversation and social interaction (such as appropriate forms of address and reference, how to convey compliment, gratitude, etc) and oral interaction in semi-formal/formal situations and group dynamics.

An Introduction to Logic

- Reasoning
- Statements
- Arguments and types of arguments
- Assumptions
- Functions of language

Recommended Books

1. Writer's Digest Handbook of Magazine Article Writing
2. Writing Logically, Thinking Critically (2nd edition) - Sheila Cooper and Rosemary Patton
3. Written Communication in English - Sarah Freeman
4. Graphic Design in Computer Age: Presentations for Professional Communication—Bill Murphy
5. A Concise Logic — William H Halverson

POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

Module 2.2

1. **Concepts** : State – Nation – Democracy - Non-Democratic forms of government
2. **Indian Constitution:** Preamble of the Constitution of India - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy - Parliamentary System
3. **Political Dynamics (India):**
 - Introduction to the history and chief features of the Justice Party, Praja Socialist Party, the Indian National Congress, the Communist Parties, the Bharatiya Janata Party, the Bahujan Samaj Party, the Telugu Desam, the Assom Gana Parishad, the Akali Dal, Dravida Munnetra Kalagam, Samajwadi Party, National Conference, Janata Dal, Maharashtra Navanirman Sena, Nationalist Congress Party, Republican Party of India (all groups).
 - The policy of reservation with reference to the Mandal Commission Report Implementation, the politics of civil society rights and the Uniform Civil Code with reference to the Shah Bano Case, religion as a political issue with reference to the Ramjanmabhoomi-Babri Masjid conflict, politics revolving round socioeconomic issues with reference to nationalization of banks and 'Panchayati Raj' amendment to the Constitution of India.
 - Elections in India before and after T N Seshan.
 - Development of democracy from single party to multi-party consensual government.
4. **Political Dynamics (Maharashtra):**
 - Maharashtra Congress, its growth and present status
 - The Dalit movement in Maharashtra and its present status.
 - The birth of the Shiv Sena and its present state.
 - The birth of the Rashtriya Swayamsevak Sangh and its present state
 - The Left movement in Maharashtra and its present state
 - Mumbai's political history
 - Western Maharashtra's impact on state politics

Recommended Books :

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair Mcmillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books,
3. Dictionary of Politics, D. Robertson, Penguin Books India.
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : an introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies: an introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongob - Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
8. Political Theory, Das Hari Hara ard Chaudhari B.C., National Publishing House.
9. Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
10. An Introduction To; The Constitution of India, Pylee M V Vikas Publishing House.
11. Introduction To The Constitution Of India, Sharma, Brij Kishore, Printice-Hall of India.
12. Our Constitution Kashyap Subhash, National Book Trust.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill. Indian Government and Politics Narang A.S., Gitanjali Publishing House, New Delhi.

PRINCIPLES OF MANAGEMENT AND MARKETING

Module 2.3

1. **Introduction to Management:**
 - What is management?
 - Management Functions
 - Management Levels.
 - Management Skills
 - Traditional and Professional Management
2. **Management Today**
 - The Classical Management Perspective
 - Behavioural Management Perspective
 - Contemporary Management Perspective.
3. **Organisational Environment and Ethics**
 - Organisational environment (QWL) and its influence on management practice today. The ethical and social context of management
4. **Introduction to the Marketing Process**

Consumer Buyer Behaviour : Basic consumer behaviour model, factors affecting consumer behaviour, impact of changing consumer behaviour on marketing

Business Buyer Behaviour : Business buying process, Participants in business buying process, B2B, B2C
5. **Marketing Strategy & Marketing Mix**

Market Segmentation : Segmenting Consumer & Business Markets, Methods, Requirements for effective Segmentation. Target marketing - Process & Strategies
6. **Product Mix** : Meaning, Levels of Product, Types of Product, Launching new product, branding, product line & range, product mix decision, Marketing Strategies for service firms
7. **Price Mix** : Meaning, methods, factors affecting product pricing decision, modern pricing strategies in global competitive markets
8. **Place Mix** : Meaning, Channel levels, Factors affecting channel selection, Retailing types of retailers, the retail chain concept, Wholesaling - types of wholesalers, trends in wholesaling
9. **Promotion Mix** : Meaning, Components - Advertising, Sales Promotion, Public relations, Publicity, Personal Selling, Direct marketing, Effective product communication process. Integrated Marketing Communications-Process, Need
10. **Marketing the Digital Age** : Customisation of marketing mix, major forces shaping the marketing decision in the digital age.
11. **Responsible Marketing & Ethics** : Socially responsible marketing, marketing ethics, cause-related marketing

INTRODUCTION TO PSYCHOLOGY

Module 2.4

1. **Evolution of Psychology** : Definition - Schools of Psychology - Branches of Psychology - Research methods.
2. **Personality** : Psychoanalytical theory, Freud - Behaviorist theory , Skinner- Cognitive theory , Bandura - Humanistic theory, Maslow.
3. **Motivation and Emotion** : Hierarchy of needs - Motivation and Behavior- Components of Emotion - Emotional quotient
4. **Cognition** : Thinking - Stages in Memory - Learning and Classical conditioning - Social Cognition
5. **Perception** : Social Perception - Social Influence - Visual Depth perception – Auditory Gestalt - Sensual
6. **Attitude**
 - Attitude formation - Theories
 - Attribution
 - Attribution Bias
 - Cognitive dissonance
 - Prejudice
 - Organizational Behavior Definition
 - Organizational Structure & Culture
 - Leadership

Recommended Books :

1. Introduction to Psychology -Atkinson and Hilgard -.9th Edition
2. Introduction to Psychology - Benjamin Lahey — 5* Edition

AN INTRODUCTION TO LITERATURE

Module 2.5

Part I

1. **Introduction to North American writers**

a. John Steinbeck	b. Ernest Hemingway
c. Walt Whitman	d. William Faulkner
e. Alex Haley	f. Maya Angelou
2. **Introduction to African writers**

a. Chinua Achebe	b. Alan Paton
c. Naguifa Mahfouz	d. Ngugi wa Thiong'o
e. Wole Soyinka	f. J.M.Cotezee

3. Introduction to European writers

- | | |
|--------------------------|--------------------|
| a. Virginia Woolf | b. Gunter Grass |
| c. Alexandr Solzhenitsyn | d. William Golding |
| e. Leo Tolstoy | f. Albert Camus |

4. Introduction to South American Writers

- | | |
|----------------------------|----------------------|
| a. Gabriel Garcia Marcquez | b. Jorge Luis Borges |
| c. Julio Cortazar | d. Luigi Pirandello |
| e. Isabel Allende | f. Carlos Fuentes |

5. Introduction to Asian writers

- | | |
|---------------------|--------------------|
| a. Michael Ondaatje | b. Haruki Murakami |
| c. Taslima Nasreen | d. Kazuo Ishiguro |
| e. Imtiaz Dharker | f. Hanif Kureshi |

Part II : Introduction to Indian Writers

- | | |
|------------------------|--------------------|
| 1. Rabindranath Tagore | 2. Raja Rao |
| 3. R.K.Narayan | 4. V.S.Naipaul |
| 5. Anita Desai | 6. Jhumpa Lahiri |
| 7. Girish Kamad | 8. Vijay Tendulkar |
| 9. Bhalchandra Nemade | 10. Salman Rushdie |
| 11. Mahashweta Devi | 12. Prem Chand |

Part III : Introduction to literary criticism terms

- | | |
|------------------|-----------------------|
| a. Marxism | b. Post colonial |
| c. Semiotics | d. Structuralism |
| e. Functionalism | f. Post structuralism |
| g. Hermeneutics | |

TRANSLATION SKILLS

Module 2.6

1. Importance of Translation and Need
2. The Concept of Translation
3. Translation Theories
 - a. **External Knowledge-The User's view Reliability**
 - Textual Reliability
 - The translator's reliability
 - Timeliness
 - Cost
 - Trade-offs
 - b. **Internal Knowledge-The Translator's view**
 - Translator as a learner
 - Translator's Memory

- Representational and Procedural Memory
- Intellectual and Emotional Memory
- Context, Relevance, Multiple Encoding ‘
- The translator’s Learning Style
- Context
- Field-dependent/independent
- Flexible/structured environment
- Independence/dependence/ interdependence
- Relationship/content-driven

c. Input and Processing

- Input
- Visual
- Auditory
- Kinetic
- Processing
- Contextual-global
- Sequential-detailed/linear
- Conceptual (abstract)
- Concrete (objects and feelings)

d. The Process of Translation

- The Shuttle- Experience and
- Charles Sanders Pierce on Instinct, Experience and Habit -
- Abduction, Induction and Deduction
- Karl Weick on Enactment, Selection and Retention

4. Types of Translation

5. Translation in three languages (Practical)

- Actual translation of thirty news clips published in all the three languages

SECOND YEAR - SEMESTER III

- 3.1 Introduction to Creative Writing
- 3.2 Introduction to Culture Studies
- 3.3 Introduction to Public Relations
- 3.4 Introduction to Media Studies
- 3.5 Understanding Cinema
- 3.5 Advanced Computers

INTRODUCTION TO CREATIVE WRITING

Module 3.1

1) Formal aspects of Short stories

- a. Genre – science fiction, horror, romance
- b. Theme
- c. Plot
- d. Character
- e. Point of View
- f. Setting
- g. Tone
- h. Symbolism

Analyse at least 7 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Short Story as a part of their project work.

