



**Sion (West), Mumbai – 400022.**

(Autonomous)

**Faculty: Humanities  
Programme: B.A.M.M.C.  
B.A. in Multimedia and Mass Communication**

**Academic Year: 2021-2022-2023**

**T.Y.B.A.M.M.C.  
Advertising and Journalism  
Semester V & VI  
For the Academic Year 2021-2022-2023**

**Choice Based Credit System Syllabi  
Proposed and Approved by Board of Studies in B.A.M.M.C  
With effect from 1st June, 2021**

**Syllabus for Third Year Courses of**  
**Multimedia and Mass Communication 2021-22**

**Elective: Advertising**

**Preamble**

**The Department of Mass Media:**

**To create communication leaders dedicated and committed towards our  
Nation's upliftment and growth.**

**The Third Year Bachelor of Multimedia and Mass Communication programme  
- Specialization Advertising aims to guide the students for a prospective career  
in advertising through the preparation in the expanses of copywriting,  
advertising research and design, consumer behaviour, brand building, and  
retailing with e-commerce equally.**

**The curriculum is designed to educate and equip students with multimedia  
awareness and progressions including contemporary issues, digital media and  
rural marketing in customary and new media global settings.**

**With greater focus on evolving the students, this proposition bring out the  
creative aptitude of the learners and help them emerge in the media domain.**

Department of Mass Media  
Programme: B.A.M.M.M.C  
Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA51

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Copywriting

Alias: CW

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**A. Course Outcome:**

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various mediums
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
- In an ad agency, as a copywriter, one cannot “*Just be creative and express self*” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
- There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

**B. Course Syllabus:**

**1. Unit 1:**

**(10 Lectures)**

- **Introduction To Copywriting**
  - Basics of Copywriting
  - Responsibility of Copy Writer
- **Creative Thinking**
  - How to inculcate a creative thinking attitude
  - The idea incubation process
  - What’s the Big Idea? – How to get to the ONE BIG IDEA that will inspire creative
  - Crafting the reasons why consumers should believe your brand and act
- **Idea Generation Techniques**
  - Idea Generation Techniques:
  - e.g.: Brainstorming, Triggered brain walking,
  - Questioning assumptions, Picture prompts, Scamper Observation, Referencing, Interaction, Imagination, Dreams And Creative Aerobics
- **Transcreativity**
  - Introduction
  - Purpose

**2. Unit 2: Writing For Advertising**

**(08 Lectures)**

- **Briefs**

- Marketing Brief
- Creative Brief
- **Writing Persuasive Copy**
  - Tone of Voice
  - What's the Tone?
  - Tonality and Character matters
  - How to make your writing, walk, talk and breathe
  - Creative breakthrough writing
  - How to control the 'Command Centre' in your prospects mind
  - How to change perception
  - Emotionality Storytelling

**3. Unit 3: Current Advertising Campaigns (12 Lectures)**

● **Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Client**

Two current campaigns for each of the following agencies including TVC, Print and Outdoor and digital should be studied and analysed in the classroom

- JWT
- Ogilvy
- Lowe Lintas
- FCB Ulka
- DDB Mudra
- Publicize Worldwide
- At least three international awards winning previous year campaign (one to two years Previous years campaign) should be analysed and discussed in the class room.
- Student to be taught the following when discussing campaigns:
  - Copy Writing style
  - Idea and concept
  - How copy is varied for different media
  - Copy for children, youth, women, senior citizens, executives, millennial, baby boomers, Gen X, Y and Z
  - Advertising appeals
  - Tone of voice
  - Story telling

**4. Unit 4: Media And Audiences. (10 Lectures)**

● **Writing Copy For Various Media**

- Print: Headlines, Sub-headlines, captions, body copy and slogans
- Television: Storyboard, Storyboarding techniques, Balance between words and visuals, Power of silence, formats of TV's
- Outdoor posters
- Radio
- Digital copy for social media like Facebook, Instagram, etc
- Copy for web-page

● **WRITING COPY FOR VARIOUS AUDIENCES:**

- Children
- Youth
- Women
- Senior Citizen

- Executives
- Baby boomers, Gen-X, Gen-Y (Millennials) & Gen-Z

**5. Unit 5: Writing Copies, Appeals, Execution Styles And Evaluation Lectures)**

**(08**

● **How To Write Copy For:**

- Direct mailer
- Classified
- Press release
- B2B
- Email copy
- Advertorial
- Infomercial

● **Various Types Of Advertising Appeals And Execution Styles:**

- Rational appeals
- Emotional appeals: Humour, Fear, Sex appeal, Music
- Various advertising execution techniques
- The techniques evaluation of an AD Campaign

● **The Techniques For Evaluation Of An Ad Campaign:**

- Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives
- Learn to appreciate the aesthetic aspects of the ad- how the ad looks, its layout, colour scheme, typography, balance,etc
- Corruption issues faced by the common man
- Challenges faced by senior citizens and the physically/ mentally challenged

**C. References:**

- Looking Away by Harsh Mandar
- Copywriting By J.Jonathangabay Frsa
- Copywriting: Successful Writing For Design, Advertising And Marketing
- The Ad week Copywriting Handbook: The ultimate guide to writing powerful Advertising and Marketing copy from one of the America's top copywriters paperback- By Joseph Sugarman
- The Copywriter's Handbook: A step-by step guide to writing copy that sells book by Robert Bly
- Hey, Whipple, Squeeze, this: The classic guide to creating great ads
- By Luke Words That Sell: More than 6000 entries to help you promote your products, services and ideas paperback- By Richard Bayan, Sulloivan, Sam Bennett, Edward Boches

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Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA52

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Advertising and Marketing Research

Alias: AMR

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**A. Course Outcome:**

- The course is designed to inculcate the analytical abilities and research skills among the students
- To understand research methodologies- Qualitative vs Quantitative
- To discuss the foundations of research and audience analysis that is imperative to successful advertising
- To understand the scope and techniques of advertising and marketing research and their utility

**B. Course Syllabus:**

**1. Fundamentals Of Research (02 Lectures)**

- What is Literature review
- Statement of the problem
- Aims and objectives of the study
- Relevant research questions

**2. Research Design (03 Lectures)**

- Meaning, definition, need and importance
- Scope of research design
- 2 Types: Descriptive, exploratory and casual

**3. Preparing Questionnaire (03 Lectures)**

- Survey instruments
- Designing the questioning using projective
- Technique for qualitative research
- Designing the questionnaire using attitude

**4. Sampling (06 Lectures)**

- Meaning of sample and sampling
- Process of sampling
- Methods of sampling: Non Probability sampling- Convenient, judgement, quota, snowball, probability, Simple random, systematic, stratified, cluster, multi-stage

**5. Preparing Data Sheet And Data Processing (03 Lectures)**

Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.

**6. Data Analysis. (03 Lectures)**

- Data collected are to be presented and analyzed.  
Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.

