

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
<b>COMPULSORY-CORE</b>	<b>04X2=08</b>	<b>DRG(DISCIPLINE RELATED GENERIC)</b>
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
<b>ELECTIVES-</b>	<b>03X04=12</b>	<b>DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)</b>
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJJ2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFNF 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		8. TELEVISION JOURNALISM
	<b>20</b>	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC DRG-601	DIGITAL MEDIA		
<b>Course Outcome:</b>			
<ul style="list-style-type: none"> <li>Understand digital marketing platform</li> <li>Understand the key goals and stages of digital campaigns</li> <li>Understand the use of key digital marketing tools</li> <li>Learn to develop digital marketing plans</li> </ul>			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	a. How search Engine works b. Introduction to SEO	8

	(SEO):	<ul style="list-style-type: none"> <li>c. On Page Optimization</li> <li>d. Off Page Optimization</li> <li>e. SEO Audit, Tools and Measurement</li> <li>f. SEO Resources, Careers in SEO</li> </ul>	
<b>Module III</b>	Search Engine marketing (SEM)	<ul style="list-style-type: none"> <li>a. What is SEM?</li> <li>b. Why SEM</li> <li>c. What is Google Adwords? Why Google Adwords</li> <li>d. Google network</li> <li>e. Adwords terminologies</li> <li>f. Campaign types</li> <li>g. Creation of Google Display NETWORK (GDN)</li> <li>h. Display Ads format</li> <li>i. Conversion tracking</li> <li>j. GDN Campaign creation (DEMO)</li> <li>k. Remarketing</li> <li>l. What are Google shopping Ads</li> </ul>	8
<b>Module IV</b>	Social Media Marketing (SMM)	<ul style="list-style-type: none"> <li>a. Introduction to Social Media</li> <li>b. Facebook Marketing</li> <li>c. Instagram Marketing</li> <li>d. LinkedIn Marketing</li> <li>e. Twitter Marketing</li> <li>f. SMM Tools</li> <li>g. Creating a successful social media strategy</li> </ul>	08
<b>Module V</b>	Email marketing	<ul style="list-style-type: none"> <li>1. key terms and concepts</li> <li>2. Customer acquisition strategies</li> <li>3. Best Practices : CRABS</li> <li>4. Tools to enhance lead nurturing</li> <li>5. Enhance better reach</li> </ul>	3
<b>Module VI</b>	Web Analytics	<ul style="list-style-type: none"> <li>a. Introduction to analytics</li> <li>b. Social CRM and analysis</li> <li>c. Google analytics</li> <li>d. Digital Analytics</li> <li>e. Content performanceanalytics</li> <li>f. Visitor analysis</li> <li>g. Social media analytics</li> </ul>	6
<b>Module VII</b>	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> <li>a. Affiliate Marketing</li> <li>b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing</li> <li>c. Programmatic Marketing</li> <li>d. Evolution and growth of programmatic Marketing</li> <li>e. Real Time bidding,</li> <li>f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing</li> </ul>	3
<b>Module VIII</b>	Content writing	<ul style="list-style-type: none"> <li>a. Intro to content writing</li> <li>b. Core Principles of Content writing</li> <li>c. Why blogs matter</li> <li>d. Principles of writing blogs</li> <li>e. How to write content for twitter and Mobile</li> </ul>	6
<b>Module IX</b>	Cyber laws	<ul style="list-style-type: none"> <li>a. Information Technology Act</li> <li>b. Copyright Act</li> </ul>	2

		c. Cyber Ethics d. Digital Security	
<b>TOTAL LECTURES</b>			48
<b>BOS SYLLABUS SUB-COMMITTEEMEMBERS</b>			
1. Dr Hanif Lakdawala ( <b>Convener</b> ) 2. Mr Pradeep Sasidharan ( <b>SubjectExpert</b> )			
<b>Reference Books</b>			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

<b>COMPULSORY -CORE-02</b>	
<b>PROGRAM</b>	BAMMC
<b>YEAR</b>	TYBAMMC-JOURNALISM
<b>SEMESTER</b>	VI
<b>COURSE:</b>	NEWSPAPER and MAGAZINE DESIGN
<b>COURSE CODE</b>	BAMMC DRG-602
<b>PAPER</b>	DRG 2 ( <b>COMPULSORY</b> )
<b>TOTAL MARKS</b>	100 (75:25)
<b>NO OF LECTURES</b>	48