2) Formal aspects of Poetry

- a. Theme
- b. Diction
- c. Tone
- d. Imagery
- e. Symbolism
- f. Figures of Speech
- g. Meter, Rhythm, and sound
- h. Structure & form

Analyse at least 8 contemporary poems on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Poems as a part of their project work.

3) Formal aspects of Drama

- a. Theme
- b. Character
- c. Plot
- d. Form.
- e. Dialogue writing

Analyse at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Drama as a part of their project work.

3) Screen play writing

- a. Converting short stories into screen plays

Recommended books :

- 1) The Anatomy of Drama – Boulton, Marjorie
- 2) On Writing the Short Story - Burnett, Hallie - Harper & Row
- 3) Fiction Writer's Handbook - Burnett, Hallie - Harper & Row
- 4) The Way to write Novels - Kitchen, Paddy - Elm Tree Books
- 5) Poetry in the Making - Hughes, Ted – Faber
- 6) The Creative Writer - Writer's Digest, Cincinnati, Ohio
- 7) The Writer's Handbook - Writer Inc. Boston
- 8) Brief Handbook for writers - Howell, James & Dean, Memering - Prentice Hall
- 9) Hints for young Writers - Marden, Orison Swett - Thomas Y. Crowell Co. N.Y.
- 10) The Writer's Art - Warren C. Henry - George Newnes Ltd.

INTRODUCTION TO CULTURE STUDIES

Module 3.2

- 1 a) **Evolution** and need to study cultural studies
b) **Concept of 'Culture'**: examining definitions and theories of culture
 - Mathew Arnold
 - Herder
 - Weber
 - Balagangadhara
2. **Popular and Mass Culture**
 - Stuart Hall – circuit of culture
 - Fiske – 'culture industry' vs. reading popular culture
3. **Culture and Conditioning**
 - Language
 - Gender
 - Class
 - Race
4. **Construction of Culture**
Political, social, economic and religious aspects of cultural construction
5. **Globalisation**
 - Case Study of satellite television in India – trends and transformations, not history
 - Global - Local
6. **Studying Representation in Cultural Expressions and Artefacts**
 - Oral traditions –folklore –festivals-cuisine—sports-art and architecture—all forms of media expressions (this can be understood through assignments)
7. **Media and Culture**
 - Technology, Urbanism as factors of cultural change
 - Positive and negative relationship of media and culture

Recommended books :

- 1 Cultural studies reader - Simon Durring
- 2 Key Concepts in Cultural Theory –Edgar and Sedgwick
- 3 An Introduction to Cultural Theory and Popular culture –John Storey
- 4 Orientalism –Edward Said
- 5 Doing Cultural Studies –The story of the Sony Walkman——Paul Du Gay Stuart Hall
- 6 Cultural Imperialism –A Critical Introduction –John Tomlinson
- 7 Production Of Culture /Cultures of Production – Paul Du Gay
- 8 Articles by Gauri Vishwanathan, Sharmila Rege and Gangadara could be used as references
9. Keesing; Cultural Anthropology
- 10 Lienhardt, Godfrey; Social Anthropology
- 11 Baran; Introduction to Mass Communication
- 12 Bronowski, J; Ascent of Man

INTRODUCTION TO PUBLIC RELATIONS

Module 3.3

- I 1) Definition, concept and use of Public Relations & Communications**
- a) an individual
 - b) a group
- 2) Internal PR & External PR-The various stakeholders to which PR person is responsible- Consumer, Shareholder, Government, Employee, General Public.
- 3) Public Relations & related fields like Advertising, Marketing, and Journalism.
- 4) Strategies of PR and current Industry Scenario
- Press Release
 - Press Conference & Other media tools used.
- II Role of Public Relations in different sectors**
- a) PR in Manufacturing Sector.
 - b) PR in Services sector – Public & Private.
 - c) PR in Non- profit organisations.
 - d) Relevant Case Studies from each sector.
 - e) Financial PR
- III Code of Ethics in Public Relations**
Need to establish professional standards
- a) Guidelines for ethical practice
 - b) Code of ethics of the American PR Association.
 - c) PRSI (Public Relations Society of India)
- IV Behavioural Patterns for improving Public Relations**
- 1) An Overview of the following
 - Understanding laws governing commercial enterprises
 - Study, research & understanding of business of employer
 - Evaluation and adaptability to corporate culture
 - Understanding socio- economic issues, political issues, and legal/ commercial issues impacting on business.
 - Understanding Transactional Analysis and its relevance to Public Relations.

- 2) Creating conditions & tools to improve strategies of communications.
- 3) Maintaining and building strong organisation through communications. (2)
- 4) Understanding the Media and the handling of Media Relations
- 5) Understanding the Consumer & keeping him informed
- 6) Crisis Management with case studies. Developing crisis handling techniques, in special context with specific instances like Natural Calamities, Air Crash, & Similar specific situations.

Recommended books :

1. A Handbook of Public Relations and Communication – Lesle Philip
2. Handbook of Media & Public Relations – Judith Ridgway
3. This is PR-the realities of Public Relation – Newson Turk.Kruckeberg - Thomas Asia PTE Ltd)
4. Dynamics of public Relations – Arya Ashok – Manas Publication, Delhi
5. Corporate Public Relation – K.R.Balan – Sterling
6. The profession and the practice, Brown and Benchmark – Baskin Otics, Craig Aronoff, Dan Lattimore, Public Relations- A Times Mirror Company, 1997
7. Effective Public Relations – Cutlip & Center
8. A practical Handbook of Public Relations – Cole Robert
9. Introduction to Mass Communication – Emery, Ault & Gee
10. Public Relations Today – Ghosh Subin
11. The Practice of Public Relation – Howard Edward
12. Public Relations in India – Kaul J.M.
13. Teach Yourself Public Relations – Lloyd Herbert
14. Making it in Public Relations – Mogel Leonard – Collier Books Macmillan Publishing Company

INTRODUCTION TO MEDIA STUDIES

Module 3.4

- 1. Introduction to Media Studies**
 - a. Definition
 - b. Three questions of Media
 - c. Four kinds of Media Theory
 - d. Four Eras of Media Theory
 - e. Media Theories based on: Effects, Content and Audience
- 2. Media Studies as an Interdisciplinary Approach**
 - a. Media Studies as a Social Science
 - b. Karl Marx
 - c. Juergen Habermas
 - d. Stuart Hall
 - e. Karl Lazarsfeld
 - f. Michel Foucault- Power and Authority
 - g. Marshall McLuhan
- 3. Early Effects Theories**
 - a. Mass society Theory
 - b. Propagandistic theories
 - c. Normative Theories

4. **Limited Effects Theories**
 - a. Lazarsfeld's Two step flow Theory
 - b. Carl Hovland's Attitude Change Theory
 - c. Lazarsfeld - Hovland Legacy
 - d. Robert Merton's Middle range Theory
 - e. Joseph Klapper's Phenoministic Theory

5. **Cultural and Critical Theories**
 - a. Emergence of Critical and cultural theories
 - b. Marxism
 - c. The Frankfurt School
 - d. Political Economy
 - e. British Cultural School
 - f. Raymond Williams' Technological Determinism

6. **Media and Society**
 - a. Harold Innis' Bias of Communication
 - b. Bernard Cohen's Agenda Setting

7. **Introduction to Audience Theory**
 - a. Types of Audiences
 - b. Uses and Gratification
 - c. Audience Reception
 - d. Dependency Theory
 - e. Cultivation Theory Psychoanalytical Theory

References :

1. McQuail's Reader in Mass Communication Theory - McQuail, Denis (ed.). - Sage Publications
2. The Media Student's Book - Branston, Gill, and Roy Stafford.. Routledge.
3. AS Media Studies: The Essential Introduction - Rayner, Philip, Peter Wall, and Stephen Kruger - Routledge.
4. Introduction to Mass Communication - Baran, Stanley J. - McGraw Hill Higher Education.
5. Dynamics of Mass Communication. - Dominick, Joseph R.- McGraw-Hill College
6. Television: Technology and Cultural Form.- Williams, Raymond- Routledge.
McLuhan, Marshall

Recommended books :

1. Mass Communication theory - Baran and Davis; Thomas – Wadsworth, 2000
2. Intoduction to Communication Studies – Fiske, 1982
3. Building Communication Theory - Infante, Rancer and Womack-2nd edition (1993)-Waveland Press
4. Berger; Media Analysis Techniques

UNDERSTANDING CINEMA

Module 3.5

- 1) A discussion of early narrative cinema
- 2) A screening and discussion 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.

