

University of Mumbai



UG/18%of 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 vide item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 vide item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI-400 032
30th December, 2019


(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.8 & 4.9/ 03/10/2019

No. UG/188-A of 2019

MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

Cover Page

AC 03/10/2019
Item No. 4.8

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Second Year Multimedia and Mass Communication (SYMMC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2020-2021

Date:

Signature :

Name of BOS Chairperson / Dean :

[Signature]
Dr. Sunder Rajleap

Cover Page

AC 03/10/2019
Item No. 4.9

UNIVERSITY OF MUMBAI




Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Third Year Multimedia and Mass Communication (TY.MMC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date:

Signature :

Name of BOS Chairperson / Dean :


Dr. Sunder Rajdeep.

AC :_

Item No.

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2020-21</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√] / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

**BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester –III, IV, V and VI revised Syllabus to be sanctioned and implemented from
June 2020-21 in progressive manner.**

PROGRAM OUTCOME

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. 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.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

TYBAMMC Semester - V

Semester V- Journalism		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives) (Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	20	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY -CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING

COURSE OUTCOME
<ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as

- modern tools.
6. To inculcate the skills for investigative journalism.
 7. To make them understand the basic structure/ essential knowledge for various beats.
 8. To make them responsible reporters and the face of media.

Module	Details	Lectures
1		
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?	10
2. News Gathering	A) How do reporters gather news? 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.	10
3. Beats System in Reporting	What is beat system, why it is necessary, how does it help, What are 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.	10
4. 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 flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	08

	5. 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 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.	10
Internal Assignments			
	Suggestions :	There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.	

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 JhonVivan, 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.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
Prof. Santosh Gore (Industry Expert)
Prof. Amruta Bane (Subject Expert)

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-502		INVESTIGATIVE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 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 media. 4. To acquire advanced investigative journalistic skills 5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources. 			
MODULE	TOPICS	DETAILS	LECTURES
CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM			
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • 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 	10
DATA COLLECTION			
II	SOURCES	<ul style="list-style-type: none"> • 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 	10
DESIGNING THE STORY			
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10

		DATA PROTECTION and SECURITY	
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
		FINAL STORY	
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
	TOTAL LECTURES		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
4. Prof. Rani D'souza (Convener) 5. Mr. Adith Charlie (Industry expert) 6. Prof. Renu Nauriyal (Course expert) 7. Ms. Shreya Bhandary (Industry expert)			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
7. MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES			
A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies) B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018) C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)			
8. Project Guided By Faculties 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner. 11. Group Discussions			
REFERENCE BOOKS/JOURNALS/MANUALS			
1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme			

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJFW 1B501	FEATURES AND WRITING FOR SOCIAL JUSTICE	
COURSE OUTCOME:		
1. To provide students with technique of narration and story telling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice		
MODULE	DETAILS	LECTURES
1	About features	10
	6. What makes feature writing different	01
	7. Deconstructing a feature	02
	8. News Feature	02
	9. Human Interest Stories, Profiles	02
	10. Developmental stories, opinion pieces, in-depth features as tools of social justice	01
2	How to pen a feature	08
	11. Finding fresh ideas, developing a story idea	
	12. On and off field research	
	13. Building observation and listening skills	
	14. Structuring the story	
	15. Use of anecdotes, Illustrations, Interviewing	
3	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs	10
	11. Prone to disasters : floods etc	02
	12. Poor health specially mental health	02
	13. Lack of facilities and obstacles to education	02
	14. Night schools	02
	15. Unemployment and exploitation	02
4	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. Plight of Rag pickers	02
	15. Construction workers	02
	16. The homeless	02
	17. Slum rehabilitation projects	02
	18. Condition of Mumbai Jails/ Courts	02
5	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. City issues of hygiene and pollution	02
	15. Water crisis	02
	16. Crime and safety	02
	17. Corruption issues faced by the common man	02
	18. Challenges faced by senior citizens and the physically/ mentally challenged	02
Total Lectures		48

BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. Prof. Renu Nauriyal (Convener) 2. Prof. Kanika Kachru 3. Dr. Mahesh Patil 4. Prof. Deepak Tiwari 	
INTERNAL EVALUATION METHODOLOGY	
25 MARKS	
Sr. no.	Project/Assignment
01	Letters to the Editor
02 Electronic Media	Flip class presentation
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice
REFERENCES:	
<ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000. 3. <i>On Writing Well</i> (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017 5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018. 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012. 19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar. 20. Everyone Loves a Good Drought by P. Sainath. 21. Looking Away by Harsh Mandar. 	