**7. Methods Of Data Analysis (04 Lectures)**

- The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness.
- Any of the following multivariate analysis may be used such as Regression, Correlation, test, factor analysis and discriminant analysis

**8. Report Writing. (06 Lectures)**

- **FORMAT OF RESEARCH REPORTS**  
The research report shall have the following Components.
  - Title Page
  - Index
  - Introduction and research objective
  - Industry overview
  - Literature review
  - Statement of the problem
  - Statement of hypothesis (Min two hypothesis)
  - Research methodology and research design
  - Data analysis and interpretations
  - Findings
  - Conclusions
  - Suggestions
  - Annexure (questionnaires)
  - Bibliography

**9. Advertising Research. (10 Lectures)**

- Introduction to advertising research
- Copy research:
  - Concept testing
  - Name testing
  - Slogan testing
- Copy testing measures and method:
  - Free association
  - Direct questioning
  - Direct mail tests
  - Statement comparison tests
  - Qualitative interviews
  - Focus groups
- Pretesting:
  - Print pretesting: consumer jury test

- Portfolio test
- Paired comparison test
- Order of merit test
- Mock magazine test
- Direct mail test
- Broadcasting pretesting:
  - Trailer test,
  - Theatre test,
  - Live telecast test,
  - Clutter test
- Challenges to pre-testing. E.g: The Halo effect
- Post testing:
  - Recall test
  - Recognition test
  - Triple association test
  - Sales effect test
  - Sales results test
  - Enquires test

□ Physiological Rating Scales.

**(03 Lectures)**

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

**10. Marketing Research**

**(05 Lectures)**

- Introduction to advertising research
- New product research
- Branding research
- Pricing research
- Packaging research
- Product testing

**C. References:**

- Research for marketing decisions Paul .E. Green, Donald S. Trump
- Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9<sup>th</sup> Edition
- [http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown\\_POV\\_NeurosciencePerspective.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf)

**D. Internal Assessment Methodology:**

- Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125
- Producing the following:**
- Complete Research report of the survey conducted



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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA53

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Brand Building

Alias: BB

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**A. Course Outcome:**

- To understand the awareness and growing importance of Brand Building
- To know how to build, sustain and grow brands
- To know various new way of building brands
- To know about the global perspective of brand building

**B. Course Syllabus:**

**1. Introduction To Brand Building, Identity, Personality and Positioning (12 Lectures)**

- **Introduction To Brand Building**
  - Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury, Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements
- **Brand Identity And Brand Personality**
  - Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy
- **Brand Positioning**
  - Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Crone stones of positioning strategy Basis

**2. Branding Leveraging, Strategies, Equity, Models (08 Lectures)**

- **Brand Leveraging**
  - Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding
- **Brand Strategies**
  - Multi- branding, Mix branding, Hierarchy- Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.
- **Brand Equity And Models**
  - Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Y and R – Graveyard model  
Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand

**3. Brand Building Through Imperative, Global And Corporate Image (10 Lectures)**

- **Brand Imperatives**

- Co-ordination across organization. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.
- **Global Brands**
  - Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position, Globalization
- **Corporate Image Building Through Brands**
  - Corporate image in contemporary management, advertising and corporate image

#### **4. Brand Building Through CSR, Brands To Different Sectors, Brand Life Cycle**

(12 Lectures)

- **Brand Building Through Corporate Social Responsibility**
  - CSR as part of business environment management, How CSR activities can be used for Brand Building Social activities other than CSR to enhance the Brand
- **Conception And Growth**
  - Important factors in conception and various stages of growth and maturity of brands with various case studies
- **Branding In Different Sectors**
  - Customer, Industrial, Retail and Service Brands

#### **C. References:**

- David, A Aker, Building strong brands, the free press, 1996
- Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- Brand management – the Indian context – Y L R Moorthi
- Strategic Brand Management by Kevin Keller, M.G Parameshwaran, Issac Jacob
- Brand positioning – Strategies for competitive advantage – Subroto Sengupta
- Kumar, Ramesh S, Marketing and branding-Indian scenario, , 2007
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
- What great brands do Building Principles that Separate the ..Denise Lee yohn .
- John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
- Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)

#### **D. Internal Assessment Methodology:**

- Individual / Group – Presentation
- Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign,
- Campaign evaluation and measuring effectiveness

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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA54

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Agency Management

Alias: AM

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**A. Course Outcome:**

- To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
- How an ad agency works and what opportunities exist
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies thereby enabling to undertake professional work with advertising industry.

**B. Course Syllabus**

**1. Unit1:**

**(10 Lectures)**

- **Advertising Agencies.**
  - Agencies role, Functions, Organization and Importance
  - Different types of ad agencies
- **Account Planning**
  - Role of account planning in advertising
  - Role of Account Planner
  - Account Planning Process
- **Client Servicing.**
  - The Client – Agency Relationship
  - 3P's of Service: Physical evidence, Process and People
  - The Gaps Model of service quality
  - Stages in the client-agency relationship
  - How Agencies Gain Clients
  - Why Agencies Lose Clients
  - The roles of advertising Account executives
- **Advertising Campaign Management**
  - Means-End chaining and the
  - Method of Laddering as guides to Creative Advertising Formulation

**2. Unit 2:**

**(08 Lectures)**

- **Study And Analyze Current Advertising Campaigns Of The Best Advertising Agencies For The Clients.**
  - Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room.
    - JWT
    - Ogilvy

- Lowe Lintas
- FCB Ulka
- DDB Mudra
- Publicize Worldwide
- At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room.
- The application questions are expected on the latest campaigns.

**3. Unit 3: (10 Lectures)**

- **Entrepreneurship**
  - Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance.
  - Entrepreneurship-As Innovation, risk taking and problem solving.
  - Social Entrepreneurship
- **Sources Of Capital For Startup Ccompany**
  - Personal investment.
  - Family
  - Venture capital.
  - Angels Finance
  - Business incubators.
  - Government grants and subsidies.
  - Bank loans.
- **Creating And Starting The Venture**
  - Sources of new Ideas,
  - Methods of generating ideas, creating problem solving,
  - Product planning and development process

**4. Unit 4: (10 Lectures)**

- **Business plan for Setting up an Agency**
  - Business Plan Introduction
  - Various Stages in setting up a new agency
- **Marketing plan of the client**
  - The Marketing brief,
  - Marketing Audit
  - Marketing Objectives,
  - Marketing Problems and Opportunities Review,
  - STP,
  - Executing the plan,
  - Evaluating the plan

**5. Unit 5: (10 Lectures)**

- **The Response Process**
  - Traditional Response Hierarchy Models: AIDA
  - Communications Objectives
  - DAGMAR: An Approach to Setting Objectives
- **Agency Compensation**
  - Various methods of Agency Remunerations
- **Growing The Agency**
  - The Pitch: request for proposal, speculative pitches, Pitch Process
  - References, Image and reputation, PR

- **Sales Promotion Management**

- The scope and role of sales promotion
- Reasons for the increase in Sales promotion
- Objectives of trade-oriented sales promotion
- Techniques of trade-oriented sales promotion
- Objectives of consumer-oriented sales promotion
- Techniques of consumer-oriented sales promotion

**C. Internal Evaluation:**

- Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.
- The college should support the Incubation projects or the start up agency of their own students

**Mandatory Requirement:**

- Agency Management lectures compulsory should be held in audio video room with proper projector and sound.