- 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.
- 4) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of *The Bicycle Thief*)
- 5) A discussion of French New Wave cinema (screening of Jean-Luc Godard's *Breathless*)
- 6) A screening of Kurosawa's film along with a discussion of its impact on Hollywood cinema and Hindi cinema.
- 11) A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie.
- 13) A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
- 14) Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
- 15) A discussion of Indian-global cinema like *Salaam Bombay*, *Namesake*, *Provoked*
- 16) Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/ Adoor Gopalkrishnan
- 17) Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
- 18) The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
- 19) Major Film Awards and Institutions.
- 20) A visit to a shoot in Film City.
- 21) Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound .

Recommended books :

1. *Cinema Paradiso*, an Italian film made in 1989, by G Tornatore;
2. *The Sound of Music* (1964)
3. *Singing in the Rain* (1954)
4. *Mughal-e-Azam* (1960) - the B/W version.
5. *Sujaata* (1959), dir: Bimal Roy
6. *Aawara* (1951), dir: Raj Kapoor
7. *Pyaasa* (1957), dir: Guru Dutt
8. *Sahib, Bibi Aur Ghulam* (1962)
9. *Achhut Kanya* (1936)
10. *Modern Times* (1936), C Chaplin
11. *Chashme Baddoor* (1981), dir.: Sai Paranjpye
12. *Jaane Bhi Do Yaaron* (1982), dir: Kundan Shah
13. *Chori Chori* (1956); starring Nargis & Raj Kapoor
14. *Umrao Jaan* (1981); Dir: Muzaffar Ali
15. *Maachis* (2004), Dir. Gulzar
16. *Mr & Mrs Iyer* (2006), Dir: Aparna Sen

Internal Assessment :

Assessment of the Cinema viewed by the students in a journal stating – Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends – Social, Technical, Personalities, Influences etc.

Group project for Short films, Documentaries upto 15 mins on fictional/factual topics as suggested by the faculty

Recommended books :

1. Movies and Method (2 Volumes) - Ed. Bill Nichols - University of California Press 1976
2. A Book on Film appreciation - Chitra Bani & Gaston Roberge
3. Sound and story – The art of telling in Film - Cherry Potter, Secker & Warburg Image, 1990
4. The Ways of Film Studies - Gaston Roberge - Ajanta Publications(1992)
5. A short history of the Movies - Gerald Mart - The University of Chicago Press, 1981
6. Indian Film - Erik Barbouw & S.Krishnaswamy - Oxford University, Press, 1980
7. Moving Pictures - Torben Grodal - Oxford University Press, 1997

ADVANCED COMPUTERS

Module 3.6

1. **Desktop Publishing :** This should merge printing, writing, editing, typography, photography (use of Photoshop), layout and design.
Projects: - (Using PageMaker for the PC, students should be asked to create or atleast work on some type of Publications.
2. **Advanced Desktop Publishing**
Here students will learn to manipulate graphics in PageMaker and in other graphics programs, using a scanner, produce spot colour separations, utilize templates and style sheets, and create special design techniques.
Projects: - Preparation of a brochure, or PR documents for an educational Institution, a Corporate or a Media Agency. (Work on projects using Adobe illustrator or Corel Quarkexpress.
3. **Computer Animation**
Students should be introduced to 2D as well as 3D Animations for use in the Multi-Media and Television productions.
Projects: -
To work on Macromedia Flash.
 - Possibly gain some experience and exposure with introduction to High-end animation softwares like 3d Studio Max, Maya, SoftImage, etc.
4. **Web Page Designing**
The student should be able to design the web pages as easily as he can work in M.S. paint so it has to be WYS WYG environment such as
 - Visual Interdev 6.0
 - Front page 2000
 - Dreamweaver
 - Introduction to HTML & JAVA Script.

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation { Power Point / Audio – Visual presentation / Oral Presentation}

Recommended books :

1. Learn Microsoft Office in 24 hrs
- CorelDraw :**
- 2 CorelDraw 12/13 in Simple Steps: By Dream Tech
- 3 CorelDraw _ A official Guide: By Dream Tech
- 4 CorelDraw 12 Training Guide: B.P.B.
- Photoshop**
- 5 CS2 in Simple steps : By Dream Tech
- 6 CS2 Bible: By Dream Tech
- 7 Photoshop Savvy: By Dream Tech
- 8 Down and Dirty Tips & Tricks: Tech Media
- Indesign**
- 9 CS2 Bible : Tech Media
- 10 Classroom in a book : Tech Media
- QuarkXpress**
- 11 5 for windows and mac : Tech Media
- 12 Visual Quickstart Guide : Tech Media
- Premiere**
- 13 Classroom in a book : Tech Media
- After Effects**
- 14 Classroom in a book : Tech Media
- Flash**
- 15 Simple steps: By Dream Tech
- 16 A tutorial Guide: Tech Media
- 17 Creative Web Animation : Brooks Ptatton
- 18 Foundation Flash : S.P.D. Publication
- Dreamweaver**
- 19 How to do Dreamweaver 8 – A beginners guide: By Dream Tech
- 20 Dreamweaver 8 – in simple steps: By Dream Tech
- 21 Dreamweaver 8 Bible: By Dream Tech

SECOND YEAR - SEMESTER IV

- 4.1 Introduction to Advertising
- 4.2 Introduction to Journalism
- 4.3 Print Production and Photography
- 4.4 Radio and Television
- 4.5 Mass Media Research
- 4.6 Organisational Behaviour

INTRODUCTION TO ADVERTISING

Module 4.1

1. Advertising–Meaning : Definition and functions.
2. Evolution of Advertising National & International level
3. The structure of and Ad agency and the functions and service of each department
4. Relationship between various participants of advertising (Client, agency, media ,consumer)
5. Research in Advertising – Pre and post campaign testing
6. Economic and Social Aspects of Advertising
7. Types of Advertising –
 - Consumer advertising
 - Industrial advertising
 - Classified advertising
 - Retail advertising
 - Financial advertising
 - PR advertising
 - B2B advertising
 - Political advertising
 - Image advertising
 - Lifestyle advertising
 - Internet and Viral advertising
 - The www as an advertising medium
 - Internet v/s conventional media
8. Introduction to Integrated Marketing Communication
9. Techniques and strategies of web advertising
10. Public Service advertising its role and importance
11. Introduction to advertising strategies : AIDA, DAGMAR, Information processing model.
12. The Concept of USP

13. Introduction to Agency Commissions /retainerships, media commission.
14. Future Trends in Advertising: Advertising as a career; Advertising opportunities in community networking/ blogging/chat marketing

Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio – Visual presentation / Oral Presentation}

Recommended books :

1. Essentials of advertising – Amita Shankar
2. Advertising and Sales Promotions- Belch and Belch
3. Kleppner’s Advertising Procedure - Thomas Russell and Ronal Lane
4. Handbook of advertising ; Herschel Gordon Lewis and Carol Nelson ; NTC Business books 2000
5. Advertising – principles and practice – William Wells, John Burnett and Sandra Moriarty – Prentice Hall 1995
6. Cintemporary advertising ; William F Arens and Courtland L Bovee ; Irwin 1994
7. Getting your message across the World Wide Web – Neil Barrett

INTRODUCTION TO JOURNALISM

Module 4.2

1. History - from Guttenberg to the Internet; changing face of the news internationally and how each new medium has impacted the other and journalism itself.
2. Journalism in India - stages of development and changing role
 - Early development and the role of the press in reform movements
 - The rise of the nationalist Press
 - Post-independence Nehruvian era
 - The Emergency
 - Post-Emergency magazine boom
 - The nineties
3. Definitions of ‘News’, ‘hard’ and ‘soft’ news
4. News sources - Staff reporters, correspondents, news agencies and syndicate
5. The Role and Functions of Journalism - Interpretation, Linkage, transmission of values, entertainment, development
6. Organisation and structure of the newspaper
 - Editorial, Management, Advertising and Circulation departments
 - The structure of the Editorial department and the roles of each element in the editorial chain
7. Journalistic writing formats
 - Report – Style, Structure, basic principles and types of reports
 - Leads – types and functions
 - News angles
 - Feature
 - Editorial

8. Principles/Canons of Journalism
 - Objectivity
 - Accuracy
 - Freedom
 - Independence
 - Impartiality and fairness
 - Balance

Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio – Visual presentation / Oral Presentation}

Recommended books :

1. News Reporting and Writing; 7th edition; (1997), Mencher, Melvin- Columbia Univ. Press
2. Newspaper History from the 17th century to the present day; (1978) - Ed. Boyce, George; Curran, James; Wingate, Pauline - Sage
3. Understanding Journalism; (1966) – Wilson & John - Routledge
4. Indian Press and Freedom Stuggle; (1993) – Mazumdar & Aurobindo - Orient Longman
5. Here is the news; (1994) – Parthasarthy & Ramaswamy - Sterling
6. A Journalism Reader; (1997) - Brumley and O'Malley - Routledge
7. A Reader; (1991) - Howard, T - News : OUP
8. Dangerous Estate; (1957) – Williams & Francis - Longman
9. Only the Good News; (1987) – Dhavan & Rajeev - Bharat Enterprises
10. The press in India; (1984) - Sarkar, R.C.S - S. Chand and Co. Ltd.
11. PTI Story; (1987) – Raghavan G.N.S - Indraprastha Press
12. The press she could not whip; (1977) - Rao, Amiya and Rao B.G - Popular Prakashan
13. Crusaders of the 4th Estate; (1989) - Srinivasan. R - Bhartiya Vidya Bhavan
14. The News – An International History; (1979) – Smith Anthony, Thames and Hudson
15. Hohenberg; The professional Journalist