<b>SEMESTER VI</b>	
<b>COURSE CODE</b>	<b>COURSE NAME and DETAILED SYLLABUS</b>
<b>BAMMC DRG-602</b>	<b>NEWSPAPER and MAGAZINE DESIGN</b>
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Softwaresuch as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
<b>Course Outcome:</b>	
<ul style="list-style-type: none"> <li>• The learner is required to understand the process of print media production since the content collection to the final print ready layout.</li> <li>• This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.</li> <li>• Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.</li> <li>• Learners are expected to develop software skills to be employable in industry.</li> <li>• Learners shall develop the aesthetic vision and understand the discipline behind a layout.</li> </ul>	

<b>Module</b>	<b>Subtopics</b>	<b>Expansion</b>	<b>Lectures</b>
<b>01</b>	<b>Design and Layout basics</b>		<b>10</b>
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
<b>02</b>	<b>Editing and Terminology</b>		<b>08</b>
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
<b>03</b>	<b>Typography and Visual aids</b>		<b>06</b>
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvelinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
<b>04</b>	<b>Working on Project Quark or InDesign</b>		<b>12</b>
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03

	• Creating Typo	Type templates i.e. Style sheets	02
<b>05</b>	<b>Planning and Production of Magazine</b>		<b>12</b>
	• 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	03
	• Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
	• Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
	• Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
	• Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	02
<b>Total Lectures</b>			<b>48</b>
<b>BOS SYLLABUS COMMITTEE MEMBERS</b>			
<ol style="list-style-type: none"> <li>1. Mr. Arvind Parulekar (Convener)</li> <li>2. Prof. Rani D'Souza</li> <li>3. Prof. Sandesh Patil</li> </ol>			
<b>Instructions:</b>			
<ol style="list-style-type: none"> <li>1. Content need not be original and can be sourced from Google or News sites.</li> <li>2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)</li> <li>3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)</li> <li>4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.</li> <li>5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)</li> <li>6. Use of illustrations recommended wherever necessary.</li> <li>7. Picture placement and unity with the text in text frames is evaluative aspect.</li> <li>8. Right content on right pages and in apt places has weightage in evaluation.</li> <li>9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)</li> <li>10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.</li> <li>11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.</li> <li>12. Viva voce will be conducted only against evaluation of the completed project.</li> <li>13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.</li> </ol>			
<b>Internal assessment:</b>			
Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.			
<ol style="list-style-type: none"> <li>i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.</li> <li>ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.</li> </ol>			

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

#### External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
  - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
  - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
  - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
  - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
  - b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

#### References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: Nckay J. Routledge.
- Editorial Art and Design: Randy Stano Miyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>CONTEMPORARY ISSUES</b>
<b>COURSE CODE</b>	<b>BAMMC EJCI 2B601</b>
<b>PAPER</b>	<b>DSE 1 (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>			
<b>COURSE CODE</b>		<b>COURSE NAME and DETAILED SYLLABUS</b>	
<b>BAMMC EJC1 2B601</b>		<b>CONTEMPORARY ISSUES</b>	
<b>COURSE OUTCOME</b>			
<ul style="list-style-type: none"> <li>To stress the importance of social economic political aspects of the society as a media professional.</li> <li>To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.</li> </ul>			
<b>MODULE</b>	<b>TOPICS</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>SOCIAL MOVEMENTS</b>			
<b>I</b>	<b>SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY</b>	<ul style="list-style-type: none"> <li>Define Social Movements, Elements, Types and Stages of Social Movements.</li> <li>Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”)</li> <li>Developmental issues- displacement and rehabilitation.</li> </ul>	<b>(12)</b>
<b>GROWTH AND DEVELOPMENT</b>			
<b>II</b>	<b>ECONOMIC GROWTH AND DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>Economic issues in India.</li> <li>Industry and Economic Growth – Factors, challenges, industrial robots and employment,</li> <li>Agriculture and economic development- Factors, challenges and measures.</li> <li>New age skills – Make in India, trends and challenges.</li> <li>Entrepreneurship and its relevance.</li> <li>Tourism-trends and challenges</li> <li>Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’2013</li> </ul>	<b>(14)</b>
<b>POLITICS</b>			
<b>III</b>	<b>POLITICS AND SOCIETY</b>	<ul style="list-style-type: none"> <li>Crime and Politics</li> <li>Role of whistle blower</li> <li>Corruption- causes and remedial measures</li> <li>Role of political parties and its impact on political system.</li> <li>Changing trends in politics- Functions, features, agendas, majority vs coalition government.</li> <li>Terrorism – causes, consequences, remedial measures.</li> </ul>	<b>(12)</b>
<b>SOCIAL WELFARE SCHEMES</b>			
<b>IV</b>	<b>SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA</b>	<ul style="list-style-type: none"> <li>With reference to women and child (any five)</li> <li>Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.</li> </ul>	<b>(10)</b>

