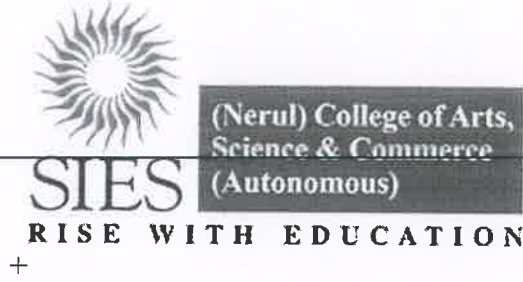


AC: 22/02/2025

Item No.: 1.1.6



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	V and VI (Journalism)
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner

DATE: 22ND February 2025

Signature:


Dr. Koel Roychoudhury
AC Chairperson




Mr. Mithun Pillai
HOD

Sri Chandrasekarendra Saraswathi Vidyapuram, Plot I-C, Sector V, Nerul, Navi Mumbai - 400706 India
Tel No: 61196409, 61196410, 61196402, 61196413, 61196414, 61196415, 27708371 Fax No: 022-27713356,
Email: ascnsies@sies.edu.in /siesascn@yahoo.in Website: www.siesascn.edu.in



SIES

RISE WITH EDUCATION

(Nerul) College of Arts,
Science & Commerce
(Autonomous)

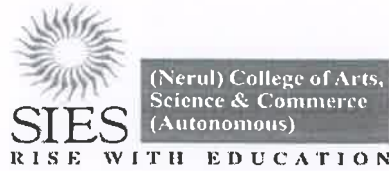


SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	V and VI (Journalism)
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner





SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

(Affiliated to University of Mumbai)

RE-ACCREDITED GRADE "A" BY NAAC (3rd CYCLE)

BOARD OF STUDIES

SYLLABUS FOR

B.A.M.M.C (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Students should acquire Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.



PROGRAM OUTCOMES

- 1.The learners should develop critical thinking skills, professional writing skills and effective oral communication skills.
- 2.The students should develop an awareness of current events and gain understanding of constitutional values and the Indian political system.
- 3.The students should develop skills in enabling them to work in a digital interconnected society.
- 4.The learners will gain skills in designing and visual communication enabling them to creatively work in the advertising industry.
- 5.The learners will gain awareness of Indian Knowledge systems including gaining insight into roots of Indian culture and Society.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Learners should **develop awareness of current trends** through innovative projects and presentations assigned to students.

PSO2: The Learners will be able to **demonstrate proficiency in reporting, writing, editing, and presenting** for print, broadcast, and digital media, while upholding ethical standards, accuracy, and social responsibility in both Indian and global contexts.

PSO3: The Learners will be able to **adapt and apply emerging technologies**—including social media, AI-driven tools, and immersive platforms—to innovative storytelling, strategic communication, and audience engagement in a rapidly evolving media environment.

PSO4: The Learners will be able to **conduct media research, critically analyze communication policies, and evaluate the role of mass media** in shaping public opinion, culture, and democracy, with particular emphasis on the Indian socio-political landscape.



SEMESTER V JOURNALISM			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	U25MMCJ5MJ01	04	Reporting
2	U25MMCJ5MJ02	04	Journalism and Public Opinion
3	U26MMCJ5MJ03	02	Ancient India: History and Society-II
II	Major Elective Specific Course		
1	U25MMCJ5MJE01/ U25MMCJ5MJE02	04	Indian Regional Journalism/ Legal Environment and Journalism
III	Minor Department Specific Course		
1	U26MMCJ5MI01	04	Mass Media Research
IV	Vocational Skill Course		
1	U26MMCJ5VSC01	02	Lifestyle Journalism
V	Field Project		
1	U26MMCJ5FP01	02	Field Project
TOTAL CREDITS		22	



REPORTING

COURSE CODE: U25MMCJ5MJ01

1 credit - 15 lectures

COURSE CREDIT:4

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. Equip students with foundational knowledge and practical skills necessary to work effectively as reporters.
2. To make students understand the basic ethos of the news and news-gathering.
3. Teach students the essential structure and style of news writing, including the inverted pyramid and news leads.

COURSE OUTCOMES:

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand the basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.

Sr. No	Syllabus	No. of lectures
1	<p>Concept Of News: Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?</p>	15
2	<p>News Gathering: Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. Use of AI in data collection: benefits, limitations, ethical considerations.</p>	15
3	<p>Beats System in Reporting: What is the beat system, why is it necessary, how does it help, What are the requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.</p>	10
4	<p>Coverage of Disasters: Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala</p>	10



	flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	
5	<p>Case studies: Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	10

Syllabus designed by:

Dr Divya N

Mr Mithun Pillai

REFERENCES:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and John Vivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Journalism and Public Opinion

COURSE CODE: U25MMC.J5M.J02
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

1. To understand the role of media in influencing and impacting public opinion.
2. To analyze the formation of Public opinion through digital and social media.
3. To analyse the impact of the media on public opinion on socio-economic issues.
4. To make students aware of theoretical framework of research on media and society.