**D. Suggested Reading:**

- Advertising and Promotion by G. Belch and M. Belch
- Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA55

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Direct Marketing & E- Commerce

Alias: DMEC

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**A. Course Outcome:**

- To understand the awareness and growing importance of Direct Marketing
- The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
- To understand increasing significance of E-Commerce and its applications in business and various sectors.
- To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.

**B. Course Syllabus:**

**1. Unit 1: Introduction To Direct Marketing, Integrated Marketing Communication & Customer Relationship Management (12 Lectures)**

- **Introduction To Marketing, Basics Of Direct And Interactive Marketing Legal Framework Towards Direct Marketing**
  - Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy – The key-issue
- **Integrated Marketing Communication Versus Direct Marketing**
  - Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising, Sales Promotion, Publicity, Personal Selling, etc., Person to person, Group Selling, Direct Mail, Direct response Television (DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows
- **Customer As The Only Project Center: Segmentation, Targeting And Customer Focus**
  - What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation

- 2. Unit 2: Database Management, Marketing Strategies, Research Analysis And Testing, LTV Sums And Theory. (08 Lectures)**
- **Understanding The Direct Marketing-Database Management/Marketing Strategies**
    - Database Management: Meaning, Importance, Functions of Database, sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.
  - **Direct Marketing Research And Testing**
    - What is customer Life time Value (LTV), Factors Affecting Life time Value, How we use LTV, LTV- Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.
  - **Direct Marketing Analysis**
    - List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs, Store Traffic/ Site traffic generation, Fund raising, Pre-selling Cross selling) and Post- selling
- 3. Unit 3: Introduction To E-Commerce, E-Business, Building Up A Website (16 Lectures)**
- **Introduction To E-Commerce**
    - Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E- Commerce in Sectors like: Retail, Banking, Tourism, Government, Education
  - **E-Business**
    - Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning
  - **Website**
    - Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a website
- 4. Unit 4: Payment, Security In E-Commerce, Integration Of Direct Marketing & E-Commerce Through Social Media (10 Lectures)**
- **Electronic Payment Systems**
    - Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E- Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and security in E-Business
  - **Payment Gateway**
    - Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security
  - **Integration Of Direct Marketing And E-Commerce Through The Use Of Internet And Social Media**

- What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business

**C. References:**

- Alan Tapp, Principles of Direct and Database Marketing - Financial Time - Prentice Hall 2000
- Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
- Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
- Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
- Successful Direct Marketing Methods Hardcover – ( 7th edition) by Bob
- Direct Marketing: Strategy, Planning, Execution by Edward L Nash
- The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra
- Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp
- Digital marketing ( E commerce) – Vandana Ahuja.

**D. Internal Assessment Methodology:**

- Project/Assignment
- Individual/Group – Presentation
- Marketing plan integrating both Direct marketing and E-Commerce



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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCA56

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Consumer Behaviour

Alias: CB

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**A. Course Outcome:**

- To understand the sociological & psychological perspective of consumer behaviour.
- To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.
- To sensitize students to the changing trends in consumer behaviour.

**B. Course Syllabus:**

**1. Unit 1:**

**(10 lecture)**

- **Introduction To Consumer Behaviour**
  - Need to study Consumer Behaviour
  - Psychological & sociological dynamics of consumption
  - Consumer Behaviour in a dynamic & digital world
- **Marketing & Consumer Behaviour**
  - Segmentation Strategies- VALS
  - Communication process
  - Persuasion- Needs & importance ELM advertising appeals

**2. Unit 2:**

**(08 lecture)**

- **Psychological Determinants & Consumer Behaviour**
  - Motivation – Types & Theories – Maslow.
  - Attitude – Characteristics – Theories – Tricomponent.
  - Multi attitude Model.
  - Cognitive dissonance.
  - Personality - Facets of personality.
    - Theories – Freud & Jung.
    - Personality traits & consumer behaviour.
    - Self-Concept.

**Application of these theories in the marketing and consumer behaviour.**

**3. Unit 3:**

**(10 Lectures)**

- **Relevance Of Learning In Consumer Behaviour.**
  - Perception- elements in perception
    - Subliminal Perception
    - Perceptual Integration- Stereotyping in advertising
  - Learning- Elements in Consumer Learning
  - Behavioural & Classical theory

- Cognitive Learning

**4. Unit 4:**

**(10 Lectures)**

● **Socio- Economic & Cultural Determinants Of Consumer Behaviour.**

- Family - Role of family in socialization & consumption – FLC
- Culture- Role & Dynamics.
  - Sub culture & it's influence on consumption
  - Changing Indian core values
  - Cross culture consumer perspective
- Social group- Primary and Secondary and the role of Reference group & Consumer Behaviour
- Economic – social class as the economic determinants of consumer behaviour

**5. Unit 5:**

**(10 Lectures)**

● **Consumer Decision Making.**

- Process of decision making
- Models of decision making
- Opinion leadership
- Diffusion & Adoption Process.
  - Process of decision making.
  - Models of decision making.
  - Opinion Leadership.
- Diffusion & Adoption Process

**C. References:**

- Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour.
- Pearson 11<sup>th</sup> Edition.
- David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd. Delhi.

**D. Internal Assessment Methodology:**

- Continuous Assignments
- Oral & Practical Presentations
- Projects
- Class Test
- Open Book Test
- Group Interactions
- Debates & Discussions Quiz

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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Globalization and International Advertising

Alias: AE

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**A. Course Outcome:**

- To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.
- To help the student understand and practice Global Communication.
- To develop media student understanding on Global Brands.
- To introduce to media students about concept and process of International advertising.
- To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.
- Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market

**B. Course Syllabus:**

**1. Introduction:**

**(08 Lectures)**

- **Globalization:** Concept, meaning, a brief history on Globalization, advantages and disadvantages of globalization.
- **Global and International Market:** A brief study on global and international market, overview of global and international marketing and the differences between them.
- **Global Media:** Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents.
- **International Advertising:** Meaning, objectives, evolution of International Advertising.
- **Globalization and Advertising:** Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.

**2. Global Communication:**

**(08 Lectures)**

- **Introduction to Globalization and International Communication:** Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication.
- **Flows of Global Content:** Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content,
- **Popularity of Global Brands due to Content:** Popularity of popular brands due to flow of Global content.

- **Culture and Global Communication:** Cultural heterogeneity, Cultural Barriers.
- **Culture and Social Groups:** Cultural practices of different social groups globally

**3. Globalization & Its Impact On Global Brands (08 Lectures)**

- **Immersion of Global Brands, trends:** Immersion of Global Brands, Global Trends,
- **Local Going Global:** Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising,
- **Brand Awareness:** Brand Awareness Strategy
- **Global Brand Positioning and Perception:** Global Brand Positioning & Perception
- **Regulations:** Global Advertising Regulations

**4. Conceptual Understanding Of International Advertising (12 Lectures)**

- **Rise:** Rise of International Advertising, International Advertising as an Industry.
- **Social Force:** International Advertising as a Social Force,
- **Communication Process:** International Advertising as a Communication Process
- **Promotion and Propaganda:** International Advertising & Promotion, International Advertising and Propaganda
- **Rationale, Standardisation and Localization:** Rationale for International Advertising, Standardization vis a vis Localization Adaptation (as a general tendency of the Cross-National Advertising Literature), Evolution of the impact of International brands on Local Societies.