		<ul style="list-style-type: none"> <li>• Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK".</li> <li>• Rural (any three Schemes)</li> </ul>	
<b>BOS SYLLABUS COMMITTEEMEMBERS</b>			
<ol style="list-style-type: none"> <li>1. DR. PADMAJA ARVIND(CONVENER)</li> <li>2. PROF. RANI D'SOUZA(Subject Expert)</li> <li>3. PROF. RUMINA RAI(Subject Expert)</li> </ol>			
<b>INTERNAL EVALUATION METHODOLOGY</b>			
<ol style="list-style-type: none"> <li>1. Continuous Assignments</li> <li>2. Oral And Practical Presentations</li> <li>3. Group/Individual Projects</li> <li>4. Open Book Test</li> <li>5. Group Interactions</li> <li>6. Quiz</li> </ol>			

<p><b>REFERENCES</b></p> <ol style="list-style-type: none"> <li>1. Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis</li> <li>2. Coleman Benjamin: Conflict, Terrorism and Media in Asia</li> <li>3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications</li> <li>4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.</li> <li>5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.</li> <li>6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.</li> <li>7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications</li> <li>8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19-45)</li> <li>9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.</li> <li>10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: <u>Routledge</u>.</li> <li>11. KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.</li> <li>12. Uma Kapila( ed) ( 2013)Indian Economy: performance and policies ,14th edition Academic Foundation.</li> <li>13. V. K Puri and S.K Misra (ed) ( 2013)Indian Economy,31stedition.Himalaya Pub House.</li> <li>14. Asha Bajpai , ( 2011) Child Rights in India: Law, policy, and practice .</li> <li>15. Dr. B Ramaswamy and Nitin Shrirang Mane, ( 2013) Human Rights: Principles and practices,Alfa Publication.</li> <li>16. R P Kataria and Salah Uddin (2013) Commentary on HumanRights Orient Publishing Company.</li> <li>17. J.Shivanand, Human Rights:Concepts and Issues,</li> <li>18. Ram Ahuja , ( 2012),Indian social Problems, Rawat Publications.</li> <li>19. Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.</li> <li>20. A.R Desai, Rural Sociology.</li> </ol>
--

21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
22. Bill McKibben, The End of Nature.
23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
24. Jeffrey D.Sachs, The Age of Sustainable Development.