Course Out comes:

1. Students will understand the role of media in influencing and impacting public opinion.
2. Students will analyse the formation of Public opinion through digital and social media.
3. Students will analyse the impact of the media on public opinion on socio-economic issues.
4. Students will be aware of theoretical framework of research on media and society.

Sr. No	Syllabus	No. of lectures
01	<u>UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.</u> Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion. Media theories- Walter Lippman - Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere, Paul Lazarsfeld -Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	15
02	<u>MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.</u> Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns- Presidential Elections in USA and Indian General Elections (2019,2024) Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	15
03	<u>MEDIA'S COVERAGE OF WARS AND CONFLICTS.</u> Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan. War on terror-International conflicts in Ukraine, Israel, Afghanistan, Iran and North Korea. India- China conflict and conflicts between major world powers	15



04	<p>MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.</p> <p>Portrayal of Women in Media.</p> <p>Representation of LGBTQ community in the media.</p> <p>Representation of Dalits, Tribals and Economically weaker sections of Society.</p> <p>Digital media and its impact on Political culture.</p> <p>Use of WhatsApp, twitter and Facebook to promote fake news</p> <p>Social media and its impact on culture.</p>	15
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BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal

2. Prof. Mithun Pillai

References:

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: "2014: The Election that Changed India" .
5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media"
6. Lalles John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Election. – acadademia.edu.
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15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
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19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareth Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth,
24. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Ancient India: History and Society-II

COURSE CODE: U26MMCJ5MJ03

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To acquaint the students with different sources of Ancient Indian History.
2. To enable the students to understand the political developments in the period of study.
3. To enable the students to understand the socio economic and cultural developments in the period under study and appreciate the rich cultural heritage in India.

Course Outcomes:

1. Students will be aware of ancient Indian history.
2. Learners will be acquainted with rich Indian Heritage
3. students will be able to practise indian values and ethos in the present world.

S No	Syllabus	No of lectures
1	Gupta and Vakataka Age (320 A.D. to 600 A.D.) 1. Imperial Expansion and Administration 2. Classical Age – Literature, Art and Architecture	10
2	India in the Post-Gupta Period (600 A.D. - 1000 A.D.) 1. Rein of Harshavardhan 2. Invasions of Hunas, Arabs & Rise of Rajputs	10
3	Major Dynasties of Deccan & South India 1. Chalukyas of Badami and Rashtrakutas 2. Pallavas and Cholas	10

Syllabus designed by: Mr Mithun Pillai.

References:

1. Agarwal D.P., The Archaeology of India, (Delhi Select Book Services) Syndicate, 1984.
2. Allchin-B-Zidget and F. Raymond, Origin of a Civilization– The History and early Archaeology of South Asia, (Delhi Oxford and IBH), 1994.
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5. Chakravarty Uma, The Social Dimensions of Early Buddhism, Munshiram Manoharlal, Delhi, 1996.
6. Jha, D.N, Ancient India in Historical Outline, Motilal Banarasidas, NewDelhi, 1974
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12. Nandi R.N., Social Roots of Religion in Ancient India, (Kolkata K.B. Bagchi), 1986.
13. Nilkantha Shastri, A History of South India, Madras, 1979
14. Pannikar K.M., Harsha and His Times, D.B. Taraporewalla Sons and Co. Bombay,1922.
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16. Pathak, V.S., Historians of India (Ancient India), Asia Publishing, Bombay. 1966. · PossellG.L.ed., Ancient Cities of the Indus, Vikas, Delhi, 1979.
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Delhi, 1981.

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SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



Indian Regional Journalism

COURSE CODE: U25MMCJ5MJE01
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

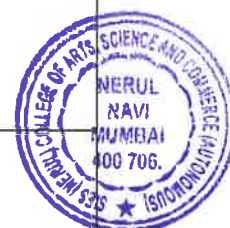
Course Objectives:

1. To Study the history and role of Indian press other than in English.
2. To Understand the contribution and role of certain publications and stalwarts of regional media.
3. To analyse the state of the regional press and television of today.
4. To analyse the connections and impact between the regional press and Political System.