PRINT PRODUCTION AND PHOTOGRAPHY

Module 4.3

Basic Principles

1. Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarisation of light. Different type of light sources and their sources and properties
2. Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation. Lens : Wide Angle, Tele, Normal, Zoom.
3. Photosensitive material, image formation, latent image development as fixing

Camera

1. Mechanism of aperture, shutter, camera body view finds, transport, lenses
2. Classification of camera and their relative comparison
3. Camera operation, exposure light tables Good and Bad Camera Habits

Basic Photography

1. Various parts of the camera
2. Loading and shooting on black and white film
3. Effect of aperture
4. Effect of shutter speed
5. Using flash light
6. Use of camera accessories
7. Care and maintenance of camera equipment

Colour photography

1. Introduction to colour film
2. Chemistry of colour development and enlargement
3. Contact and projection printing
4. Colour and light - basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
5. Light and lighting – outdoor, night, indoor lighting, indoor portraiture
6. Colour development

Concepts of composition

- Movements in Art and photography
- Dadaism, surrealism, post-modernism

Print Production

- Major landmarks in history and development of 'print technology'
- Basic print processes, contact, projection, composition, inprinter, special effect printer.
- Print machines and image carriers
- Letterpress, offset, silk screen, digital print
- DTP
- Future trends in print technology
- Exercise for handling typical jobs

Recommended books :

1. Mitchell Beazley – The Art of Colour Photography – Octopus Publishing Group Ltd.
2. John Hedgecoe – John Hedgecoe's Creative Photography-Collins & Brown
3. M. Beazely-John hedgecoe's Workbook of Darkroom Techniques-Red International Books Ltd.
4. Steve Bavister – Digital Photography – Collin's & Brown Ltd 2000
5. John Hedgecoe – John Hedgecoe's Basic Photography – Collin's on Brown Ltd 2000.

RADIO AND TELEVISION

Module 4.4

Radio

1. The history of radio
 - a. The growth and development of radio abroad
 - b. The growth and development of radio in India
2. Radio as a medium
 - a. The uses and characteristics of radio
3. Radio transmission
 - a. Types of signal – AM, FM, shortwave, digital
 - b. Satellite radio
 - c. Community radio
 - d. Internet radio
4. Professions in the industry
 - a. The production staff
 - b. The talent – the radio jockey, the news anchor, the talk show host
 - c. Management staff - station director, programming heads, etc.
5. The radio programme
 - a. The music programme
 - b. The talk show and the discussion

- c. The phone-in programme
 - d. Radio documentaries and features
6. The production and recording process
 - a. The broadcast process – an overview
 - b. The work of the radio producer
 - c. Types of studios – Live Radio Studio Vs. Recording Studios
 - d. Types of microphones–Types of pick up patterns; ribbon, moving coil & condenser microphones
 - e. Sound editing
 - f. Recorders and mixers - Virtual (DAW)
 7. Ownership
 - a. AIR and public service broadcasting
 - b. Major FM channels in India
 8. Current trends in radio
 - a. The growth of FM
 - b. Development communication

Television

9. The history of television
 - a. The growth and development of television abroad
 - b. The growth and development of television in India
10. The technology of television
 - a. Types of transmission – Cable, DTH, satellite, terrestrial
 - b. Types of signal – UHF, VHF, digital, analog
11. Professions in the industry
 - a. Production staff
 - b. Post production staff
 - c. Newsroom staff
12. The television script
 - a. The treatment
 - b. The two-column script
 - c. The screenplay format
 - d. The storyboard
 - e. Interactive scripts
 - f. Narration scripts
13. Producing the television programme
 - 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
14. Research for radio and television
 - a. Programme research
 - b. Audience research
 - c. Ratings and calculation
 - d. Audience feedback
15. Ownership
 - a. Media monopoly

Recommended books :

1. A Manual for Broadcasters Radio Production – McLeish, Robert.: Focal Press
2. Corporate Media Production - DiZazzo, Ray - Focal Press
3. Television: The Critical View - Newcomb, Horace - Oxford University Press.
4. Digital Broadcasting Journalism - Sharma, Jitendra Kumar - Authors Press
5. Advanced Level Media - Bell, Angela, and Joyce, Mark, and Rivers, Danny - Hodder Arnold.
6. An Introduction to Mass Media - Biagi, Shirley - Thomson Wadsworth
7. Television Production Handbook - Zetl, Herbet - Wadsworth Thomson Learning
8. Writing for Television, Radio and New Media. - Hilliard, Robert L. Wadsworth - Thomson Learning
9. Encyclopaedia of Mass Communication in 21st Century - Shamsi, Nayyar-Anmol Publications Pvt. Ltd.

MASS MEDIA RESEARCH

Module 4.5

Section I

Chapter - I : Introduction to Research concepts

1. Introduction to Research - Definition, types, need for research
2. Scientific Research * basic principles ,Empiricism, verifiability, generalization

Chapter - II : Steps in conducting research – I

1. Selection of a problem
2. Formulation of the problem
3. Objectives
4. Hypothesis – Definition,types,conditions of hypothesis,features
5. Research design – case study, survey,experiment,longitudinal research,observation,concepts analysis,introduction to ethnography
6. Concepts and their operationalisation

Chapter - III : Steps in conducting research – II

1. Measurement and scaling techniques
2. Sources of data – primary and secondary
3. Tools of data collection – observation, interview,questionnaire, schedule

Chapter – IV

1. Determination of sample size
2. Sampling procedure – probability sampling and non probability sampling and its types
3. Processing of data
4. Analysis and interpretation
5. Writing of a report

Chapter – V : Statistical procedure – Mean,median,mode,standard deviation and co-relation

Section II : Application of research in mass media

- | | |
|---------------|---|
| Chapter – I | Content analysis – Definition and users,steps,limitations |
| Chapter – II | Research in print media |
| Chapter – III | Research in Advertising |
| Chapter – IV | Research in Public Relations |
| Chapter – V | Mass media Research and the Internet |
| Chapter – VI | Research in Media Effects |

Recommended books :

1. Research Methodology, - C.R. Kothari - New Age International Publication, New Delhi, 2004
2. A Handbook of Social Science Research - B.R. Dixon, G.D. Bouma, G.B.J. Atkinson - Oxford University Press, 1987
3. Mass Media Research: An Introduction - Roger D. Wimmer and Joseph R. Dominick - Thomson Wadsworth, 2006
4. Milestones in Mass Communication Research - Shearon A. Lowery and Melvin L. DeFleur - Allyn & Bacon, 1995
5. Media Research Methods: Measuring Audiences, Reactions and Impact-Barrie Gunther:- Sage Publications, 2000
6. Analyzing Media Messages: Using Quantitative Content Analysis in Research - Daniel Riffe, Stephen Lacy, and Frederick G. Fico - 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 Science – Krishna Swami-Publisher-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.

ORGANISATIONAL BEHAVIOUR

Module 4.6

1. **Nature of Organisation Behaviour**
 - Concept of Organisation Behaviour
 - Organisational Behaviour Models
2. **Structural Dimensions of Organisation and its Environment**
 - Organisation and its Environment
 - Formal Organisation: Design and Structure
 - Division of work and task interdependence
3. **Organisational Culture**
 - Sources of organisational culture
 - Types of organisational culture
 - Manifestation of organisational culture
 - Managing organisation culture
 - Organisational sub-cultures
 - Socio-cultural features of India and their
 - Impact on organizational culture
4. **Motivation**
 - Theories of motivation
 - a) Need theories
 - i. Maslows' Need Theory
 - ii. McClelland's Need Theory
 - b) Process theories
 - i. Reinforcement theory
 - ii. Vrooms' Expectancy theory
 - iii. Equity theory
 - iv. Goal setting theory

5. Motivation Theory - Application

- Job Design
- Job Enrichment and enlargement
- Job rotation and cross training
- Quality of Work Life
- Positive reinforcement programmes
- Productivity gainsharing approaches
- Participative management

6. Groups in organisation and Group Dynamics

- Concept of group
- Types of groups
- Group norms
- Group cohesion

7. Group Decision making

- Group think
- Risky Shift and Polarisation
- Techniques for improving group decision making
- Decision making in networked organisations

8. Power and Authority

- Concept of Power
- Types of Power
- Concept of organizational politics
- Reasons of organizational politics
- Minimising organizational politics
- Concept of Authority
- Sources of Authority

9. Dynamics of Stress

- Concept of Stress
- Causes of Stress
- Effects of Stress
- Coping strategies

Recommended books :