**5. Insights of International Advertising (12 Lectures)**

- **International Advertising Strategy:** A Review, Reassessment & Recommendation
- International Advertising: Adaptation v/s Standardization, International Advertising & Global Consumer.
- **The International Environment:** Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment.
- **Steps for creating Successful International Advertising Campaign:** Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes & Failures, and Customize your campaigns, Structuring your account: the most common methods.
- **Barriers and Challenges to International Advertising:** Culture, Language, Education, Government regulation, Media limitation
  - Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations,
  - Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation

**C. Reference:**

- Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51-73.
- Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, Berkeley: UC Press, pp.281-300.
- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing\_Irwin McGraw Hill 1999.

- William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour
- The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996
- Mary Cross, Advertising and Culture-Prentice Hall 2001

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Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Account Planning And Advertising

Alias: APA

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**A. Course Outcome:**

- You will learn the skills of a strategist/planner, which include learning how to:
- To familiarize the students with the concept of Account Planning
- Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods.
- Think critically and analytically
- Connect what a brand offers to what an audience wants
- Persuade others to see what you see
- Telling a compelling story, verbally and in writing (persuasive communications)

**B. Course Syllabus:**

**1. Module 1:**

**(10 Lectures)**

- **Introduction:**
  - Definition
  - Various views and practice in account planning
- **What is Account Planning**
  - Knowing the difference between facts and insights
  - The Creative Pursuit of Insights
  - Identifying the true problem
  - Asking the right questions, in the right ways.
  - Setting objectives

**2. Module 2**

**(08 Lectures)**

- **Where Does Insights Come From**
  - Consumer insights
  - Cultural insights
  - Future insights
  - Project insights
  - Brand insights
  - Market insights
  - Purchase insights
  - Usage insights
  - Owner insights
- **Study of insight of three awards winning advertising campaign of the Previous two years:**
  - What kind of insight is been used by the campaign should be Discussed.
- **Research In Accounts Planning:**

- Techniques of In-depth interviews for discovering consumer insights
- Ethnography for in-depth consumer insight
- Google analytics for digital account planning

### 3. Module 3

(10 Lectures)

- **The Account Planning Process:**
  - Role of account planning in advertising
  - Role of Account Planner
  - Account Planning Process
- **The Importance Of Preparation:**
  - Why it's so important to prepare
  - How to prepare
  - Why this skill is vital for planners and strategists.
- **Propagation Planning**
  - Definition
  - Adoption curve with propagation
  - Propagation platforms
  - Propagation process
- **Transmedia Planning**
  - Definition
  - Who does trans media planning
  - Why trans media
  - How is trans media different
  - Elements of Trans media
  - Storytelling

### 4. Module 4

(10 Lectures)

- **Review of different types of briefs from – major agencies**
  - JWT
  - Ogilvy and Mather
  - DDB
  - FCB
  - BBDO
  - Y and R
    - Discussion on the role of the briefing.
    - What's the hallmark that makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them

### 5. Module 5

(10 Lectures)

- **Defining the Benefit**
  - What is an Attribute?
  - Attribute Versus Benefit
  - Attribute to Functional Benefit
  - Emotional Benefits
  - Plus or Minus Emotions
  - Benefit Laddering
  - Benefit Matrix
- **Developing a Brand Story**
  - The Story Problem
  - Elements of story

- Building story brand
- Crafting the Story
- SB7 Frame work  
(Character, Problem, Guide, Plan, Calls Them To Action, Failure, And Success).

**C. Mandatory Requirement:**

Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound

**D. Suggested Reading:**

Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998

The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press

Building a story brand by Donald Miller



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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Social Media Marketing

Alias: AE

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**A. Course Outcome:**

Learn to communicate and tell stories through the web.

- Students learn real-world skills from leading designers, artists, and entrepreneurs.
- The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
- With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
- Identify and apply strategies to improve and succeed no matter what their initial skills.
- Solve problems and learn from creative risks by using people skills, design principles, and processes.
- Build a strong foundation in all aspects of design and production for storytelling in motion.
- Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
- Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

**B. Course Syllabus:**

**1. Digital ERA:**

**(10 Lectures)**

- **Introduction to E-Marketing:**
  - What is the E-marketing? The changing marketing landscape. The internet and business.
- **E-Marketing**
  - E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2C and C2B) E –marketing and Online advertising. E-marketing and Consumer segmentation, E- marketing and Sales and Trade promotions
- **Types of Digital Marketing**
  - Types E- mail marketing, Types Internet marketing Types of Mobile marketing
- **Generation Y**
  - Expectation and influence, Implication of Digital change, Emerging consumer segmentation in India

**2. Social Media Marketing**

**(08 Lectures)**

- **Introduction to Social Media Marketing**
  - Meaning, Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing.

- **Content Strategy For Social Media Marketing**
  - 10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms
- **Face Book Marketing**
  - Face book – the Origin and Eight different version of Facebook , What is Face book marketing?  
Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing.
- **Instagram Marketing**
  - Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads
- **Linked In Marketing**
  - LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn
- **Pinterest Marketing**
  - Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins
- **YouTube Marketing**
  - How to build foundation for your YouTube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements

**3. Social Media Marketing Plan, and Campaign management (10 Lectures)**

- **Social Media Marketing Plan**
  - What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy), Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts, Evaluating Social media marketing success
- **Campaign Marketing**
  - What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?

**4. Ethics and Careers: (10 Lectures)**

- **Ethics**
  - Code of ethics , 9 Rules of engagement for Social Media Marketing
- **Career**
  - Careers in Social media marketing

**C. References:**

- Digital marketing by Vanadana Ahuja
- Social Media Marketing: a strategic approach by Barker and Barker

**D. Internal (The objective of internal exercise is to help the learner acquire skills)**

- Project/Assignment
- Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn

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Specialization: Advertising

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Documentary & AD Film Making

Alias: AE

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**A. Course Outcome:**

- Understanding the planning involved in making audio visual communication effectively.
- To prepare students for effective and ethical public communication.
- To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
- Equip students with skills to write and shoot effective Documentary and Ad film.

**B. Course Syllabus:**

**1. Understanding Documentary**

**(30 Lectures)**

- **Category**
  - Non-fiction (Limitation and Wonders)/Docu-drama
  - Anthropological/Ethnographic Biographical/Historical Arts/Cultural
  - Science and Technology Promotional
  - Environment including Agricultural Social Issues
  - Educational Investigative Family Values
  - Exploration/Adventure
- **Writing**
  - Formation of Concept
  - Research Modes: Library, Archives, Location, Life stories, ethnographic.
  - Synopsis
  - Script and Visualization Commentary
  - Subtitling/Translation
- **Production**
  - Pre-Production: Engaging technical team & equipments. Acquiring shooting permissions.
  - Production: On locale and studio shooting. Technology involved.
  - Post Production: Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy.

**2. AD Film Making**

**(18 Lectures)**

- **Ad Film Making**
  - Writing a selling concept.
  - Budgeting.
  - Preparing Storyboard (Using different formats of making)
  - Agency/Client approval.
- **Pre to Post Production**
  - Finalization of Cast and Crew.