Course Out comes:

1. Students will understand the significance of the history and role of the Indian press other than in English.
2. Students will understand the contribution and role of certain publications and stalwarts of regional media.
3. Students will analyse the state of the regional press and television of today.
4. Students will analyse the connections and impact between the regional press and Political System

Sr. No	Syllabus	No. of lectures
01	<p>Evolution of press in pre independence India.</p> <p>Raja Rammohan Roy- Bal Gangadhar Tilak, KP Kesava Menon, Maulana Abdul Kalam Azad, M.K .Gandhi, B.R. Ambedkar, Govind Talwalkar S. Sadanand</p> <p>Regional press during the British Raj: an overview.</p> <p>Hindi Press, Birth and earliest publications, Role during the freedom movement, Role in social reforms, Evolution post-1947-Hindi media today (overview)</p>	15
02	<p>Marathi Press- Role during the freedom movement- Role in social reforms and shaping cultural identity -Contribution of Kesari- Evolution post 1947- Role in the Samyukta Maharashtra Movement - Marathi media today (overview) Ø Sakal. Samna and Lokmat.</p> <p>Bengali Press- Earliest publications Ø Role in social reforms and renaissance Ø Role during the freedom movement Ø Amrit Bazar Patrika, Anand Bazar Patrika Ø Bengali Media today (overview)</p>	15
03	<p>Malayalam Press-Birth and earliest publications-Role during freedom struggle and social awakening Ø Malayalam Manorama and</p>	15



	<p>Mathrubhumi Malayalam media today(overview)</p> <p>Telugu-Evolution & Development- Eenadu</p> <p>Tamil-Evolution & Development-Tamil media today (overview)</p>	
04	<p>Urdu- Birth and growth pre 1947-Contribution of Al Hilal-Role in freedom movement Press-Role in social reforms and establishing cultural identity -Urdu press today.</p> <p>Comparison of English and regionalism journalism. Difference in Impact, Reporting, Editorial policy, Reach.</p> <p>Regional television channels- Growth, Content, Ownership, Political patronage.</p> <p>Increasing ownership and dominance of families with political connections over regional newspapers</p>	15

BOS SYLLABUS COMMITTEE MEMBERS

- 1. Prof. Renu Nauriyal**
- 2. Prof. Mithun Pillai**
- 3. Prof. Tejal Shinde**

References:

- 1. Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 2000**
- 2. Journalism in India, Rangaswami Parthasarathy, Sterling Publishers, 1997**
- 3. P.K Ravindranath : Indian Regional Journalism, Author-press.**
- 4. A History of the Press in India. Natrajan, S. Bombay: Asia Publishing House, (1962)**
- 5. India Another Millennium. New Delhi: Viking. Thapar, Romila (ed.) (2000)**
- 6. Liberty or Death: India's Journey to Independence and Division, Patrick French, Harper Collins, 1997**
- 7. Media Democracy: How the Media Colonize Politics. Meyer, Thomas & Hinchman, Lew, Polity, Blackwell Publishing Ltd., Oxford. (2002)**

Articles:

1. During the Emergency only three newspapers put up a semblance of resistance, <https://www.indiatoday.in/magazine/nation/story/19770415-during-the-emergency-only-three-newspapers-put-up-a-semblance-of-resistance-818860-2015-04-22>, April
2. Emergency: The Dark Age of Indian democracy, The Hindu, June 26, 2015. [Http://www.thehindu.com/specials/in-depth/the-emergency-imposed-by-Indira-Gandhi-government/article7357305.ece](http://www.thehindu.com/specials/in-depth/the-emergency-imposed-by-Indira-Gandhi-government/article7357305.ece)
3. 40 years on, those 21 months of Emergency, Amrith Lal, Indian Express, July 20, 2015. <http://indianexpress.com/article/explained/40-years-on-those-21-months-of-emergency/>
4. Himmat' during the Emergency: When the Press crawled, some refused to even bend, Kalpana Sharma, Scroll.in., June 2015.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



LEGAL ENVIRONMENT AND JOURNALISM

COURSE CODE: U25MMCJ5MJE02
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

1. To enable students to understand the legal environment.
2. To Inculcate ethical responsibilities in media students
3. To enable students to face the challenges of fake news and information disorder.

Course Out comes:

1. Students will understand the laws that impact the media
2. Students will imbibe and apply the ethical responsibilities of the media.
3. Students will appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

Sr. No	Syllabus	No. of lectures
01	Laws relating to media freedom Article 19 (1) (a) of Indian Constitution, Article 19(2). Introduction to BNS and BNSS. Laws related Defamation, Sedition, Obscenity. Laws related order to Public order.	15
02	Laws relating to media freedom Contempt of Courts Act 1971 Contempt of Parliament Whistleblowers Protection Act Press and Registration of Books Act Information Technology Act	15
03	Laws relating to media freedom Official Secrets Act, Right to Information Act, Process of filing RTI The Copyright Act, the application of copyright. Intellectual Property Rights. Right to Privacy and its violation by the media.	15
04	Media Ethics Why is ethics important? Social responsibility of media Core principles of journalism: Accuracy, Objectivity, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency, Balance. Ethics and sting operation. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation. Fake News, Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	15



BOS SYLLABUS COMMITTEE MEMBERS

- 1. Prof. Mithun Pillai**
- 2. Prof. Renu Nauriyal**
- 3. Prof. Surya Gune**

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results. <https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The Guardian. <https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis>
12. Ball, J. (2017). Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

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2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



MASS MEDIA RESEARCH

COURSE CODE U26MMCJ5MI01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

1. This course aims to introduce students to the fundamental concepts, scope, and significance of mass media research.
2. It seeks to develop an understanding of research processes, research designs, data collection methods, and content analysis in media studies.
3. The course also aims to familiarize students with the practical application of research in print, broadcast, advertising, public relations, and new media while emphasizing ethical considerations.