**MAGAZINES AND JOURNALS**

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. YoJana

<b>ELECTIVE 02</b>	
<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>LIFESTYLE JOURNALISM</b>
<b>COURSE CODE</b>	<b>BAMMC EIJ 2B602</b>
<b>PAPER</b>	<b>DRG 2 (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJJ 2B602		LIFESTYLE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> <li>1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.</li> <li>2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.</li> <li>3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.</li> <li>4. 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</li> </ol>			
MODULE	TOPIC	DETAILS	LECTURES
<b>LIFESTYLE JOURNALISM</b>			
I	<b>INTRODUCTION TO LIFESTYLE WRITING</b>	<ul style="list-style-type: none"> <li>• Lifestyle writer has very niche audience. Who are we writing for?</li> <li>• Lifestyle Journalist should know the publication house audience</li> <li>• Lifestyle News, critique/review/ evaluate on stories from magazines</li> <li>• Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture ( newspapers )</li> <li>• Source of Lifestyle stories</li> </ul>	<b>10</b>
<b>WRITING STYLE</b>			
II	<b>WORDS, PICTURE, STORY AND EDITING</b>	<ul style="list-style-type: none"> <li>• What is good Lifestyle writing?</li> <li>• Use of Pictures and Graphics, finding and focusing your story</li> <li>• Crafting and structure – the beginning, middle, and end</li> <li>• Reporting and Interviewing. Feature leads, Lifestyle Columns</li> <li>• Rewriting and self-editing</li> </ul>	<b>10</b>
<b>TYPES OF LIFESTYLE WRITING</b>			
III	<b>TYPES OF LIFESTYLE WRITING</b>	<ol style="list-style-type: none"> <li>1. Review : Art show, Movie, Theatre Performance, Book</li> <li>2. Travel : Various types of Travel writings</li> <li>3. Food : Street, Restaurant food, Food festival, Restaurant review</li> <li>4. Health and Fitness : Gym, Yoga, various new forms of workout</li> <li>5. Other forms fashion, Garden, Home and General Tips and guidelines</li> </ol>	<b>10</b>
<b>FASHION INFLUENCERS</b>			
IV	<b>ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM</b>	<ol style="list-style-type: none"> <li>1. Fashion, Gender and Social Identity</li> <li>2. The impact of fashion bloggers and magazines on the society</li> <li>3. E-fashion markets defining the trends amongst the youth</li> <li>4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle</li> <li>5. Role of Music's Fashion in the society</li> </ol>	<b>08</b>
<b>SOCIAL MEDIA</b>			
V	<b>LIFESTYLE AND ROLE OF SOCIAL MEDIA :</b>	<ul style="list-style-type: none"> <li>• The power of marketing in the contemporary fashion world</li> <li>• Labelling and branding: The power of representation</li> <li>• Shakespearian theatre and the aesthetic image: how</li> </ul>	<b>10</b>

		<p>Shakespearian productions reflect contemporary fashion trends</p> <ul style="list-style-type: none"> <li>• The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines</li> <li>• Fashion Lifestyles and Hashtags</li> <li>• Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns</li> </ul>	
<b>BOS SYLLABUS COMMITTEEMEMBERS</b>			
<ol style="list-style-type: none"> <li>1. Prof. Rani D'souza(Convener)</li> <li>2. Dr.Yatindra Ingle</li> <li>3. Prof. Aparajita Deshpande ( Industry Expert)</li> </ol>			

#### 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.](https://www.reuters.com/news/lifestyle)

<b>ELECTIVE 03</b>	
<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>PHOTO AND TRAVEL JOURNALISM</b>
<b>COURSE CODE</b>	<b>BAMMC EJPT 2B603</b>
<b>PAPER</b>	<b>DSE 3 (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>			
<b>COURSE CODE</b>		<b>COURSE NAME and DETAIL SYLLABUS</b>	
<b>BAMMC EJPT 2B603</b>		<b>PHOTO AND TRAVEL JOURNALISM</b>	
<b>COURSE OUTCOME</b>			
<ol style="list-style-type: none"> <li>1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.</li> <li>2. The learner will be able to spread knowledge about different destinations through writings</li> <li>3. To understand the diverse audiences that are interested in travel and lifestyle-related content.</li> <li>4. To understand the use of camera and images to drive interest in stories.</li> </ol>			
<b>MODULE</b>	<b>TOPIC</b>	<b>DETAILS</b>	<b>LECTURES</b>
<b>BEGINNING OF THE STORY</b>			
<b>I</b>	<b>INTRODUCTION TO TRAVEL WRITING</b>	<ul style="list-style-type: none"> <li>• Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience</li> <li>• Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity</li> <li>• Building a theme and narrative structure: What makes a travel narrative feel whole?</li> <li>• Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories.</li> <li>• Submitting writings for publications: How do we catch the interest of an editor?</li> </ul>	<b>10</b>
<b>CREATION OF THE STORY</b>			
<b>II</b>	<b>WORDS, PICTURES AND STORY TELLING</b>	<ul style="list-style-type: none"> <li>• What is good travel writing? Salient examples.</li> <li>• Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.</li> <li>• Bring your story to life – characters and descriptions</li> <li>• Show don't tell – exercises in enlivening your writing</li> <li>• Elements of style – use of first person, developing your voice, rewriting and self-editing</li> <li>• The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.</li> <li>• The dos and don'ts from professionals</li> </ul>	<b>10</b>
<b>WHERE TO WRITE THE STORY</b>			
<b>III</b>	<b>TYPES OF TRAVEL WRITING</b>	<ol style="list-style-type: none"> <li>1. Freelance Travel writing</li> <li>2. Travel blogging</li> <li>3. Books</li> <li>4. General Tips and guidelines</li> <li>5. Travel writing for guidebooks and apps</li> </ol>	<b>08</b>