- Set erection/Location, Scheduling, Shooting.
- Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making
- final master & telecast copy

**C. Internals**

(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)

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Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA61

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Digital Media

Alias: DM

**A. Course Outcome:**

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the of use key digital marketing tools
- Learn to develop digital marketing plans

**B. Course Syllabus:**

**ABOUT FEATURES**

**1. Introduction to Digital Marketing**

**(04 Lectures)**

- Understanding Digital Media
- Advantages of Digital Media
- Principles of Digital Media Marketing
- Key Concepts in Digital media
- Traditional Vs Digital Media

**2. Search Engine Optimization (SEO)**

**(08 Lectures)**

- How search Engine works
- Introduction to SEO
- On Page Optimization
- Off Page Optimization
- SEO Audit, Tools and Measurement
- SEO Resources, Careers in SEO

**3. Search Engine Marketing (SEM)**

**(04 Lectures)**

- What is SEM?
- Why SEM
- What is Google Adwords? Why Google Adwords
- Google network
- Adwords terminologies
- Campaign types
- Creation of Google Display NETWORK (GDN)
- Display Ads format
- Conversion tracking
- GDN Campaign creation (DEMO)
- Remarketing

- What are Google shopping Ads
- 4. Search Media Marketing (SMM) (04 Lectures)**
- Introduction to Social Media
  - Facebook Marketing
  - Instagram Marketing
  - LinkedIn Marketing
  - Twitter Marketing
  - SMM Tools
  - Creating a successful social media strategy
- 5. Email Marketing (05 Lectures)**
- key terms and concepts
  - Customer acquisition strategies
  - Best Practices: CRABS
  - Tools to enhance lead nurturing
  - Enhance better reach
- 6. Web Analytics (06 Lectures)**
- Introduction to analytics
  - Social CRM and analysis
  - Google analytics
  - Digital Analytics
  - Content performance analytics
  - Visitor analysis
  - Social media analytics
- 7. Affiliate Marketing and Programmatic Marketing (10 Lectures)**
- Affiliate Marketing
  - Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing
  - Programmatic Marketing
  - Evolution and growth of programmatic Marketing
  - Real Time bidding,
  - Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing
- 8. Content Writing (04 Lectures)**
- Intro to content writing
  - Core Principles of Content writing
  - Why blogs matter
  - Principles of writing blogs
  - How to write content for twitter and Mobile
- 9. Cyber Law (02 Lectures)**
- Information Technology Act
  - Copyright Act
  - Cyber Ethics

- Digital Security

**C. Reference**

- Digital marketing By Seema Gupta
- Digital Marketing By Puneet Singh Bhatia

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Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA62

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Advertising Design

Alias: AD

**A. Course Outcome:**

- Learner shall understand the process of planning & production of the advertisement.
- To highlight the importance of visual language as effective way of communication.
- To provide practical training in the field of advertising & make learner industry ready

**B. Course Syllabus:**

**1. Introduction: Advertising Design=Communication Design**

**(10 Lectures)**

- **Project Paper**
  - Intro to Project paper & Campaign
  - Campaign outline, Elements to be produced, Viva voce
- **Role of Agency Departments**
  - Accounts dept.: Client handling, Strategy Planning
  - Media dept.: Media research, Media planning, Buying & billing
  - Creative dept.: Prime calibre, All of visualisation, Creative thinking, Execution,
  - Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material
- **Process of Design:**
  - Research of
    - Product (features & benefits)
    - Market: (TA) Psycho & Demography
    - Message Strategy: What to say & How
    - Competition & claim
    - Visualisation & Copy
    - Illustration: Choosing one among
    - Execution: Graphic design
- **Art Direction**
  - Role of art director in various media
  - Detailing in illustration
  - Detailing in TVC: Location, Models, Costume, Working on storyboard
- **Analysing Ads & Logos:**
  - Discussion of existing ads:
  - Print ads: For layout, Colours, Message
  - TVCs: AV, Pace, Tone etc
  - Innovative, Ambient, Transit for relevancy
  - PoS: For size, Place, Consumer psychology



- 2. Design Basics: Language Of Visuals (08 Lectures)**
- **Elements of Design**
    - Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space
  - **Principles of Design**
    - Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity
  - **Rules of Design**
    - Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax
    - Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc
    - Optical illusions:
    - Visual Influence: Shapes & proportions, Tones & contrast, Lines & length
  - **Typography**
    - Type as Design element:
    - Classification: Serif, Sans serif, Decorative, Trendy etc.
    - Measurement: size, weight, Kern, Track, leading, Baseline etc.
    - Word Expression, Meaning expressed by appearance
- 3. Layout: The Blue Print (10 Lectures)**
- **Types of Layout**
    - Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.
  - **Stages of Layout**
    - Thumbnail sketches, Rough layout, Finished layout, Comprehensive
  - **Choosing Picture**
    - Strong visual capable of selecting Target Group, Suitable with headline, Trial close
  - **Choosing Typo**
    - Sorting text into parts of copy.
    - Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.
  - **Putting all together**
    - Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual
- 4. Planning A Campaign: Working On Final Project (10 Lectures)**
- **Choosing a product**
    - Finalizing what to sell.
    - Designing a Logo: Type based, Shape based, combo,
    - Symbolic etc.
    - Planning tagline
  - **Research**
    - Product/Service (features & benefits)
    - Market: Wants & Needs, Psycho & Demography, What
    - words may click their minds.
    - Tone & Voice.
  - **Idea generation**
    - Coming to big idea, Trying various idea generation techniques
  - **Visualising Layout**
    - Choosing appropriate image/s & working on rough layout
    - Finalizing layout for highest effectiveness.
- 5. Execution: On System Work (Faculty To Guide & Instruct) (10 Lectures)**
- **Logo Design**

- Working on system: Corel Draw/Illustrator
- Designing Logo, Deciding color scheme
- (Logo is vector based)
- Modifying Typo, Using glyphs,
- Considering shape as identity
- **Logo Manual**
  - Creating a Logo design Philosophy
  - Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise.
  - Making all compact.
  - Creating 4 diff sizes & also reverse
- **Print Ads/Press ads**
  - Press: Using finalized layout for creating series of three ads (Synergy maintained)
  - Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)
- **Outdoor ad, Innovative/ Transit/Ambient Point of purchase**
  - Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines
- **TVC or Web Ads**
  - TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO
  - Web ad: Pop up, Scroll, Banner etc.
  - Printing, Mounting & Preparing for viva

**C. Note:**

- Students have to choose an existing product with new fresh brand name & new logo & not the existing brand
- Students should not be encouraged to bring in ‘innovation’ in the product or not to ‘invent’ totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it’s a failure of their efficiency.)
- The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.
- Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell ‘his work’ then the work is weak.
- **Learning process in art has four phases:**
  - Appreciation
  - Imitation
  - Inspiration
  - Creation
- To take the students through all these phases the internal assessment comprise of: Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.
- Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.
- **Drawing book:** (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.
- **Final campaign:** Creative brief & finalized layouts for press & print media that will follow

Synergy. Student to start campaign on approval of creative brief.