Course Outcomes

1. On successful completion of the course, students will be able to explain key concepts, methodologies, and tools used in mass media research.
2. Students will be able to apply basic research techniques to collect, analyze, and interpret media-related data.
3. Students will be able to evaluate media research findings for professional media practices while adhering to ethical standards.

Sr. No	Syllabus	No. of lectures
01	Module-1 - Research In Media Introduction to mass media research <ul style="list-style-type: none">○ Relevance, Scope of Mass Media Research○ Role of research in the media○ Steps involved in the Research Process○ Qualitative and Quantitative Research○ Discovery of research problem, identifying dependent and independent variables,○ developing hypothesis Research designs <ul style="list-style-type: none">○ Designs: Exploratory, Descriptive and Causal.	20

02	Module-2 – Steps in Research Literature review Research methodology Data – collection <ul style="list-style-type: none">a) Primary Data – Collection Methods (Depth interview, Focus group, Surveys,b) Observations, Experimentations)c) Secondary Data Collection Methodsd) Designing Questionnaire and measurement techniques (Types and basics of questionnaire, Projective technique, Attitude measurement scales) Content analysis	20
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	<ul style="list-style-type: none"> a) Definition and uses b) Quantitative and Qualitative approach c) Steps in content analysis d) Devising means of a quantification system e) Limitations of content analysis <p>Sampling process</p>	
	Data Tabulation and Research report format	
03	<p>Module-3 - Application of research in mass media</p> <ul style="list-style-type: none"> a) Readership and Circulation survey b) TRP c) RRP d) Audience Research e) Exit Polls f) Advertising Consumer Research <p>The Semiotics of the Mass Media.</p> <ul style="list-style-type: none"> a) What is semiotics in media? b) Why is semiotics important? c) What are codes in semiotics? d) d. Semiotics and media 	10
04	<p>Module-4 - Application of Mass Media Research</p> <p>Application of Mass Media Research in Media</p> <ul style="list-style-type: none"> a) Research in Print Media b) Research in Advertising c) Research in Public Relations d) Research in Broadcast Media e) Media Research and New Media f) Ethical issues and considerations in mass media research <p>Basic media consumption theories based on past researches.</p>	10

Syllabus designed by:
Dr. Divya Nair
Dr Hanif Lakdawala

References:

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



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Lifestyle Journalism

COURSE CODE: U26MMCJ5VSC01
1 credit - 15 lectures

COURSE CREDIT: 02
1 lecture is 60 minutes

Course Objectives:

1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.
2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.
3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century.
4. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.
5. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests

Course Outcomes:

1. The students will be knowledge about lifestyle journalism as a profession
2. The students will be prepared practically to cover lifestyle reports
3. The students will embody the ethics related to perform lifestyle journalism

Syllabus			
Sr. No.	Module	Details	Lectures
1.	INTRODUCTION TO LIFESTYLE WRITING	<ol style="list-style-type: none"> 1. Lifestyle writers have a very niche audience. Who are we writing for? 2. Lifestyle Journalist should know the publication house and audience 3. Lifestyle News, critique/review/ evaluate on stories from magazines 4. Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers) 5. Source of Lifestyle stories 	6
2.	WORDS, PICTURE, STORY AND EDITING	<ol style="list-style-type: none"> 1. What is good Lifestyle writing? 2. Use of Pictures and Graphics, finding and focusing your story 3. Crafting and structure – the beginning, middle, and end 4. Reporting and Interviewing. Feature leads, Lifestyle Columns 5. Rewriting and self-editing 	6
3.	TYPES OF LIFESTYLE WRITING	<ol style="list-style-type: none"> 1. Review : Art show, Movie, Theatre Performance, Book 2. Travel : Various types of Travel writings <ol style="list-style-type: none"> a. environmental and eco-tourism 3. Food : Street, Restaurant food, Food festival, Restaurant review 4. Health and Fitness : Gym, Yoga, various new forms of workout 5. Other forms: Fashion, Garden, Home and General Tips and guidelines 	6