<b>CAMERA -EYEPIECE OF A TRAVEL JOURNALIST</b>			
<b>IV</b>	<b>PHOTO JOURNALISM</b>	<ul style="list-style-type: none"> <li>• Introduction to Photo Journalism</li> <li>• Basic Concepts of photography and photo editing</li> <li>• Fields of Photojournalism</li> <li>• Digital Photography, Camera Topology and Operations</li> <li>• Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism</li> </ul>	<b>12</b>
<b>NICHE MARKET, INTERNET AND PRINT</b>			
<b>V</b>	<b>MARKETING YOUR STORY</b>	<ul style="list-style-type: none"> <li>• <b>Online Travel Journalism</b></li> <li>• networking, niche markets, travel trends, market research</li> <li>• communicating with editors of different media , preparing the manuscript for submission</li> </ul>	<b>06</b>
<b>SYLLABUS DESIGNED BY</b>			
<ol style="list-style-type: none"> <li>1. PROF. RANI D'SOUZA (CONVENER)</li> <li>2. MR. ADITH CHARLIE (INDUSTRY EXPERT)</li> <li>3. DR.YATINDRA INGLE</li> <li>4. PROF.APARAJITA DESHPANDE ( INDUSTRY EXPERT)</li> </ol>			
<b>REFERENCES</b>			
<ol style="list-style-type: none"> <li>1. How To Be A Travel Writer (Lonely Planet) By Don George</li> <li>2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)</li> <li>3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.</li> <li>4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil</li> </ol>			

<b>ELECTIVE 04</b>	
<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>MAGAZINE JOURNALISM</b>
<b>COURSE CODE</b>	<b>BAMMC EJMJ 2B604</b>
<b>PAPER</b>	<b>DSE (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>
<b>SEMESTER VI</b>	

COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJMJ2B601		MAGAZINE JOURNALISM	
<b>COURSE OUTCOME:</b>			
This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.			
MODULE	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	<ul style="list-style-type: none"> <li>A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, <u>Survival of Magazines in digital era</u> – issues , challenges , prospects</li> </ul>	10
Module II	Definition and Genres of Magazines	<ul style="list-style-type: none"> <li>Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , <u>Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel , environment , education , B2B magazines</u> magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines,</li> <li>webzines, web-edition magazines; a review of leading general interest magazines in English ,</li> <li>Hindi and Marathi. Magazine formats.</li> </ul>	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	Cover Story	Cover and cover story – functions of the cover-cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , <u>interviews</u>	05
Module VI	Magazine Design	–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08
Suggested assignments Visit a publication house to understand the content designing and printing of a magazine Design a magazine using N design or coral draw Cover a story for the magazine Internship in a magazine publication			
<b>REFERENCES</b>			
<ul style="list-style-type: none"> <li>Tim Holmes and Liz Nice</li> </ul>			

- Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
- Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
- Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
- Shantolyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
- Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, 2014
- SubhomoyBhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
- Mark Tatge, New York Times Reader: Business and the Economy. 2010

**BOS SYLLABUS SUB-COMMITTEE**

Dr. Navita Kulkarni –(Convener)

Dr. Mahesh Patil

Mr. Sachin Parab

**05**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>V</b>
<b>COURSE:</b>	<b>SPORTS JOURNALISM</b>
<b>COURSE CODE</b>	<b>BAMMC EJSJ 2B 605</b>
<b>PAPER</b>	<b>5 DSE 2B (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