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	WRITING and EDITING SKILLS
COURSE CODE	BAMMC EJWS 1B502
PAPER	2 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJWS 1B502	WRITING and EDITING SKILLS	
COURSE OUTCOME:		
1. To provide learners with tools and techniques of editing and writing. 2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.		
Module	Details	Lectures
1	Tools and Techniques of Editing	10
	1. Brevity Brevity: the soul of communication Eliminating redundancy in communication	02
	2. Functional Grammar Refreshing Grammar, Common Errors	02
	3. Word power Working with words	04
	4. Punctuations For media usage	01
	5. Style book Use of numbers, abbreviations, names and terms	01
2	Crisp writing	08
	1. News Sense Finding the right story angle	02
	2. Saying it in bold Writing headlines, captions, leads and intros	01
	3. Podcast Writing for the ear	01
	4. Net cast Writing for visuals	01
	5. Web writing Story Compiling Difference between writing for print and real time writing	03
3	Resume writing : Telling your story	10
	Assimilating facts and details	02
	Building a narrative	02
	Making it pictorial	02
	Layout and page design	02
	Being a credible voice	02
4	Feature Writing	10
	1. Features stories Human Interest Stories	02
	2. Reviews Books, Films, App	02
	3. Columns Analytical, Interactive, Agony Aunt	02
	4. Editorials Importance, Voice of the publication, Format	02
	5. Obituaries Writing obituaries Need for factual verification and tone. Can obituaries be critical?	02
5	Interviews	10
	Types of subjects	02
	Preparing for interviews	02
	Preparing a questionnaire	
	Protocol and Ethical Issues	02

	Writing the interview copy	02
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Shreya Bhandary		
Internal Assessment		25 MARKS
The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.		
Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills
<p>Reference:</p> <ol style="list-style-type: none"> 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. 		

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	GLOBAL MEDIA and CONFLICT RESOLUTION
COURSE CODE	BAMMC EJGM 1B503
PAPER	3 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJGM 1B503	GLOBAL MEDIA and CONFLICT RESOLUTION	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To help students understand the difference in the role and structure of the media across the globe. 2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences 3 To help students appreciate the potential of media in resolving conflicts. 		
MODULE	DETAILS	LECTURES
1	Evolution of Global Media	10
	North – South Divide, Imbalance in Global flows	01
	NWICO, MacBride Commission, Failure of NANAP	03
	Global Media Conglomerates, parachute journalism and embedded journalism	03
	Post Truth and avalanche of fake news	02
	Information Disorder	01
2	Media profiles, issues and analysis	10
	Contemporary Role of Global News Agencies	02
	Media in Europe	02
	Media in USA and Australia	03
	Media in Russia	01
	Media in Africa : talking drums; community radio	02
3	Media profiles ,issues and analysis	12
	Media in China	02
	Media in Japan	02
	Media in North Korea	02
	Media in Singapore	01
	Media in the Middle East and Role of Aljazeera	03

	Media in Malaysia	02
4	Conflict Resolution	10
	Changing nature of conflict	02
	Media driver of peace or driver of conflict	01
	The shifting media landscape, Challenges for independent media	02
	The role media can play in conflict resolution and peace promotion	01
	Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	04
5	Media Information Literacy	06
	Five Laws of MIL	01
	MIL and youth radicalization in cyberspace	01
	Preventing violent extremism	01
	MIL to tackle social polarization of Europe	02
	Encryption / Cryptography media communication landscape	01
Total Lectures		48

Internal exercise:

The objective of internal exercise is to help the learner study the media landscape in a country/ region, the apparent and subtle controls, bias and stereotypes as well as the issues related to cyberspace.