4.	ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM	<ol style="list-style-type: none"> 1. Fashion, Gender and Social Identity 2. The impact of fashion bloggers and magazines on the society 3. E-fashion markets defining the trends amongst the youth 4. Cinemas in the past and in today's world 	6
		<ol style="list-style-type: none"> 5. Role of Music's Fashion in the society 	
5.	LIFESTYLE AND ROLE OF SOCIAL MEDIA :	<ol style="list-style-type: none"> 1. The power of marketing in the contemporary fashion world 2. Labelling and branding: The power of representation 3. Shakespearian theatre and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends 4. The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines 	6
Total Lectures			30

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. Abhishek Dandekar
2. Renu Nauriyal

References:

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



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

~~Internal assessment 40% i.e.20 marks~~

Semester end examination 60% i.e.30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



FIELD PROJECT

COURSE CODE: U26MMCJ5FP01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To understand the role of research in the development and evaluation of multimedia content.
2. To familiarize students with various research methodologies and techniques applicable to multimedia studies.
3. To develop critical thinking and analytical skills in evaluating multimedia research literature.
4. To enable students to design and conduct their own multimedia research projects.

Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of key concepts and theories relevant to multimedia research.
2. Evaluate and critique multimedia research studies based on methodological rigor, validity, and reliability.
3. Formulate research questions and hypotheses related to multimedia content, audiences, and technologies.
4. Design and implement research methodologies suitable for studying multimedia phenomena.
5. Collect, analyze, and interpret quantitative and qualitative data in the context of multimedia research.
6. Communicate research findings effectively through written reports and oral presentations.
7. Apply ethical principles and guidelines in conducting multimedia research and reporting results.



Sr NO	Syllabus	No. of lectures
	Module 1- Introduction to Multimedia Research	10
	<p>Overview of multimedia research, Importance of research in multimedia production and consumption, Key concepts and theories in multimedia studies.</p> <p>Research Design and Methodology-Formulating research questions and hypotheses, Quantitative vs. qualitative research methods, Experimental, survey, case study, and ethnographic research designs</p>	
	Module 2 -Research Methodology, Data Collection and Techniques.	10
	<p>Data Collection Techniques-Sampling methods and sample size determination, Questionnaire design and survey administration, Interviewing techniques and focus group discussions</p> <p>Data Analysis and Interpretation -Descriptive and inferential statistics, Qualitative data analysis techniques (thematic analysis, content analysis, etc.), Interpreting research findings and drawing conclusions.</p>	
	Module 3- Multimedia Audience Research and Research Report	10
	<p>Multimedia Audience Research -Understanding multimedia audiences, Audience segmentation and profiling, Audience measurement techniques (ratings, analytics, etc.), Ethical Considerations in Multimedia Research - Research ethics and integrity, Informed consent and confidentiality, Ethical issues in multimedia content production and consumption.</p> <p>Multimedia Research Project-Proposal development and research project design, Data collection, analysis, and reporting, Presentation of research findings</p>	

Syllabus designed by:
Dr Divya Nair



References

1. Research Methodology by Kothari
2. "Mass Media Research: An Introduction" by Roger D. Wimmer and Joseph R. Dominick
3. "Research Methods in Media Studies" by Arthur Asa Berger
4. "Introduction to Social Research: Quantitative and Qualitative Approaches" by Keith F. Punch
5. Media Effects Research: A Basic Overview" by Glenn G. Sparks

The scheme of examination shall be divided as follows:

- **Comprehensive Internal assessment 100% i.e. 50 marks**

Description	Marks
Research proposal, Literature review critique and Methodology Discussion, Research project Presentation of research findings Project and VIVA	20
External Viva Voce Examination	30
Total	50

Passing criteria: Minimum 40% (20 out of 50) in Comprehensive Internal Assessment.



SEMESTER VI			
JOURNALISM			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	U25MMCJ6MJ01	04	Editing
2	U25MMCJ6MJ02	04	Newspaper and Magazine Design
3	U25MMCJ6MJ03	02	Fake news and Fact Checking
II	Major Elective Specific Course		
1	U25MMCJ6MJE01 / U25MMCJ6MJE02	04	News Media Management/ Investigative Journalism
III	Minor Department Specific Course		
1	U26MMCJ6MI01	04	Corporate Communication and Public Relations
IV	On the Job Training		
1	U25MMC6OJT01	04	On the Job Training
TOTAL CREDITS		22	



EDITING

COURSE CODE: U25MMCJ6MJ01

CREDIT:4

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. To provide learners with tools and techniques of editing and writing.
2. Explore Different Media Forms and Styles.
3. Students will learn how to adapt editing techniques for a variety of media forms

COURSE OUTCOMES:

1. Students will be able to craft compelling visual narratives by editing for story continuity, emotional pacing, and rhythm.
2. Students will show proficiency in adapting editing styles to suit different media formats