**SEMESTER VI**

<b>COURSE CODE</b>	<b>COURSE NAME and DETAILED SYLLABUS</b>	
<b>BAMMC EJSJ 2B 605</b>	<b>Sports Journalism</b>	
<b>COURSE OUTCOME:</b>		
1. To provide learners with tools and techniques of sports writing and analysis.		
2. To acquaint learners with importance of different sports tournaments from commercial point of view.		
3. To educate learners about careers in sports journalism.		
<b>Module</b>	<b>Details</b>	<b>Lectures</b>
<b>1</b>	<b>Unit I</b>	<b>10</b>
	<b>1.</b> Definition Of Sports News and Characteristics of Sports Journalist	
	<b>2.</b> Sports Journalism: Trends and Theories.	
	<b>3.</b> Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.	
	<b>4.</b> Heading of Sports News: Theories and Importance, Various Types of Sports Headings.	

	5.	Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.	
<b>2</b>	<b>Unit II</b>		<b>10</b>
	1.	Affairs related to various sports and events. National and international games.	
	2.	Information related to various Authorities, academies and structure of various sports departments.	
	3.	Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.	
	4.	Law related to sports and important decisions, ruling and guidelines in sports.	
	5.	The writing of sports stories, in short form and long form The gathering of sports information, at games, practice, through social media, and interviews, attending matches on the ground	
<b>3</b>	<b>Unit III</b>		<b>10</b>
	1.	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	
	2.	Management of event, planning, organizing, conducting and documentation of events.	
	3.	Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports.	
	4.	Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.	
	5.	The role race, gender and culture play in sports coverage and in newsrooms The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media	
<b>4</b>	<b>Report on National and International Sports News</b>		<b>10</b>
	1.	How to use your research, refining it for use in the best medium suited for the particular story you are telling	
	2.	Regional sports- Kho-kho, Kabaddi, etc.	
	3.	National sports- National games, Tournaments, etc.	
	4.	International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.	
	5.	New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	
<b>5</b>	<b>Career Outlook</b>		<b>08</b>
	1.	Journalist Photographer/videographer/podcast/photography	
	2.	Writer in digital/print/TV/radio and social media	
	3.	Editor across multi-platforms Producer across multi-platforms	
	4.	Host Remote journalist Areas of Employment	
	5.	Magazines TV Radio Online Multi-platform outlets	
<p>Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues</p> <p>Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013</p> <p>The Sports Writing Hand Book: Thomas Fensch.</p>			

Media Sport: edited by Lawrence A. Wenner, London and New York
<b>BOS SYLLABUS COMMITTEEMEMBERS</b> Prof. Gajendra Deoda (Convener) Mr. Mahesh Patil (Subject Expert) Miss. Amruta Bane (Subject Expert)

<b>06</b>	
<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>CRIME REPORTING</b>
<b>COURSE CODE</b>	<b>BAMMC EJCR 2B 606</b>
<b>PAPER</b>	<b>6 DSE 2B (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

<b>SEMESTER VI</b>		
<b>COURSE CODE</b>	<b>COURSE NAME and DETAILED SYLLABUS</b>	
<b>BAMMC EJCR 2B 606</b>	<b>CRIME REPORTING</b>	
<b>Course objectives</b>		
<p>Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,</p>		
<b>UNIT</b>	<b>TOPIC</b>	<b>LECTURES</b>
<b>I</b>	<ul style="list-style-type: none"> <li>➤ <b>The ethics of crime and justice coverage:</b> <ul style="list-style-type: none"> <li>• Fairness and objectivity, sensationalism and integrity</li> <li>• conflicts of interest</li> <li>• Interesting versus important.</li> <li>• Balancing justice: <ul style="list-style-type: none"> <li>• justice to victim and the accused</li> <li>• No assumption of guilt or innocence.</li> </ul> </li> </ul> </li> </ul>	<b>10</b>
<b>II</b>	<ul style="list-style-type: none"> <li>➤ <b>Law enforcement machinery:</b> <ul style="list-style-type: none"> <li>• Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc.</li> </ul> </li> <li>➤ <b>Understanding the Police system :</b> <ul style="list-style-type: none"> <li>• Introduction to IPC</li> <li>• Important sections of IPC.</li> </ul> </li> </ul> <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <ul style="list-style-type: none"> <li>➤ <b>Sensitive law and order situation:</b></li> </ul>	<b>10</b>