**Project: Elements of Campaign: Language can be English, Hindi, Marathi.**

- Logo Design: (Fresh) presented in Logo Manual
- Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
- Press Ads: Series of 3 ads for Newspaper maintaining synergy.
- Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
- Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
- Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
- Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
- TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
- Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

**D. References:**

- Art & Ideas: G. S. Rege
- Art & Production: N. N. Sarkar
- Advertising by Design Robin Landa
- Elements of Graphic Design Alexander White
- Ogilvy on Advertising David Ogilvy

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Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA63

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Advertising in Contemporary Society

Alias: ACS

**A. Course Outcome:**

- To understand the environment of Advertising in Contemporary Society
- To understand Liberalization and its impact on the economy and other areas of Indian society
- To compare and analyse the advertising environment of different countries

**B. Course Syllabus:**

**1. Changes in Advertising Environment**

**(10 Lectures)**

- Advertising Environment post-independence;
- Liberalization Privatization, Globalization Policy
- 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy.
- Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style

**2. Effect of Advertising, Criticism of Advertising, Social implication of advertising**

**(10 Lectures)**

- The use and effect of Advertising on the following factors:
  - Women
  - Children
  - Old people
  - Youth
- Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture;
- Social implication of advertising; The effect of advertising on market and economy.

**3. Types of Advertising; Internet Advertising and Digital Advertising**

**(08 Lectures)**

- Types of Advertising:
  - Political advertising,
  - B to B,
  - Consumer advertising,
  - Retail advertising,
  - Industrial advertising,
  - Financial advertising.
  - Internet Advertising and Digital Advertising :
  - Upcoming different ways in New Media

**4. The analysis of Advertising environment of India and other foreign countries**

**(12 Lectures)**

- National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND
- The use of this analysis in marketing and Advertising. (CASE STUDY)

**5. Social Marketing**

**(08 Lectures)**

- Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing;
- The various subjects for Social Marketing;
- Effects of social marketing. (CASE STUDY)

**C. Reference:**

- Advertising by Amita Shankar
- Advertising by London & Britta
- Advertising by Ramaswamy & Namakeeman

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Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA64

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Brand Management

Alias: BM

**A. Course Outcome:**

- To understand the awareness and growing importance of brand management.
- To know how to build, sustain and grow brands
- To know the various sources of brand equity.
- To know about the global perspective of brand management

**B. Course Syllabus:**

**1. Introduction To Brand Management**

**(12 Lectures)**

- **Introduction to Brand Management**
  - Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
- **Models**
  - Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
- **Brand Positioning**
  - Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences

**2. Planning And Implementing Brand Marketing Programs**

**(12 Lectures)**

- **Brand Elements**
  - Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities
- **Personalising Marketing**
  - Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy
- **Cause Marketing to Build Brand Equity**
  - Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity

**3. Growing And Sustaining Brand Equity**

**(12 Lectures)**

- **The Brand Value Chain- Model**
  - Value stages and implication , What to track, designing brand tracking studies
- **Brand Equity**
  - Meaning, Importance , Objectives, Sources of Brand Equity, Steps of Brand

Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity

- **Measuring Sources of Brand Equity**

- Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association
- Quantitative Research Techniques: Brand
- Awareness: Recognition, Recall, Brand Image, Brand Responses.

**4. Measuring And Interpreting Brand Performance**

**(12 Lectures)**

- **Brand Performance and Management**

- Global Branding Strategies, Brand Audit, Role of Brand Managers

- **Brand Communication**

- Online Brand Promotions, Role of Brand Ambassadors, Celebrities, Loyalty Program

- **Managing Brands over Geographical Boundaries**

- Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership

**C. Reference Books:**

- Strategic Brand Management – Building measuring and managing brand equity Kevin Lane Keller , M.G Parmeswaran, Issac Jacob ( 3rd edition)
- Brand Management – Text and cases by Harsh Verma
- Strategic Brand management – Indian Edition by Richard Elliot and Larry Percy
- Brand Management – Principles and Practices by Kirti Dutta

**D. Project/Assignment:**

- Rebranding or Revitalizing of a well-known national brand or global brand

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Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA65

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Media Planning and Buying

Alias: MPB

**A. Course Outcome:**

- To develop knowledge of major media characteristics
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan and fundamentals

**B. Course Syllabus:**

**INTRODUCTION TO MEDIA PLANNING**

- **Introduction to Media Planning** (06 Lectures)
  - Basic Terms and Concepts
  - The function of Media planning in advertising
  - Objectives of MP.
  - Role of Media planner
  - Challenges in Media planning
  - BARC and NCCS Grid
  - Factors influencing media strategy decisions
  - Criterion for selecting media vehicles
- **Negotiation skills in Media Buying** (02 Lectures)
  - Negotiation Strategies
  - Laws of Persuasion
- **Media planning process** (06 Lectures)
  - Situation analysis and Marketing strategy plan
  - Media Briefing
  - Media objectives and target audience analysis
  - Media selection and strategy
  - Media budgeting
  - Media Buying
  - Evaluation
- **Media Mix** (02 Lectures)
  - Factors Affecting Media Mix Decision
- **Media Measurement** (06 Lectures)
  - Reach
  - Frequency
  - GRPS/GVT Ratings
  - TRP/TVT Ratings
  - Impressions
  - Cost efficiency
  - Cost per thousand



- Cost per rating
- Circulation / Readership /AIR
- Selectivity Index
- Share of Voice
- **Sources of media research** (06 Lectures)
  - Nielson Clear Decision (NCD for Print)
  - Broadcast Audience Research Council
  - Audit Bureau of Circulation
  - RAM
  - Comscore – Digital
  - Alexa
- **Selecting suitable Media option (Advantages and disadvantages)** (04 Lectures)
  - Newspaper
  - Magazine
  - Television ( National,
  - Regional and Local)
  - Radio
  - Outdoor and out of home
  - Transit
  - Cinema Advertising
- **Media Buying** (04 Lectures)
  - Newspapers
  - Magazine
  - Television
  - Radio
- **Communication mix** (02 Lectures)
  - Communication Mix
- **Digital Media Buying** (10 Lectures)
  - Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).
  - Digital Sales Funnel
  - Direct buys from the websites / Impact Buys
  - Programmatic Buying:
    - [DSP (Demand side platform) or RTB (Real time bidding)]
  - Advertising via Premium Publishers
  - Advertising via Networks and Exchanges
  - Affiliate Commission
  - Network junction
  - (Click bank, adfuncky, 7search.com)
  - The Local Publishing Market
  - OTT Platforms
  - Influencers Marketing or social media influencers
  - Content advertising
  - Native advertising
  - App installed campaign
  - Push notification
  - Google ads
  - Bing ads
  - Lead Progression
    - Cost per impression

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- Cost per click(CPC)
- Cost per lead (CPL)
- Cost per action (CPA) or pay per action ( PPA)
  - cost per conversion or Revenue sharing or cost per sale.

**C. Reference:**

Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition 2.  
Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

Department of Mass Media  
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Class: T.Y.B.A.M.M.C

Specialization: Advertising

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCA66

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Retailing And Merchandising

Alias: MPB

**A. Course Outcome:**

- To introduce the students the concept of Retailing.
- To make them understand the strategies of Retail Marketing.
- To make the students aware about the need of retail consumers and their behavior.
- To introduce the concept of merchandising.
- Introducing social behavior and attitude of consumers over merchandising and Retailing.
- Introduces students to different skills of merchandising.
- Skills of retail communication and trends of information technology tools.