Sr. No	Syllabus	No. of lectures
1	Tools and Techniques of Editing: Brevity Brevity: the soul of communication Eliminating redundancy in communication .Functional Grammar Refreshing Grammar, Common Errors. Word power: Working with words . Punctuations For media usage .Style book: Use of numbers, abbreviations, names and terms	15
2	News Sense Finding the right story angle ,Writing headlines, captions, leads and intros. Podcast Writing for the ear. Net cast Writing for visuals Web writing Story Compiling Difference between writing for print and real time writing	15
3	Ethical considerations in editing for print Proofreading and copyediting for accuracy, clarity, and grammar Editing photographs and captions.Importance of typography, font choice, and spacing The role of an editor in page layout Design principles for newspapers and magazines	15
4	Understanding the Newsroom Process The editorial workflow in a print newsroom vs. a digital newsroom Roles and responsibilities of editors, reporters, and producers The importance of deadlines in news editing Collaboration between journalists and editors in print and digital formats Managing Digital Content Video editing Editing and uploading content to websites, apps, and social media The impact of live reporting and breaking news on digital editing	15

Syllabus Designed by:

Dr Divya N

Ms. Renu Nauriyal



REFERENCES:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



Newspaper & Magazine Design

COURSE CODE: U25MMCJ6MJ02

1 credit - 15 lectures

CREDIT:4

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. Equip students with a comprehensive understanding of the entire print media production process.
2. Enable students to develop skills in crafting and reconstructing headlines
3. Provide students with hands-on experience in industry-standard design and editing software

COURSE OUTCOMES:

1. The learner is required to understand the process of print media production since the content collection to the final print ready layout.
2. Learners should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
3. Learners are expected to develop software skills to be employable in industry.
4. Learners shall develop the aesthetic vision and understand the discipline behind a layout.

Sr. No	Syllabus	No. of lectures
1	Design and Layout basics Elements of design Point, Line, Shape, Size, Tone, Colour, Texture, Space Principles of Design Proportion, Contrast, Harmony, Balance, Harmony, Unity Rules of Layout Alignment, Proximity, Emphasis, Syntax, Visual path Grid and Page setup Page size, Space division, Creating template, Margins, Master Pages Creating master pages, Margins, Page numbering, Columns, Footer space.	15
2	Editing and Terminology. Page division National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) Rewriting / recomposing headlines, Creating decks, Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts, Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers Type of Content Anchor story, Lead, Tombstoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback. Errors Widow, Orphan, Dog leg, Buried story	15
3	Typography and Visual aids. Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting Measurements Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense. Visual indicators Indentation, Dropcap, Inset, Alignment, Hyphenation Text path Curvilinear, Baseline, Shift, Warp text, Text in shapes: Text to Box Picture in text, Texture in text, Text effects, Shadow, outline,	10



4	Working on Project Quark or InDesign Workspace Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking, Toolbox Text, Picture, Shape, Table, Transparency, Line, Panels Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text, Picture treatment Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	10
5	Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips, Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads Flat plan Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction Rough Layout Rough idea of layout, Conceptualization, Judging weightage of pictures and text Logic of Cover design Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story Pagination and Print ready Sequencing for printing, Form, Cut marks, Alle	10

Syllabus designed by:

Tejal S.

Renu Nauriyal

Abhishek D.

REFERENCES:

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

SCHEME OF EXAMINATION:

Evaluation Pattern:

Description	Marks
Activity related work such as Attending lectures	10
Practical sessions	10
Designing newspaper and magazine in software	10
Maintenance of work records and submission of content plans	10
Presentations/ Viva-voce by External examiner	60



Fake News and Fact Checking

COURSE CODE: U25MMCJ6MJ03

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To give students a thorough knowledge of information literacy and media.
2. To give students a hand on knowledge on fact checking.
3. To give students a practical overview of social media verification.

Course Outcomes:

1. Students will understand the differentiation between real news and fake news.
2. Students will be aware of information disorders.
3. Students will be able to apply the concept of information literacy.

Sr. No	Syllabus	No. of lectures
1	<p>Introduction</p> <p>Definition: News and Fake News, Evolution of Fake News, Impact of fake news</p> <p>News Integrity Journalistic Integrity and News Production.</p> <p>Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda Information Disorder: News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory</p> <p>Digital Technology: Digital convergence transforming content commissioning, production, publication and distribution</p> <p>Social Media Platforms Different Social Media Platforms.</p> <p>Source credibility -Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.</p>	10
2	<p>Fact Checking</p> <p>Fact-checking organizations around the world Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario.</p> <p>Basic image verification, Common types of false imagery and basic verification steps, Advanced Verification-Approaches for content analysis, including metadata analysis and Geolocation of News</p> <p>Reverse Image Search- Reverse Image Search using most reliable</p>	10



	websites such as Google Reverse Image Search, TinEye, RevEye	
3	<p>Social Media Verification</p> <p>1.Verification tools YouTube Data Viewer using most reliable websites such as Amnesty’s YouTube Data Viewer, InVID, News Check 2.Account Analysis Facebook and Twitter (X) account analysis : fake news generated on social media platforms 3.EXIF Viewer EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture</p>	10