	<ul style="list-style-type: none"> <li>• Agitations, congregations for various reasons, elections.</li> <li>• Deployment of extra forces</li> </ul>	
<b>III</b>	<ul style="list-style-type: none"> <li>➤ <b>Covering Crime:</b> <ul style="list-style-type: none"> <li>• Types and definitions.</li> </ul> </li> <li>➤ <b>Police Investigation techniques:</b> <ul style="list-style-type: none"> <li>• From conventional to Modern techniques</li> <li>• Cognizable and non-cognizable offences.</li> </ul> </li> <li>➤ <b>Basic principles of crime reporting:</b> <ul style="list-style-type: none"> <li>• News values: <ul style="list-style-type: none"> <li>• New, unusual, interesting, significant and about people.</li> </ul> </li> </ul> </li> <li>➤ <b>Sources of Crime Reporting:</b> <ul style="list-style-type: none"> <li>• Collecting and cross checking information</li> <li>• Developing sources, verifying facts. Reporting agitations, riots.</li> <li>• Possible risks and precautions.</li> </ul> </li> </ul>	<b>10</b>
<b>IV</b>	<ul style="list-style-type: none"> <li>➤ <b>Covering Courts:</b> <ul style="list-style-type: none"> <li>• Structure of judicial system in India.</li> <li>• Hierarchy, functions and jurisdictions of each court.</li> <li>• Granting of bail to accused.</li> <li>• Types of cases heard in courts.</li> <li>• Tribunals, consumer and family courts. PILs, appeals etc.</li> </ul> </li> </ul>	<b>08</b>
<b>V</b>	<ul style="list-style-type: none"> <li>➤ <b>Contemporary crime journalism:</b> <ul style="list-style-type: none"> <li>• Crime shows on TV.</li> <li>• Emphasis on crime reporting in Newspapers. Its impact.</li> <li>• Media influencing investigations and/or court proceedings?</li> <li>• Trial by media.</li> </ul> </li> <li>➤ <b>Case studies on Indian Crime Reporting</b> <ul style="list-style-type: none"> <li>• The Hindu's Bofors Expose</li> <li>• Tehelka's Defence Deals Expose</li> <li>• Indian Express's Cement Scam Expose</li> <li>• Indian Express's Human Trafficking Expose</li> <li>• Open Magazine's Nira Radia Tapes</li> </ul> </li> </ul>	<b>10</b>
<b>BOS SYLLABUS COMMITTEEMEMBERS</b>		
<ol style="list-style-type: none"> <li>1. Prof. Gajendra Deoda</li> <li>2. Prof. Rashmi Gehlot</li> <li>3. Dr. Yatindra Ingle</li> </ol>		

### References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad, Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

07

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>FAKE NEWS and FACT CHECKING</b>
<b>COURSE CODE</b>	<b>BAMMC EJFNF 2B 607</b>
<b>PAPER</b>	<b>7 DSE 2B (ELECTIVE)</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAIL SYLLABUS
BAMMC EJFNF 2B 607	FAKE NEWS and FACT CHECKING

**COURSE OUTCOME**

1. To give media students the understanding of the differentiation between real news and fake news.
2. To make media students aware of information disorder.
3. To give students a thorough knowledge of information literacy and media.
4. To give students a hand on knowledge on fact checking.
5. To give students a practical overview of social media verification.

**Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers**

Sr. No.	Modules	Lecture
1.	<b>Introduction</b>	6
	1.Concepts	Definition: News and Fake News,
	2.News Integrity	Journalistic Integrity and News Production.
	3.Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda
2	<b>Information Disorder:</b>	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory
	1.Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution
	2.Social Media Platforms	Different Social Media Platforms
	3.Role of News Organization	Covering 'fake news' and countering 'information disorder.
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.
3	<b>Media and Information Literacy (MIL)</b>	10
1	1.Requisite Literacy	Importance of acquiring the requisite literacy
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media