1. Handbook of organization behavior - Tossi, Rizzo and Carrol - Infinity Books
2. Organisational Behaviour : concepts, controversies, applications;(1999)-Robbins, S.P-Prentice Hall
3. Organisational Behaviour, 8th edition - Luthans, Fred - Irwin McGraw Hill
4. Organisational Behaviour : Human behaviour at work; 10th edition; (1997) - Newstron and Davis - Tata McGraw Hill
5. Communication in the Organisation; 2nd edition; (1999) - Fisher, Dalmer - Jaico Publishing
6. Organisational Behaviour-L M Prasad - Sultan Chand & Sons Ed. 2004
7. Organisational Behaviour -S.S.Khanka - S. Chand & Co. Ltd. Ed. 2002
8. Cases & Problems in OB & Human Relations - Prof. Sanjay Kaptan–Everest Publishing Houses 1st Ed.1999
9. Organisational Behaviour – O Jeff Harris/Sandra J Hartman –Jaico Publishing House Ed.1st 2002

THIRD YEAR - SEMESTER V (ADVERTISING)

- 5.1 Advertising in Contemporary Society
- 5.2 Copywriting
- 5.3 Consumer Behaviour
- 5.4 Media Planning and Buying
- 5.5 Brand Building
- 5.6 Advertising Design (100 Marks Practical)

ADVERTISING IN CONTEMPORARY SOCIETY: PAPER-I

Module 5.1 (Advertising)

1. Advertising in the Indian economy

- Role of advertising in the Indian economy
- Liberalization and the resultant changes in buying patterns.
- Impact of global competition in the field of advertising.
- Present day economic issues & Policies & their effects on advertising

2. Advertising and culture

- Role of advertising in bringing about changes in culture, customs and traditions.
- The interdependent nature of advertising and popular culture(i.e., fashion, music, films, slang).
- Effects of globalization on the Indian advertising
- The impact of advertising on commercialization of culture
- Making messages culture-specific
- Cross cultural psychological segmentation
- Need and benefits of for assimilation of universal ideas with local flavour.
- Cross-cultural Advertising

3. Advertising and the audience

- Market power
- Marketer's control on the media
- Impact of advertising on attitudes, behaviour, societal norms, perception, needs, lifestyles
- Controversial advertising discuss with the help of current examples
- Social implications of advertising
- Gender, diversity issues, Generational issues-children, youth, elders
- Growing influence of advertising and its criticism

4. Global advertising

- The scope and challenges of International advertising
- Current global trends
- Multinational competition and its impact
- Product packaging for international markets
- Promotion for international markets

5. Internet marketing

- WWW as an advertising tool

6. Social marketing

- What is social marketing?
- Need for and objectives of social marketing
- Tools and components of social marketing

Recommended books :

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

COPYWRITING

Module 5.2 (Advertising)

1. Copywriting, Introduction, Responsibility of Copy writer.

- Attributes of a good copywriter
- Principles of copywriting

2. Creative Strategy: Planning and Development

- Developing an Advertising Plan
- Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?
- Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing
- Combining Creativity and Strategy
- Organizing the Creative Task
- The Creative Plan (Copy Platform)
- Phases of campaign creation

3. Phases of campaign creation:

- Understanding the psychographics of target audience
- Finding out what to say
- Understanding the barriers to purchase
- Interrogating a product or service –Outlining the rational benefit and emotional benefit
- Developing an ear for 'human insights'
- How to get an idea
- Choosing the idea that effectively communicates the emotional/rational benefit

4. Brief

- Taking the brief
- Product brief
- Marketing brief
- Agency brief
- Converting into creative brief

5. The big idea

- Arriving at the proposition
- From proposition to head line
- Understanding tone of voice
- The positioning statement

6. Writing for print media

- Head lines
- Base line
- Sub headlines
- Body copy
- Slogan
- Captions
- Structuring the copy

7. Understanding the medium and writing for TV, Cinema, Radio, Innovative medium, Internet, SMS

8. Principles of writing press release copy.

9. Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising

10. Different types of copy

- Advertorial
- Infomercial
- Comparative copy
- Copy for different languages

Recommended books :

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

CONSUMER BEHAVIOUR

Module 5.3 (Advertising)

1. Introduction to Consumer Behaviour
2. The Concept of Consumer Behaviour
3. Need to Study Consumer Behaviour
4. External and Internal variables influencing Consumer Behaviour (Diagrammatic representation)
5. Communication
 - Components of Communication
 - Communication Process (model)
 - Communication strategy
 - Message Factors (Structure, Order Code, appeal)
 - Types of Appeals : Rational/emotional fear/Humour/Sex/Prestige/Ego
 - Persuasion
 - Central and Peripheral Route
 - ELM
6. **Perception** : Physical Psychological : Subliminal perception
7. **Cultural** – Subculture (concepts and its impact on consumer behaviour)
8. **Learning** - Cognitive Theory, Conditioning Theory
9. **Attitude** : Concept and Characteristics of Attitudes. Formation of Attitudes
Relationship between Attitudes and Behaviour
Attitude Models -Cognitive Dissonance, Tricomponent Theory, Multi attribute model
10. **Motivation** : Definition. Needs and motives. Types of motives. Arousal of motives
Need Theories – concept and application
Maslows. Alderfer, Herzberg
11. **Personality** : Nature and Characteristics. Theories of personality – concept and application
Freudian theory, Trait theory, Jungian theory
Self and self image concept
12. **Market Segmentation** : Psychographic Profile and SRI Vals II
13. **Social Class** : Concept. Classification. Influence of social class on purchase behaviour
14. **Groups** : Reference Groups. Influence factors. Consumer related reference groups . Reference group appeal
15. **Family** : Definition (Traditional and Non Traditional). Family Life Cycle. Its importance to advertisers
Family decision making and consumption related roles.

- 16 The Consumer Decision making Process
Consumer decision about brands and products
Influence of opinion leadership on consumer decision making
- 17 Adoption and Diffusion. Concept : Adoption process and Diffusion process
18. Indian Core Values : What are our Core Values
Its influence on decision making process
Effect of changes in the economic policies on our Core values

Recommended books :

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

MEDIA PLANNING AND BUYING

Module 5.4 (Advertising)

1. Media planning

- The function of media planning in advertising
- Role of Media planner
- Challenges in media planning
- Media Planning process
- Media Planning for Consumer Goods
- Media Planning for Industrial Goods

2. Sources of media research

- Audit bureau of circulation
- Press audits
- National readership survey/IRS
- Businessmen's readership survey
- Television
- Audience Measurement
- TRP
- National television study
- ADMAR satellite cable network study
- Reach and coverage study
- CIB listener ship survey

3. Selecting the suitable media options

- TV
 - Advantages of television
 - Disadvantages of television
 - Buying Television Space/Air time
- Radio
 - Advantages of radio
 - Disadvantages of radio
 - Buying Radio slot

- Magazines
 - Strengths of magazines Weaknesses of magazines
 - Types of magazines
 - Buying magazine space
- Newspapers
 - Strengths of newspapers
 - Weaknesses of newspapers
 - Types of newspapers
 - Buying newspaper space
- Buying media space for other medium like
 - The internet
 - Billboards
 - Yellow pages
 - Direct response and direct mail
 - Stadium
 - In-store
 - Types of out-of-home advertising
 - Place-based media
 - Newer Media Options

4. **Criteria for selecting the media vehicles**

- Reach
- Frequency
- GRPs
- Cost efficiency
- Cost per Thousand
- Cost per rating
- Waste
- Circulation
- Pass-along rate(print)

5. **Media timing**

- Flight
- Pulsing
- Scheduling

6 Comparing and Evaluating continuity of media options/choices

7. Deciding the ideal media mix

8. The communications mix

9. Media buying and negotiation

10. Competitive media expenditure analysis

11. The concept of aperture

12. Scheduling and budgeting allocation

13. Media plan evaluation

14. Media presentations to the client

15. Media audit

Recommended books :

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

BRAND BUILDING

Module 5.5 (Advertising)

1. The Brand

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

2. Branding Strategies

Manufacturer Branding (National Brand) And Distributor Branding (Private/store Brand)
Multi-Product Branding Strategy and Multi-Branding Strategy
Mixed Branding
Brand Licensing
Co-Branding - Composite Co-Branding - Ingredient Co-Branding
Brand-Product Matrix
Brand Hierarchy

3. Introducing And Naming New Brands and Extensions

Physical And Psychological Dimensions
Cognitive And Emotional Benefits
Developing Brand Identity And Personality
Brand Personality Vs. User Imagery

4. Brand Positioning

Four Components
Product Class
Consumer Segmentation
Perceptual Mapping
Brand Benefits And Attributes
Cornerstones of Positioning Strategy

5. Brand Equity

Concept of Brand Equity - Sources of Brand Equity - Brand Loyalty - Brand Awareness
Perceived Quality - Brand Associations - Other Brand Assets
Benefits of Brand Equity
Choosing Brand Elements To Build Equity
Managing Brand Equity - Brand Equity Measurement Systems
Brand Equity Ten - BAV/Y & R - Equi-trend
Inter Brand
Brand Assets – How To Find Them Equity