Syllabus designed by: Mr. Mithun P

References :

1. Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
2. Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
3. Edward Lucas and Peter Pomerantsev: "Winning the Information War"
4. Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"
5. Tejeswi Pratima Dodda & Rakesh Dubbudu Factly Media & Research Countering Misinformation Fake News In India, 2019.
6. News Verification Guide by Tom Trewinnard © The Centre for Media Studies at SSE Riga, 2017.
7. The psychology of fake news Edited by Rainer Greifeneder, Mariela E. Jaffé, Eryn J. Newman, and Norbert Schwarz, First published 2021 by Routledge.
8. Fake News and Fact Checking by Vibha Singh and Divit Mallah, Himalaya Publishing,2023.



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.



NEWS MEDIA MANAGEMENT

COURSE CODE: U25MMCJ6MJE01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To introduce students to the roles, structure, and functions of an organization, helping them understand its responsibilities and operations.
2. To provide students with the tools to analyze individual media businesses and comprehend the economic factors driving the media industry.
3. To equip students with practical skills in content marketing using journalistic and digital techniques.
4. To explore the evolution of media over recent years, focusing on key trends and developments in the industry.

Course Outcomes:

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

Sr. No	Syllabus	No. of lectures
	Module 1- Introduction	15
	Making News: Truth, Ideology and News work Legacy Media Broadcast Media Overview and Print Publishing Overview A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: News media as business enterprise □ Proprietary concerns □ Types of ownership	
	Module 2-. Organizational Structure	20
	□ Hierarchy □ Decision making □ Inter-relationship between departments Human Resource development Specialized training for skilled workers Financial Management Cost and Profitability □ Costing classification and allocation □ Nature of cost □ Factors affecting cost □ Fixed and variable costs Challenges of Globalization and Liberalisation a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media Understanding Company Law Press and Registration of Books Act □ Relevant aspects of Company Law	



	Module 3- Resource and supply chain, and marketing techniques.	15
	Resource and supply chain <input type="checkbox"/> Newspaper <input type="checkbox"/> Technology <input type="checkbox"/> Production process Managing Resources <input type="checkbox"/> Advertising revenue building and maintenance <input type="checkbox"/> Circulation revenue <input type="checkbox"/> Ways to cut cost and boost revenue Marketing techniques <input type="checkbox"/> Brand building <input type="checkbox"/> Public Relations i. Newspaper's relation to its community ii. Understanding the target audience iii. Building goodwill iv. Promoting the newspaper's / site's services v. Sales promotional activities <input type="checkbox"/> Role of research and readership surveys <input type="checkbox"/> Sales forecasting and planning <input type="checkbox"/> Advertising the newspaper / website I channel <input type="checkbox"/> Becoming a digital media brand	
	Module 4- Disruptive Technology, Media Business Models and Case Studies	10
	1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 2) Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	

References:

1. Ben Badgikian: Media Monopoly
2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Advertising and Integrated Marketing Communications, (Kruti Shah)
4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
6. Understanding Company Law, (Alstair Hudson)
7. Newspaper organization and Management (Rucket and Williams)
8. News Media Management: Mr P.K Ravindranath
9. Print Media Communication and Management by Aruna Zachariah
10. News Culture by Stuart Allan

SYLLABUS DESIGNED BY

Dr Divya Nair

Mr. Mithun P.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



INVESTIGATIVE JOURNALISM

COURSE CODE: U25MMCJ6MJE02

1 credit - 15 lectures

CREDIT:4

1 lecture is 60 minutes

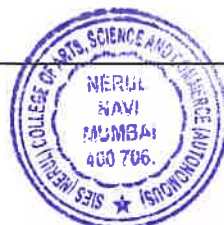
COURSE OBJECTIVES:

1. To Understand the role of investigative reporting in modern journalism
2. Examine the impact of investigative journalism on society, democracy, and accountability.
3. Learn to navigate legal and ethical considerations in investigative reporting, including privacy, confidentiality, and sources' protection.

COURSE OUTCOMES:

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for the media.
4. To acquire advanced investigative journalistic skills

Sr. No	Syllabus	No. of lectures
1	INTRODUCTION TO INVESTIGATIVE JOURNALISM: Who is an Investigative Reporter, Role of an Investigative Reporter Qualities and essentials for becoming an investigative journalist, career and opportunities Centre for Investigative Journalism (CIJ) Ethical/unethical use of sting operations	15
2	SOURCES: Records and the Confidentiality of Source Issues of contempt, defamation Right to Privacy and Official Secrets Act What is evidence? Case Study: Panama Papers and Watergate Scandal Bofors Scam, Harshad Mehta Scam, Rafale Investigation.	15
3	DESIGNING THE STORY: Observation Planning techniques	10



	Cultivating sources Developing the project	
4	SECURITY OF SOURCES and DATA: Protection of sources Safety of journalists Criticism of Investigative Journalism	10
5	GENERATION OF THE STORY: Research methods Insight knowledge Asking the right questions Libel and fact checking Writing and rewriting the report	10

Syllabus designed by:

Tejal S.