	3. Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	<b>Fact Checking</b>		14
	1. Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2. Basic image verification	Common types of false imagery and basic verification steps	
	3. Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	<b>Social Media Verification</b>		12
	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 Tweeter 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	
<b>BOS SYLLABUS COMMITTEEMEMBERS</b>			
<ol style="list-style-type: none"> <li>1. Dr. Priyadarsini Poddar (Convener)</li> <li>2. Mr. Sagar Bhalerao (Subject Expert)</li> <li>3. Dr. Neil Joshi (Industry Expert)</li> </ol>			
<b>Reading and References:</b>			
<ul style="list-style-type: none"> <li>• Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality</li> <li>• Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"</li> <li>• Edward Lucas and Peter Pomerantsev: "Winning the Information War"</li> <li>• Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"</li> </ul>			

**08**

<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>TYBAMMC-JOURNALISM</b>
<b>SEMESTER</b>	<b>VI</b>
<b>COURSE:</b>	<b>TELEVISION JOURNALISM</b>
<b>COURSE CODE</b>	<b>BAMMC EJTJ 2B 608</b>
<b>PAPER</b>	<b>8 DSE 2B (ELECTIVE )</b>
<b>TOTAL MARKS</b>	<b>100 (75:25)</b>
<b>NO OF LECTURES</b>	<b>48</b>

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAIL SYLLABUS	
BAMMC EJTJ 2B 608	TELEVISION JOURNALISM	
<b>COURSE OUTCOME:</b>		
4. To provide students with technique of narration and story telling		
5. To share the art of developing a storyidea		
6. 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	<b>History and Development</b>	10
	11. Brief History of the development of TV journalism- Globally and in India.	
	12. Emerging Trends in journalism	
	13. The International Scenario- John Baird (Inventor of TV) till date-Timeline.	
2	<b>Indian scenario - Doordarshan -</b>	
	16. News; Entertainment, Culture, Sports and Films.	
3	<b>Private and Satellite channels</b>	
	16. Growth of Private International, National and Regional TV Networks	
4	<b>Regional channels- Impact and critical study of</b>	
	19. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
<b>Module II</b>		10
<b>Television formats : Content and presentation</b>		
	30. <b>News:</b> Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31. <b>Features on TV : Talk Shows</b> <ul style="list-style-type: none"> <li>• Reviews</li> <li>• Interviews</li> <li>• Discussions.</li> <li>• Documentaries.</li> <li>• Docudramas.</li> <li>• Commentaries.</li> </ul>	
	32. <b>Other Programs</b> <ul style="list-style-type: none"> <li>• Music</li> <li>• Sports</li> </ul>	
<b>Module III</b>		
1	<b>Developing skills</b>	10
	<b>1. Anchoring</b> Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories.	
	<b>2. Beat reporting</b> Educational, Crime, Science, Court, Environmental, Political	
	<b>3.Reporting</b> <b>Reporting national and International events</b>	
	<b>4. Scripting and presentation</b> Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.	

		Story idea, development and Presentation- Web series	
	<b>5. Editing</b>	Skills of editing, online and offline	
<b>Module - IV :</b>			<b>08</b>
<b>Current and Emerging Trends in Television Journalism :</b>			
	<b>1. 24/7 news broadcast</b>	<ul style="list-style-type: none"> <li>• Features, Audience effectiveness, advertisements and Dumbing down of News.</li> <li>• TV v/s online streaming catering to infotainment genre majorly targeting the youth ( Netflix,</li> <li>• Fake News on Internet v/s news on broadcast</li> </ul>	
	<b>2. Ethics</b>	(Including Censorship) in presentation of News.	
<b>Module - V :</b>			<b>10</b>
	<b>1.</b>	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
<b>Total Lectures</b>			<b>48</b>
<b>BOS SYLLABUS COMMITTEEMEMBERS</b>			
<ol style="list-style-type: none"> <li>1. Dr. Navita Kulkarni (Convener)</li> <li>2. Prof. Aparajeeta Deshpande (Subject expert)</li> <li>3. Prof. Gajendra Deoda (Subject expert)</li> </ol>			
<b>Reference Books</b>			
<ol style="list-style-type: none"> <li>1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.</li> <li>2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.</li> <li>3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.</li> <li>4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.</li> <li>5. Television Production by Phillip Harris.</li> <li>6. Broadcast Journalism by David Keith Cohler (Prentice Hall).</li> <li>7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.</li> <li>8. Awasthi, G. C. Broadcasting in India. Allied Publi</li> </ol>			