6. Brand Leveraging

Leveraging Process
Line Extensions
Brand Extensions
Creating Range Brands
Ad Hoc Brand Extension
Moving The Brand Down
Moving A Brand Up
The Process of Brand Orientation

7. Managing Brands Over Time

Reinforcing Brands and Revitalizing Brands
Consistency Plan
Re Branding
Entering New Markets

8. Building Brand On Internet

Comparing Brand Building In Cyberspace And In Brick & Mortar World
Internet User Segments
Website Objectives
Brand Building Dimensions

9. Corporate Branding (Internal Assessment Only)

Visual and Verbal Identities
Name, Term, Sign, Symbol, Logos, Design, Phrase, Slogan Or Combination of These
More Visual Outputs
Packaging
Showrooms
Advertising
Employee Uniforms
The Company's Reputation Through Publicity

10. Campaign Planning (Internal Assessment Only)

Marketing Operations For The Campaign
Target Audience Selection And Advertising Objectives
Planning Strategies And Media Characteristics
Creative Execution Of The Campaign
Campaign Evaluation And Measuring Effectiveness

Recommended books :

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

ADVERTISING DESIGN

Module 5.6 (Advertising)

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

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

Sample format for campaign:

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

9. synopsis
10. sketch book
11. radio

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

Recommended books :

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

THIRD YEAR - SEMESTER V (JOURNALISM)

- 5.1 Reporting
- 5.2 Editing
- 5.3 Feature and Opinion
- 5.4 Journalism and Public Opinion
- 5.5 Indian Regional Journalism
- 5.6 Project (Newspaper making, Assignments, Magazine making)

REPORTING

Module 5.1 (Journalism)

Writing reports:

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

Leads and its types:

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

The Five W's and one H concept Leads need not be stereotyped, different types of leads, even the most ordinary stories can come alive with a lively lead, but avoid gimmickry. Leads should clearly explain what the story is all about

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

New news writing style;

- 1) Using more actual quotes
- 2) Begin with individual case and expand generally

Beat Reporting and developing sources

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

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

News campaigns interpretative and Analytical Reporting

Investigative Reporting:

1. Explain investigative reporting using Watergate and Harshad Mehta as a case study
2. What makes a good investigative reporter? Tenacity, ability to spot news and carry it to its logical end, commitment to the best traditions in journalism (Patience, painstaking, hard work)
3. Brief history of investigative journalism, abroad and India. The hurdles facing Indian investigative journalism. Management attitude in regard to resources and man power, vested interests and political pressure, difficulties in getting confidential documents, element of secrecy and passing the buck mentality among bureaucracy and men in power How to get over these problems, sting operation?

Crisis reporting with specific reference to terrorist attacks

4. Investigative reporting and how it differs from yellow journalism
5. Role of investigative journalism in bringing about changes in the establishment. Limitations in India
6. White collar crime, cyber crime and need for technical knowledge, being computer savvy
7. Investigations in the English and indigenous language pages.

Some major case studies in investigative journalism, should be explained in the class like, Bofors scam, Tehelka Exposes, Cement scandal involving former Chief Minister of Maharashtra, A. R. Antulay, Cobblar Scam, J. J. Death cases.

EDITING

Module 5.2 (Journalism)

1. Specific language inputs
 - Usage tips
 - Words and phrases to avoid
 - Specific grammatical problems
2. Structure and functions of the editorial set-up of a newspaper
3. Functions of the sub-editor – Writing, editing, design
4. Editing
 - Understanding the publication – it's audience, ideology, raison d'être
 - Style book
 - Editing symbols and how the computer has revolutionized editing
 - Editing to fit available space – cutting or expanding copy to fill space
 - Reorganising or restructuring a story
 - Checking facts, names, figures
 - Checking for grammatical and other language errors or problems
 - Rewriting in style appropriate to publication
 - Writing headlines – structure, working, types, use of typography, do's and don'ts, role of punctuation in headings.
 - Writing effective captions
 - Intros and rewriting leads
5. **Typography and design**
 - Principles of layout – balancing grey matter and white space, understanding fonts, balancing visuals and / or ads and editorial content

- Planning the page – deciding weightage of story, positioning for optimum effectiveness, balance in editorial content, preserving the format.
 - Selecting visuals – image energy, lines of force, impact + information Ethical considerations when selecting visuals for crime/death/grief stories
 - Cropping pictures
 - Formulating effective graphics
6. Editing on the computer using:
- Photoshop
 - Pagemaker
 - Corel Draw
 - Illustrator

Recommended books :

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

FEATURE AND OPINION

Module 5.3 (Journalism)

- 1 'Hard' news, 'soft' news, definitions and differences.
- 2 'Report' and 'features' basic differences and roles in journalism. The News feature and how to develop it from a news report. Do all reports lead to news features? Uses of news features, vital role in the city newspaper
- 3 The non-news feature: Seasonal, Institutional, nostalgia, city, Writing skills needed additional information, bits of colour, effective leads, creating images for the readers, the role of human interest in feature writing, how to 'dig' for anecdotes and quotes, more intense research than for a news report eye for off beat facts
- 4 Special types of features: The Interview form, different types (third person, qn-answer type) preparing for an interviews, getting information on the subject, supplementary questions, attitude during an interview, special needs for a TV interview and differences with print the importance of asking the right kind of questions Use of tape recorder translation techniques
- 5 Obits a brief history, origin of the obit form, the superior form of obits in westernmedia why our obits are always flattering and restricted mainly to politicians need to diversify subjects and not too much of sugar coating
- 6 Reviews, mainly film, arts, dance, music, theatre, and books Qualities of a good critic knowledge, passion, keen interest proper background, understanding of the audiences and the role of commercial art in chasing away the blues special skills needed for reviews
- 7 Columns, their role in journalism, different types of columns, how they reflect public opinion, personal element in columns. Advisory columns and ethics involved in them, role of celebrities in agony aunt columns

- 8 Trend stories, Life style journalism, focus on campus, youth style and layout New Journalism, growing importance of environmental features, the dangers of imitating the West, strides in Business Journalism (briefly)
- 9 The Editorial page and op-ed page: History, evolution, how much do editorials decline with managements calling the shots, qualities of a good editorial page editor, The editorial page layout, any need for frequent changes? The 'Middle' and how it had been shifted around
- 10 Editorial writing, special skills and analytical power
- 11 Some famous editors in Indian journalism: S. Sadanand, R.K.Karanjia, M.J.Akbar, Kumar Ketkar, Talwalkar, Shekhar Gupta, Shyam Lal, Girilal Jain, N. Ram

JOURNALISM AND PUBLIC OPINION

Module 5.4 (Journalism)

1. What is public opinion? Who constitutes the public?
2. Which are the tools used to gauge public opinion? How reliable are they?
3. Examining the process where the media is said to have a role in influencing public opinion? How far is this true? Examine the diversities in the media, the prejudices, vested interests of the managements and how far they manipulate the media? How then, can the public trust the opinions floated by the media
4. Same issues as discussed by opinion makers like Walter Lippman, Noam Chomsky and Lasarsfeld Their views on public opinion, role of military industrial complex, big corporations and the Think Tanks set up by them, the right wing money power and how they influenced public opinion in the Vietnam and Iraq wars
5. Agenda setting v/s Uses and Gratifications model
6. The increased use of comment in reporting, the highly biased methods in the choice of news selection and their presentation through headlines and photographs (illustrate these with examples from the Indian media). Provocative editorials and news analysis during communal riots How all these influence public opinion
7. Political opinion as formed by the media. The manner in which our media portrayed political parties, leaders and events how often these opinions changed and why? The unhealthy closeness between journalists and politicians leading to rewards like Rajya Sabha nominations etc

Election coverage, pre and post election, opinions of arm chair experts, the importance of going on the field and doing on the spot coverage, influence of factors like caste, religion, money and muscle power, the changing role of the Election Commission and the Chief Election Commissioner starting from T. N. Seshan, role of opinion and exit polls Media comments on important policy matter Indo-US Nuclear treaty, Reservation, Annual Budgets Role of vested interests in writing for or against such policies
8. Role of media in times of war and how government tries to influence the media, embedded journalism, manipulating intelligence reports, wrong body counts, why does some sections of the media succumb to these Case Studies Vietnam and Iraq Wars, Bangladesh liberation, the conflict at Gaza, Terrorist vs Freedom fighter controversy

- 9 Internal Conflicts and media reactions to these State terrorism, is media too much in sympathy with the views of human rights experts as in Kashmir and Khalistan conflicts Secessionism, the demand for a greater Tamil Nadu, the Tamil sympathies for the LTTE media approach to the Naxalite problem Covering communal riots, ethnic problems, the temptations to take sides and how to avoid them
- 10 Shaping Trends how does media react to changing times, a society more influenced by money power, obsession with celebrity trivia media portrayal of women in cinema, TV serials
- 11 The CNN effect impact, does it still continue? Coverage of 2008 US presidential election and the coverage of Barack Obama and how it helped him to lead his rivals