**B. Course Syllabus:**

**1. About Features:**

**(10 Lectures)**

- **Introduction to the World of Retailing**
  - Introduction to the World of Retailing
- **Types of Retailers,**
  - Multichannel Retailing, Customer Buying Behaviour, Retail Market Strategy Overview of Merchandising
- **Identifying and Understanding Retail Consumer:**
  - Factors affecting retail strategies, Consumer Demographic and lifestyles,
- **Social Factor**
  - Social factors, Consumer needs and desires, Shopping attitudes and behaviour, consumer decision making process, Retailers' actions
- **Formats based on Pricing**
  - Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing

**2. Retail Communication and IT**

**(08 Lectures)**

- **Managing Communication for a Retail Store Offering:**
  - Introduction, Objectives, Marketing Communication, Thematic Communication,
- **Methods of Communication**
  - Methods of Communication, Graphics, Signage
- **IT for Retailing:**
  - Information Systems, Barcoding, Retail ERP
- **Trends & Innovation**
  - Analytics & Tools

**3. Introduction to Merchandising**

**(10 Lectures)**

- **Concept of Retail Merchandising**

- Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers
- **Merchandise Mix**
  - Merchandise Mix, Concept of Assortment Management, Merchandise Mix of Show off
- **Merchandise Displays**
  - Concept of Merchandise Displays, Importance of Merchandise Displays
- **Space Management**
  - Concept of Space Management, Role of IT in Space Management, Concept of Planogram
- **Formats based on Merchandise selection:**
  - Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist

#### 4. Visual and On-Line Merchandising

(12 Lectures)

- **Visual Merchandising**
  - Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising
- **Visual Merchandising in India**
  - Visual Merchandising in India, Product Positioning and Visual Merchandising
- **Non-Store Merchandising**
  - Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising
- **Online Merchandising**
  - Internet retailing/online shopping, Catalogue Management
- **Trends & Innovation**
  - Analytics and Tools

#### C. Reading and Reference:

- Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J,
- Logistics and Retail Management. London, Kogan PageTepper,
- Bette K, Mathematics for Retail Buying.New York, Fairchild
- Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman,
- Retail Management. New Jersey, Prentice Hall Lucas, G. H. ,
- Retail Management, 3rd Edition, London, Pitman Publication Gercas ,
- G. H , Retailing, Chennai, All India Publication
- Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill
- Donnellan, John (2016)
- Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.

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Specialization: Advertising

Semester: VI

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Advertising & Sales Promotion

Alias: ASP

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**A. Course Outcome:**

- Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,
- Use a framework to make effective sales promotion decisions,
- Adopt the necessary skills and point of view of an effective sales promotion campaign

**B. Course Syllabus:**

**1. Introduction**

**(10 Lectures)**

- **Introduction**
  - Nature and importance of sales promotion,
  - Role of Promotion in the Marketing Mix
  - The Scope and Role of Sales Promotion
  - Reasons for the Increase in Sales Promotion
  - Consumer franchise building versus non-franchise building promotions
- **Theories in Sales Promotion**
  - Push promotion
  - Pull Promotion
  - Combination theory
- **The psychological theories behind sales promotion**
  - Reciprocation
  - Social Proof
  - Foot-in-the-Door Technique
  - Door-in-the-Face Technique
  - Loss Aversion
  - Social Norms Marketing
  - High, Medium, low

**2. Module 2**

**(08 Lectures)**

- **Methods of consumer-oriented sales promotion**
  - Sampling
  - Coupons
  - Premiums
  - Refund, rebates, cash backs
  - Contests and Sweepstakes
  - Bonus packs
  - Price off
  - Exchange offers
  - EMI

- Demonstration of product
- After Sale Service
- **Methods of Trade oriented sales promotion**
  - Contest & Incentives for dealers
  - Trade allowances (Buying allowances, slotting allowances, promotional allowances)
  - Point of purchase displays
  - Sales training programs
  - Trade shows and dealer conferences
  - Stock return
  - Credit terms
  - Dealer trophies
- **Methods of sales force-oriented sales promotion**
  - Bonus and incentives to Sales Force
  - Sales Promotion Contest
  - Sales Meetings and Conferences:
    - Free travel
    - Sales literature:
    - Demonstration kits
    - Honor or recognition

### 3. Module 3

(10 Lectures)

- **Study and analyse sales promotion campaign of the major brands**
  - Three loyalty programs. (One each of FMCG, Consumer durable and service)
  - Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service)
  - Three trade-oriented sales promotion program. (One each of FMCG, Consumer durable and service)
  - Three sales force-oriented sales promotion program. (One each of FMCG, Consumer durable and service)
  - Two sales promotion of any luxury brands

### 4. Module 4

(08 Lectures)

- **Predicting Sales Promotion Effects**
  - Evaluation Methods of sales promotion
  - Short term and long term effects of sales promotions
  - Long-term impact of sales promotion on brand image
  - Influence of Sales Promotion on Customer Purchasing Behaviour
- **Steps in Designing of sales promotion campaign**
  - Designing Loyalty, continuity and frequency program
  - Big Data and Loyalty
  - Gratification and Loyalty
- **Coordination sales promotion & Advertising**
  - Budget allocation
  - Coordination of Ad and Promotion Themes
  - Media Support and Timing
- **Sales promotion Abuse**

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- Over use
- Sales promotion trap

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Specialization: Advertising

Semester: VI

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Rural Marketing and Advertising

Alias: AE

**A. Course Outcome:**

- To introduce to Media students about the concept of Rural Marketing and Rural economy.
- To make students to understand about Rural Environment and demography of Rural India
- To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
- To develop communication skills in media students and to understand Rural communication in contemporary society.
- To help students for developing more creative skills for advertising strategies.

**B. Course Syllabus:**

**1. Introduction to Rural Marketing**

**(10 Lectures)**

- Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.
- Rural Market Research
- Agricultural marketing: Marketing of Agricultural Produce.
- Rural Economy: Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.
- Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL, Shakti and Trade Management, Rural Retailing

**2. Rural Environment**

**(08 Lectures)**

- Demography of Rural marketing- Population, Occupation Pattern, literacy rate
- Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.
- Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.
- Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors Rural consumer V/s Urban consumers- Understanding basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing

**3. Marketing Mix Strategies For Rural Consumer**

**(10 Lectures)**

- Rural market strategies with special reference to segmentation, targeting and positioning.
- Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.
- Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for



Rural marketing.

- Challenges and Innovative measures for Rural marketing

**4. Rural Communication Methods And Rural Advertising (10 Lectures)**

- Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies, New Product launch Techniques for Rural Markets
- Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio, Visual media.
- Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.
- Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.
- Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.

**5. Advertising Strategies For Rural Marketing (10 Lectures)**

- Understanding Rural Consumer.
- Effective use of Language and content.
- Copy writing and creative advertisement for Rural Consumer. Designing the Message.
- Determining Communication objects. Effective use of Conventional and Non-Conventional media. Branding and Positioning
- Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.