Sr. no.	Project/Assignment	Reason/Justification
01	Flip class assignment: Presentation on a media of a country/ region	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Essay/ test	Test of knowledge, critical thinking ability

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal (Convener)
2. Prof. Shridhar Naik (Subject Expert)
3. Prof. Neena Sharma (Subject Expert)
4. Prof. Jitendra Nayak (Subject Expert)

INTERNAL EVALUATION

25 MARKS

BIBLIOGRAPHY:

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

ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	BUSINESS and FINANCIAL JOURNALISM
COURSE CODE	BAMMC EJBF 1B504
PAPER	4 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJBF 1B504	BUSINESS and FINANCIAL JOURNALISM
COURSE OUTCOME	
1.	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2.	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing

3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

MODULES	TOPICS	DETAILS	LECTURES
BUSINESS AND FINANCIAL JOURNALIST			
I	INTRODUCTION	<ul style="list-style-type: none"> • Who is a Business Journalist? • Skills for Business Journalism • Role of a Business Journalist • Careers and opportunities in Business and Financial Journalism • Analysis of Major Business and Financial media in India 	04
REPORTING OF MAJOR INDIAN SCAMS			
II	FINANCIAL JOURNALISM AND MAJOR INDIAN SCAMS	<ul style="list-style-type: none"> • Satyam corporate fraud • Cement scandal • 2G scam / Neera Radia Tapes • Ketan Parekh scam • The Coalgate scam • Adarsh Housing Society scam • ICICI Bank - Chanda Kochar • Kingfisher – Vijaya Mallaya • Nirav Modi Scam • Rafale deal 	10
BEATS			
III	BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA	<p>1. Banking Sector in India</p> <ul style="list-style-type: none"> • Functions of commercial banks • Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion • Government schemes related to banking • Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. • Business and Financial terminologies used in Media <p>2. Union Budget</p> <ul style="list-style-type: none"> • Components of the Union Budget 	18

		<ul style="list-style-type: none"> • Why is India running a budget deficit and a fiscal deficit?, Populism and budget • Media presentation of Budget 	
		3. Aviation <ul style="list-style-type: none"> • FDI policy for aviation in India • Why Indian carriers are making losses • Regulatory structure for civil aviation • Can any airline start international flights? • Media Coverage 	
		4. Technology <ul style="list-style-type: none"> • Growth of India's IT service exports • Why India's engineers are sought-after? • Are India's engineers qualified? • The government's STPI framework for boosting tech innovation • Media coverage of technology 	
		5. Startups <ul style="list-style-type: none"> • VC funding: a big driver of the startup ecosystem • India's unicorns: Startups valued at over \$1 billion • Working in a corporate v/s working in a startup • Rise of tech and startup journalism • Startup India plan 	
FINANCIAL MARKETS and INSTITUTIONS			
IV	1. STOCK EXCHANGE	<ul style="list-style-type: none"> • Bombay Stock Exchange, National Stock Exchange • SENSEX, NIFTY and impact of their volatility. • Retail Market – the Indian Scenario 	10
	2. UNDERSTANDING THE EQUITY MARKET	<ul style="list-style-type: none"> • Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined • How to read stock tables for business journalism. • Currency Regulation • De-monetization • Commodities 	

	3. ROLE , OBJECTIVES AND FUNCTIONS	<ol style="list-style-type: none"> 1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India 3. Niti Aayog 	
GLOBALISATION			
V	GLOBAL TRADE and FINANCE	<ol style="list-style-type: none"> 1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis 	06
Total Number of lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. RANI D'SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. MR. RAJESH KURUP (INDUSTRY EXPERT) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. ASSIGNMENTS 2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET 3. VISITS TO BSE/NSE 4. WRITING ON ANY ONE BEAT ON A REGULAR BASIS 5. ORAL and PRACTICAL PRESENTATIONS 6. GROUP INTERACTIONS 7. DISCUSSIONS AND DEBATES 			
REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM			
<ol style="list-style-type: none"> 1. Introduction to Business and Economic Journalism, Pandeli Pani (In Co-Authorship with Ulrike Fischer-Butmaloiu) 2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay 3. 'Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay 4. 'Sahara: The Untold Story' By Tamal Bandyopadhyay 5. Indian Economy – RudraDutt And Sundhram 6. Indian Financial System – M.Y. Khan 7. Financial Journalism: Money Matters By Marie Kinsey 8. Introduction To Business And Economic Journalism By Pandeli Pani (In Co-Authorship With Ulrike Fischer-Butmaloiu) 9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw 10. Newspaper Business Management – Frank Thayer 11. Business Journalism: How To Report On Business And Economics By Keith Hayes 12. List of Websites : <ol style="list-style-type: none"> a) www.Bloomberg.Com b) www.Reuters.Com c) business-standard.com d) financialexpress.com e) thehindubusinessline.com f) thequint.com g) outlookindia.com 			

- h) asianage.com
 i) mydigitalfc.com

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:

- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable firstworld.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	THE STATE OF MOBILE	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	

II	Mobile Journalism	12
	<ol style="list-style-type: none"> 1. News Workflow and Mobile Journalism <ol style="list-style-type: none"> a. How to identify the seven basic steps of mobile reporting. b. How to create and share branded mobile journalism content. c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay. d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) 3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc) 	
III	DESIGNING FOR THE MOBILE EXPERIENCE	10
	<ol style="list-style-type: none"> A. Designing <ol style="list-style-type: none"> 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content). 4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) D. Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit 	

IV	MOBILE NEWS PRODUCT DEVELOPMENT	10
	<ol style="list-style-type: none"> 1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <ol style="list-style-type: none"> a. The Digital Skeleton : understanding placing, timing and generation of News story b. Fake News c. Social Media Policies and Ethics d. Verification and Authenticity of information 	
V	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10
	<ol style="list-style-type: none"> 1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms 	
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda(Convenor) 2. Mr. Abhijeet Kamble (Industry Expert) 3. Dr. Yatindra Ingle(Subject Expert) 		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES :		
<ol style="list-style-type: none"> 1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar. 2. Web Masters Hand Book, Galgotia 3. Computer Graphic Software Construction, John R Rankin 4. The Internet Book, Comer Douglas E. 5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd 6. Designing Interactive Websites, Mohleo James L and Thompson Learning 		

7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, [Stephen Quinn](#)
8. *The Mobile Journalism Handbook* Routledge text books.
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	NEWS MEDIA MANAGEMENT
COURSE CODE	BAMMC EJNM 1B506
PAPER	6 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJNM 1B506		NEWS MEDIA MANAGEMENT	
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 25 years and on key current trends.		
SR.NO.		MODULES	LECTURE
1.	Introduction		10
	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	<ul style="list-style-type: none"> • Proprietary concerns • Types of ownership 	
2.	Organizational Structure		14
		<ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments 	

	Human Resource development	Specialized training for skilled workers	
	Financial Management		
	Cost and Profitability	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Relevant aspects of Company Law 	
3.	Resource and supply chain, and marketing techniques.		12
	Resource and supply chain	<ul style="list-style-type: none"> • Newsprint • Technology • Production process 	
	Managing Resources	<ul style="list-style-type: none"> • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue 	
	Marketing techniques	<ul style="list-style-type: none"> • Brand building • 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 <ul style="list-style-type: none"> • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website I channel • Becoming a digital media brand 	
4.	Disruptive Technology and Media Business Models:		6
		1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest	
5.	Case studies		6
		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	

	TOTAL LECTURES	48
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. DR. NAVITA KULKARNI- (CONVENER) 2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT) 3. PROF GAJENDRA DEODA(SUBJECT EXPERT) 		
INTERNAL EVALUATIONS		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES:		
<ol style="list-style-type: none"> 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) The paper tigers by Nicholas Coleridge 9) News Media Management: Mr P.K Ravindranath 10) Print Media Communication and Management by Aruna Zachariah 11) News Culture by Stuart Allan 		

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMM-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJJJ 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		IMPACT OF NEW MEDIA	
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture.	(3)
		2. Use of Whats app, twitter and Face book to promote fake news	(2)
		3. Social media and its impact on culture.	(3)
TOTAL LECTURES			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza (Convener) 2. Mr. Raju Korti (Industry Expert) 3. Prof. Mithun Pillai(Course Expert)			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
1. CONTINUOUS ASSIGNMENTS 2. DIGITAL /ONLINE WRITTEN ASSIGNMENT 3. ORAL and PRACTICAL PRESENTATIONS 4. DISCUSSIONS/DEBATES 5. NEWS BASED PRESENTATIONS 6. PROJECTS			
REFERENCES/JOURNALS/WEBSITES			
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" by 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 Elctiond. – acadademia.edu. 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies. 9. Coleman Benjamin: Conflict, Terrorism an Media in Asia. 10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications. 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu 13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu 14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy. 15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog 16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.			

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
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. Bareh 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)
25. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
26. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
27. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
28. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
29. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
30. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
31. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information. 		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sedition (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
	2. Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02

Total Lectures	48
BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. PROF. RENU NAURIYAL (CONVENER) 2. PROF. BHUSHAN M SHINDE 3. PROF. MITHUN M PILLAI 	

Internal exercise: **25 Marks**

The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

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 VKamath
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>Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

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