INDIAN REGIONAL JOURNALISM

Module 5.5 (Journalism)

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

Recommended books :

1. India's Newspaper Revolution, Jeffrey, Robin - Oup, 2000

THIRD YEAR - SEMESTER VI (ADVERTISING)

- 6.1 Contemporary Issues
- 6.2 Advertising and Marketing Research
- 6.3 Legal Environment and Advertising Ethics
- 6.4 Financial Management for Marketing and Advertising
- 6.5 Agency Management
- 6.6 The Principles and Practice of Direct Marketing)

CONTEMPORARY ISSUES

Module 6.1 (Core Subject for Advertising and Journalism students)

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

With relevant case studies on the above issue. (Such as–Sunder bans, Maldives, Artic Region etc).
- II)
 - 1) concepts of human rights and civil liberties
 - a) Universal Declaration of Human Rights and summits
 - b) CRC and CEDAW
 - c) DRD (Declaration for the Right to Development)
 - 2) Human Concerns & legislative measures in the Indian Content
 - a) Education
 - b) Health
 - c) Women
 - d) Children
 - e) Gays
 - 3) Political Rights:
 - a) Rule of Law- Police Reforms
 - b) Corruption & Politicization of Crime
 - 4) Accountability- Government & Corporate Accountability (Relevant case studies).
- III Regional issues – Economics, Social, Political.
An Introduction to Maharashtra Economy – chief agriculture patterns, nature & extent of Industrial Growth with specific reference to the MIDC & SEZ, Co-operative banks movement, the textile Industry.

Economic Movements –

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

IV

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

Recommended books :

1. International theory of Human Rights -OUP
2. Social Ecology - Guha R - OUP
3. State of the 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

ADVERTISING AND MARKETING RESEARCH

Module 6.2 (Advertising)

1. Fundamental of marketing research

Research techniques - Sampling methods - Research design - Questionnaire Development - Report writing - Data analysis

2. Product Research

New product research - Branding Research - Pricing Research - Packaging Research - Product testing - Advertising content analysis

3. Copy research

Concept testing - Name testing - Slogan testing

4. Copy testing measures and methods

- Free association tests
- Direct questioning
- Direct mail tests
- Statement-comparison tests
- Qualitative interviews
- Focus groups
- Rating Scales
- Steps
- Importance

5. Print pretesting

6. Broadcast pretesting

Trailer tests - Theater tests - Live telecast tests - Clutter tests- Television storyboard pretesting
Radio commercial pretesting

7. Projective techniques

- Consumer jury
- Matched samples
- Word Association
- Completion
- Consultation

8 Physiological rating scales

- Pupil metric devices
- Eye-movement camera
- Galvanometer
- Voice pitch analysis
- Brain-pattern analysis

9 Challenges to pre-testing. E.g. The halo effect

10. Post testing

- Measuring advertising effectiveness
- Attitude change
- Recognition test
- Aided recall
- Unaided recall
- Sales tests
- Inquiry tests
- Measurements of perception, communication, influence
- Using qualitative research in advertising

Recommended books :

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

LEGAL ENVIRONMENT AND ADVERTISING ETHICS

Module 6.3 (Advertising)

1. Legal Environment

- a. Definition and Scope from Indian and international Perspectives
- b. Effect of Legal Environment on the Individual, Corporate Sector, Media (Press, Other)
- c. Government Policies that govern advertising

2. Self-Regulation, Ethics and the Law

- a. The relation between Self-Regulation, Ethics and the Law
- b. Case Study: The Prasar Bharati Bill for Advertising on AIR and Doordarshan

3. Laws that affect Advertising in India

- a. Drugs and Cosmetics Act
- b. Drugs Price Control Act
- c. Drugs and Magic Remedies (Objectionable Advertisements) Act

- d. Emblems and Names (Prevention of Improper Use) Act
- e. Copyright Act
- f. Trademarks Act
- g. Patents Act
(Introduction to Intellectual Property Rights)
- h. Indecent Representation of Women (Prohibition) Act

4. Ethics

- a. The importance of Ethics
- b. Advertising Ethics and Minorities
 - Racial
 - Religious
 - Gender
 - Ethnic
 - Caste-based
 - Sexualities
- c. Advertising Ethics for Children and Senior Citizen
- d. Political Advertising
- e. Puffery, Controversial, Subliminal and Surrogate Advertising
- f. Manipulation of Advertising Research
- g. Ethical Watchdogs of Advertising in India- ASCI and AAAI

5. Unfair Trade Practices and the Competition Act

- a. Unfair Trade Practices towards Consumers
- b. Unfair Trade Practices in Business
- c. Competition Bill as a check and control mechanism for Unfair Trade Practices

6. Consumer Rights and Laws

- a. The rise of consumerism and the need for consumer awareness- Government and Non-Government Initiatives
- b. Standardization of Products, practices and processes
 - Need and Relevance of Standardization
 - Standardization Organizations (Indian and International): ISI/BIS, AGMARK, FPO, ISO, CE, FDA, Six Sigma, CMM levels.
- c. Government Initiatives
 - Essential Commodities Act
 - Consumer Protection Act
 - Standards of Weights and Measures Act
 - Standards of Weights and Measures (Packaged Commodities) Act
 - Prevention of Food Adulteration Act
- d. Non-Government Initiatives
 - CERC
 - CFBP
 - CGSI
 - Grahak Panchayat
 - Customer Care Centres and BPOs

7. Advertising and Society

- a. Manipulation by Advertising
- b. Socio-Economic Criticisms of Advertising
- c. Advertising and Social Responsibility

8. Critique of Advertising
 - a. Vance Packard: The Hidden Persuaders
 - b. Naomi Kline: No Logo
 - c. Naomi Wolf: The Beauty Myth
 - d. Naom Chomsky: Understanding Power
 - e. Jean Kilbourne: Can't Buy My Love

Recommended books :

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

FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

Module 6.4 (Advertising)

I. Introduction to Marketing and Advertising Finance

Business Plan - Definition - Components
 Business Plan for Marketing and Advertising Units.
 Financial Plan Its Meaning and importance
 Budgets - Types of Budgets
 Preparing Agency Budget - Sales Budget, Selling and Distribution Cost Budget, Cash Budget,
 Capital Budget using Net Present Value and Pay Back Period methods (theory and application)
 Planning for Agency Funds

II. Long Term Finance -Sources of Long Term Finance

- a) Equity Share Capital - Nature - Merits - Rights of Equity share holders
- b) Preference Share capital - Nature - Types - Merits - Rights of Preference share holders
- c) Retained Earnings - Nature Merits
- d) Debentures - Nature - Types - Merits - Rights of Debenture Holders
- e) Term Loans - Nature - Types - Merits
- f) Lease finance - Nature - Types - Merits.

III. Short Term Finance -

Sources of Short Term Finance
 Working Capital requirements of a Marketing / Advertising unit.
 Working Capital - Nature - Importance
 Factors influencing the determination of working capital requirements.
 Working Capital cycle for a Marketing / Advertising Unit.

IV. Financial Statements -

Meaning - Importance of Financial Statements
 Income Statement - Position statement - Nature and contents (Theory)
 Evaluation of Financial Performance using Ratio Analysis - (Theory and Application) -
 Current Ratio - Debt Equity Ratio - Proprietary Ratio -
 Gross Profit Ratio - Net Profit Ratio (After Tax) Ratio - Operating Ratio -Stock to Working Capital
 Ratio - Debtors Turn over (Times and Period)-Creditors Turn over / Payment Period (Times and
 Period) - Selling & Distribution Expenditure Ratio

V. Marketing Costs

Nature and Importance of Costing in Marketing and Advertising.

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

Classification of costs on the basis of Functions, Traceability to Product and Change in Level of Activity - Concept of Marginal Costing (Theory),

Break even Analysis(Theory and problems)

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

Recommended books :

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

AGENCY MANAGEMENT

Module 6.5 (Advertising)

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

4. **Agency Finances**
 - Sources of income
 - Expenditure heads of an agency
 - Modern systems of financial planning followed by leading agency

5. **Client's evaluation of the agency**
 - Areas of evaluation
 - a. Expertise
 - b. Objectivity
 - c. Dedication
 - d. Staffing and Management

6. **Setting up an Agency:**
 - Nature of agency business
 - Stages in setting up a new business
 - a. Concept development
 - b. Environmental scanning
 - c. Market feasibility
 - d. Financial feasibility
 - e. Making a business plan

7. **Growing the Agency**
 - Agency Business Management
 - New Business Development
 - a. CRM (Customer relationship management)
 - b. Digital advertising
 - Growth with existing clients
 - Growth with new clients
 - Speculative Pitches

8. **Sales Promotion Management**
 - Importance and role in marketing
 - Trade and Retail promotion
 - Consumer Franchise-building versus Non franchise-Building Promotion
 - Consumer Sales Promotion tools
 - a. Sampling
 - b. Coupons
 - c. Refund, Rebates and Premiums
 - d. Combination offer
 - e. Contest and Sweepstakes
 - f. Bonus packs
 - g. Games
 - h. Frequency Programs
 - Trade Sales Promotion tools
 - a. POP
 - b. Trade Allowances
 - c. Sales training program
 - d. Sales shows
 - e. Sponsorships and Event Marketing
 - Measuring the effectiveness of Promotional Tools