Renu Nauriyal

Abhishek D.

REFERENCES:

1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



CORPORATE COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: U26MMCJ6MI01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world using the latest trends and social media tools.
4. To develop critical understanding of the different practices associated with corporate communication and public relations.

COURSE OUTCOMES

1. Students will demonstrate a comprehensive understanding of corporate communication and public relations, including key concepts and theories.
2. Learners will analyze and evaluate the different elements of corporate communication and their impact on organizational management and image.
3. Students will develop the ability to integrate modern trends, social media tools, and strategic communication practices to effectively manage an organization's communication.
4. Learners will critically assess various corporate communication and public relations practices, recognizing their role in shaping public perception and organizational success.

Sr. No	Syllabus	No. of lectures
	Module 1-Introduction to Corporate Communication- (Total 10 Lectures)	20
	a) Meaning, Need and Scope of Corporate Communication towards Indian Media Scenario b) Corporate Communication and its key concepts Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation. c) Role of Ethics and Technology in Corporate Communication Importance of Ethics in Corporate Communication, Professional Code of Ethics Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	
	Module-2- Understanding Public Relations	20



	<p>a) Introduction- Meaning, Definitions, Scope, Objective and Significance of Public Relation.</p> <p>b) Internal and External PR. Reasons for Emerging International Public Relations, , Advantages and disadvantages of Public Relations. Skills needed to be a PR Professional,</p>	
	<p>c) PR Tools: I. Media tools-a. Press release b. Press conference c. Others II. Non-Media-a. Seminars, b. Exhibitions / trade fairs, c. Sponsorship, d. Others III. Content Development in PR- a. Development of profile: Company / Individual, b. Drafting a Pitch note/ Proposal, c. Writing for Social Media - Website, Online press release, Article marketing, Online newsletters, Blogs Role of social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance</p> <p>d) Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Public Opinion PR and Marketing PR & Advertising, PR and Branding</p> <p>e) Role of Public Relations in various sectors - Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.</p>	
	Module-3- Scope of Corporate Communication and Public Relations	20
	<p>a) Media and Employee Relations Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations</p> <p>b) Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications. Social responsibility & Public Relations (Case studies)</p> <p>c) Crisis Communication - Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies - Preparing a crisis plan and Handling crisis.</p>	

SYLLABUS DESIGNED BY

- 1) Dr Divya Nair
- 2) Mr Abhishek Dandekar

References

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick
2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg
3. Principles of Public Relations-C.S Rayudu and K.R. Balan
4. Public Relations -Diwakar Sharma
5. Public Relations Practices- Center and Jackson
6. The Art of Public Relations by CEO of leading PR firms



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

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Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



ON THE JOB TRAINING

COURSE CODE: U25MMC60JT01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. The course aims to equip learners with hands-on experience to perform key tasks and use relevant tools in their workplace.
2. It seeks to enhance learners' professionalism by fostering effective communication, teamwork, and workplace etiquette.
3. The course encourages learners to apply theoretical knowledge to real-world situations, improving problem-solving and critical thinking skills.
4. It aims to develop learners' time management and organizational skills, helping them handle multiple responsibilities effectively.

Course Outcomes:

1. Learners will demonstrate the ability to perform job-specific tasks competently and confidently within their field.
2. Upon completion, learners will exhibit professionalism through clear communication, teamwork, and adherence to workplace standards.
3. Learners will show improved problem-solving abilities and the capacity to make informed decisions in the workplace.
4. Learners will display strong organizational skills and effectively manage time, ensuring the completion of tasks within deadlines.

Structure to be followed to maintain the uniformity in formulation and presentation of OJT

Guidelines for On-the job- Training project work(OJT)

The theme of the internship should be based on any study area of the elective courses

- Project Report should be of minimum 1500-3000 words.
 - Experience Certificate is Mandatory.
 - Minimum Duration -30 hours.
 - A project report has to be brief in content and must include the following aspects.
- a) Executive Summary: A summary of your entire work experience at the said organization has to be mentioned in the report.
 - b) Introduction on the Company: A brief overview of the company/ organization defining its scope, products/services and its SWOT analysis.
 - c) Statement and Objectives: The mission and vision of the organization and its broad strategies need to be stated.
 - d) Your Role in the organisation during the internship: The key aspects handled by the department one was working in, must be mentioned and a brief summary report duly acknowledged by the reporting head is mandatory.
 - e) Conclusion: A brief overview of your experience in the organization and what key skills you have learned in the said duration.