Recommended books :

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

THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING

Module 6.6 (Advertising)

1. **Definition and importance of direct marketing**
2. **Economics of direct marketing**
3. **Growing importance of Direct marketing in IMC mix**
4. **Understanding the Direct Marketing business :**
 - Database marketing - Relationship marketing - Interactive marketing
 - Differerentiation from other forms of marketing
 - Strengths of direct marketing
 - Weakness of direct marketing
 - Stand -alone marketing channel or part of a multi-media strategy
 - Relationship to the total marketing mix
 - Highly personalized messages and offers
 - Building Relationship value of brands
 - How is the direct marketing industry organized and why
5. **Direct marketing strategies**
 - Customer level databases and lists, and how they are used to profile, segment and prospect (for new) customers
 - Sources of and uses for/of “electronic” data
 - Database marketing techniques – potential and limitations.
 - Database marketing on the Internet
 - Setting up a database for database marketing
 - Steps in developing a database
 - Managing the database
 - Creating for DM – making the messages personal
6. **Direct marketing concepts**
 - Lifetime value of the customer (LVC)
 - List selection, prospecting
 - Market segmentation
 - Defining target markets for individual mediums and strategies
 - Product customization

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

Response modeling and experimentation

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

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

Research and organization of usable data

7. Various direct marketing methods and media

Person to person selling - Group selling - Direct mail - Direct response television
Direct response Print Advertising - Catalogs
Internet - Telemarketing - Inserts - Videos - e-mail
Trade shows
Preparing Direct marketing plan
Preparing an integrated DM Plan
Marketing plans
Media strategies
Sales promotions
Public relations
Global

8. Future of direct marketing current and future Scenario

Global Direct Marketing: the current state and future
Future prospects for database marketing in India
Barriers preventing more extensive use of database marketing
Current laws regarding direct marketing
Privacy : the key issues

9. Customer relationship management

The importance of CRM
Studying the customer mix and managing the key customers
Customizing products to different needs
Planning and developing customer relationships

Recommended books :

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

THIRD YEAR - SEMESTER VI (JOURNALISM)

- 6.1 Contemporary Issues
- 6.2 Press Laws and Ethics
- 6.3 Broadcast Journalism
- 6.4 Internet and Issues in the Global Media
- 6.5 News Media Management
- 6.6 Niche Journalism I & II

CONTEMPORARY ISSUES

Module 6.1 (Journalism)

PRESS LAWS AND ETHICS

Module 6.2 (Journalism)

A. Press Laws

Introduction to Laws

- Constitutional Law
- Statutory Law
- Judgement Law
- Customary Law
- Substantial and Adjectival Law

Brief history of press freedom in India

Need for an autonomous regulatory body

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

Indian Constitution Study of Article 19

Indian Penal Code

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

Defamation (Civil and Criminal),

Obscenity, Sedition, Contempt of Court, Invasion of Privacy

Classification of Laws:

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

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

Official Secrets Act: Implications

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

Contempt of courts Act, 1971

Act 361 Indian Constitutional Privilege Rules and regulations for covering legislature How government can misuse privilege issue to harass the media

Working Journalists Act Its effectiveness in current scenario Wage boards contract system

Other Laws aimed at curbing press freedom

- Newsprint supplies control
- Newspaper (Price and Page Act) of 1956
- Newspaper (Price Control Act) of 1972

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

Introduction of The Indian Evidence Act 1872

What is evidence, the types of evidence, those which are applicable in a court of law and those which are not Obtaining documents under Right to Information Act.

Primary, secondary, direct, indirect evidence Importance of documentary evidence

B Ethics

Advertiser and Ownership influence and interference

Conflict of interest

How Much Shock value in journalism

Fakery and fabrication of news

Cheque book journalism

Need to protect identity of sources

Recommended Books :

1. Law of the Press by Durga Das Basu Prentice Hall of India, publishers
2. Facets of Media Law by Madhavi Goradia Divan, Eastern Book Co., Lucknow
3. News Broadcaster's Association Code of Ethics
4. Prasar Bharati

BROADCAST JOURNALISM

Module 6.3 (Journalism)

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

Recommended books :

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

INTERNET AND ISSUES IN THE GLOBAL MEDIA

Module 6.4 (Journalism)

I Global journalism

Agents of global journalism – internet, international news agencies, international broadcasting

A] Internet journalism

1. Internet journalism
 - Journalism in 'real time'
 - Interactivity
 - Global – problem of global audiences
 - Democratizing communication – Vertical to horizontal communication
 - Shift from news gathering to news packaging/ information packaging
2. Reporting and editing for the net
 - Difference between newspaper writing and writing for the net
 - Brevity and providing appropriate links
 - Special internet writing on the net
3. Developing your own web site
 - Target audience
 - Content and services developing
4. Internet design
5. Issues of authenticity, propaganda and regressive communication on the net; lack / failure of regulatory laws
6. Access to primary documents of government and international agencies; global platform for activist groups

B] News Agencies

7. International news flow
 - The global news agencies
 - Growing global monopolies and their impact on news
 - NWICO, Mac Bride report
 - Non-aligned news agencies and their downfall
8. Politics of representation of the 'third world' in international press
 - Political or ideological bias
 - Cultural bias

9. International reporting

10. Reporting International politics

- International conflict – Bosnia
- Disasters
- Poverty – Ethiopian famine
- Reporting national events internationally

11. Challenges to international journalism

- Problems of parachute journalism'
- The need for depth research
- Operating in hostile conditions

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

13. Asian region and the need for greater connectivity

- Focus on agencies in Asia
- Case study of Japan which has the greatest rate of news diffusion world –wide
- China and state control of news
- India – mixed pattern

Recommended books :

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

NEWS MEDIA MANAGEMENT

Module 6.5 (Journalism)

1. Types of ownership and their agendas
2. Ideal management structure to ensure free flow of information, informed comment and analysis for an ideal newspaper or broadcast channel
3. Management role in ensuring editorial freedom.
4. Organisational structure, delegation of responsibilities and coordination between departments
5. Financial management
 - a. Break up of expenditure for the year
 - b. Raw material costs, human resource inputs, various allocations
 - c. Fixed and variable costs
 - d. Unforeseen factors
6. Specialized training for skilled workers, HRD
7. Marshalling resources, augmenting advertising revenues, without compromising quality or commitment to high, professional standards.

8. Marketing strategies:
 - a. Meeting consumer demands without pandering to baser instincts.
 - b. Public relations, brand building
 - c. Identification with readers'/ viewers'
 - d. Eschew exaggeration or debasement of truth, honesty or professional integrity
 - e. Creation of goodwill, brand building
 - f. Sales promotion
9. Challenges of globalization, liberalization
 - a. Foreign Direct Investment [FDI]
 - b. Convergence
 - c. Cross – media ownership
 - d. Digital revolution and its impact on media
 - e. Commercialisation of media
10. Legal aspects
 - a. The pres and registration of Books Act 1867
 - b. Company Law as applicable to media
11. Case Studies
 - a. BBC
 - b. 'Eenadu', 'Malayala Manorama', 'Loimat' and 'Rajasthan Patrika', BBC, ETV and CNN IBN for their marketing and development strategies
 - c. Organisational bodies: IENS, NRS, ILNA, ABC

Recommended books :

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

BUSINESS AND MAGAZINE JOURNALISM

(combination of Niche I and II) Module 6.6 (Journalism)

- 1 Growing importance of business journalism, a brief history.
- 2 The structure of financial management in the country starting with the Finance Minister, rest of the bureaucracy, RBI governor, Planning Commission, SEBI, Banking sector
- 3 The Budget preparation and presentation, factors influencing the annual budget, role of subsidies and foreign exchange reserves
- 4 Companies, balance sheets, AGMs window dressing of balance sheets, the loopholes (the case of Satyam)
- 5 Stock exchange, Sensex and its ups and downs, need for stricter monitoring, how to cover Stock Exchanges, qualities of a good stock exchange reporter.

- 6 Ethics for business journalism. Should it be a watch dog or servant of business houses?
Role of freebies, junkets, five star attractions and need to resist them
- 7 Magazine journalism: The Indian scene, eclipse of the general interest magazines, stagnation of news magazines, scope for special interest magazines. The role of the consumers purchasing power more important than editorial content
- 8 Magazines during post emergency boom Success of 'India Today'. How can magazines compete with the challenge posed by TV which now covers sports, celebrities, life style, news and business. How to find out if there is a niche for new magazines. Comment on Travel, Health, Technology and career-guidance magazines
- 9 Western craze among glossy women's magazines, Better fare offered by regional women's magazines
- 10 Writing and editing for magazines, special skills needed. Importance of the rewrite desk
- 11 Role of Alternative media to deal with people's issues. Scope for magazines devoted to environment and civic issues