**C. Internals:**

- Rural Economy and Education
- Rural economy and government policies
- Role of Modern Communication in Rural Economy
- Project on contrastive advertising campaign for the same product category in rural and urban set-up.
- Designing Advertising Campaign for rural area.
- Designing Communication strategies for Rural Market

**D. Reference:**

- Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication 2.Dutt, Rudra and Sundaram, Indian Economy, New Delhi
- Kashyap Pradeepand Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
- Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
- Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2
- Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta

Department of Mass Media  
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Specialization: Advertising

Semester: VI

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Entertaining & Media Planning

Alias: AE

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**A. Course Outcome**

- To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
- Introducing the students to television industry and film industry.
- Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
- Will help to know the impact of media industry on the viewers, understanding its Characteristics.

**B. Course Syllabus:**

- **Introduction To Marketing** (06 lectures)
  - What is marketing?
  - Review the emerging marketing communications area of ‘entertainment marketing’ and reconceptualises the phenomenon
  - 7 Ps
  - Brand Basics
  - Case Studies
- **Latest Entertainment Marketing Strategies** (06 lectures)
  - Integrated Marketing Communications
  - Experiential Marketing
  - Advertiser Funded Programing
  - Why Entertainment Marketing?
  - The Scope and Growth of Entertainment
  - Marketing Practice
  - The Effect of Entertainment Marketing on Consumers
- **Overview Of Indian Media Industry** (08 lectures)
  - Explore various media in terms of size and impact
  - Media characteristics
  - Compare various media
  - Opportunities for cross-promotions
- **Marketing In Television Industry** (08 Lectures)
  - Structure and function of TV
  - Terminology used in TV
  - TV Planning, Marketing
  - Future trends in TV
  - Maintaining aggressive promotion and packaging approach for all programmes.
  - Hold on to the leadership position in prime-time slot through timely innovations based

- on audience feedback.
- Expand the market by launching programmes that are relatable to all generations' audience.
- Advertisement of programmes by print media
- Celebration of festivals
- Broadcasting famous TV show for full day
- **Niche Marketing** (02 Lectures)
  - Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV)
- **Marketing In Film Industry** (06 Lectures)
  - Marketing and Distribution Structure of films (Domestic and International)
  - Create Film Marketing Plan.
  - Research for reach to target market.
  - Set up marketing schedule.
  - Film marketing budget.
  - Designing EPK (Electronic Press Kit)
- **Marketing In Online And Social Media** (06 Lectures)
  - Strategy and Case studies of social media marketing in India.
  - Using Social Media Marketing For Entertainment Industry
  - YouTube Marketing For Entertainment Industry
  - Facebook Marketing For Entertainment Industry
  - Instagram Marketing For Entertainment Industry
  - Launch Trailers, Teasers, Snippets
  - Keep Sharing Across Social Media Platforms
  - Actively Engage With Your Audience
  - Post A Variety Of Content
  - Capitalize On The Power Of IGTV
- **Marketing In Radio Industry** (06 Lectures)
  - Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies
  - Strengths of Radio in Communicating a Message niche market and listening demographic
  - Variety of promotional activities by Radio stations
  - Radio advertising works as an everywhere medium
  - Cost-effectiveness of advertising on radio

**C. Reference:**

- The Insider's Guide to Independent Film Distribution by Stacey Parks
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk
- Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John
- Durie, Annika Pham and Neil Watson

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Specialization: Advertising

Semester: VI

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Television Program Production

Alias: AE

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**A. Course Outcome**

- Making Understand the Indian Television History.
- Will help to analyse the cultural impact of television on the audience.
- Understating Television Journalism.
- Introducing the Contemporary Trends of Television programming to students.
- Help the students to gain knowledge regarding the various measurement formats and reporting skills of television

**B. Course Syllabus**

- 1. Television In India (10 Lectures)**
  - News, Information and Entertainment – Doordarshan
  - Audience Segments and Cultural Impact
  - Satellite TV and Private TV Channel
- 2. Formats And Types Of Tv Programmes (08 Lectures)**
  - Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing
  - Use of graphics and special effects
  - Positioning the Camera for TV shots
- 3. Television News Gathering (10 Lectures)**
  - The Camera - News for TV
  - Finding the Story and Sources
  - Packaging
  - Ethical issues in TV Journalism
- 4. Presenting Reality In Tv (10 Lectures)**
  - News/Debates/ Opinions
  - Breaking News
  - Interviews
  - The Soap
  - Constructing Reality in Reality shows
- 5. Consuming Television (10 Lectures)**
  - SEC Vs NCCS
  - Measurement Of Viewership: TAM, TRP, TVT, GVT and so on

**C. Reference:**

- Boyd, Andrew. Broadcast Journalism, Oxford.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson

Education.

- Mankekar, Purnima. *Screening Culture, Viewing Politics: An Ethnography of Television*,
- *Womanhood, and Nation in Postcolonial India*, Duke University Press Books, 1999.
- Trevin, Janet, *Presenting on TV and Radio*, Focal Press.
- Yorke, Ivor, *Television News (Fourth Edition)*, Focal Press.

**Syllabus for Third Year Courses of**  
**Multimedia and Mass Communication 2021-22**

**Elective: Journalism**

**Preamble**

**The Department of Mass Media:**

**To create communication leaders dedicated and committed towards our  
Nation's upliftment and growth.**

**The Third Year Bachelor of Bachelor of Multimedia and Mass Communication  
programme - Specialization Journalism aims to mentor the students for a career  
in journalism through training in the areas of reporting, editing, broadcast,  
press, commentary, feature writing, anchoring, lifestyle, business and design.**

**The curriculum is designed to educate and equip students with media  
philosophies and understanding covering photo, travel, sports, crime, fact-  
checking, television, press laws, politics, digital, global issues in journalism.**

**The focus is on developing the students with journalistic abilities that are  
appropriate for and required by the specialists in the profession of  
journalism.**

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Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ51

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Reporting

Alias: REPO

**Course Outcome:**

- To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
- To make them understand basic ethos of the news and news-gathering.
- To prepare them to write or present the copy in the format of news.
- To develop nose for news.
- To train them to acquire the skills of news-gathering with traditional as well as modern tools.
- To inculcate the skills for investigative journalism.
- To make them understand the basic structure/ essential knowledge for various beats.
- To make them responsible reporters and the face of media.

**A. Course Syllabus:**

**1. Concept of News**

**(10 Lectures)**

- 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?

**2. News Gathering**

**(10 Lectures)**

i. How do reporters gather news?

- Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs.
- Incident/On the spot coverage.

ii. 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.

**3. Beats System in Reporting**

**(10 Lectures)**

- 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.

#### 4. Coverage of Disasters

(08 Lectures)

- 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
  - i. Pulwama attack
  - ii. Gadchiroli Naxal attack
  - iii. Return of Abhinandan Varthaman
  - iv. The references of Kerala flood, Orissa thunderstorm, Bihar,
  - v. Assam flood may also be studied.

#### 5. Case Studies

(10 Lectures)

- 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.

#### B. 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.

#### C. Reference

- Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
- Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
- Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006)



- Pearson Education, New Delhi.
- Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi. 5. Verma. M.K, News.

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ52

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Investigative Journalism

Alias: IJ

**A. Course Outcome:**

- Understand the role of investigative reporting in modern journalism
- To learn to conduct investigative research in an ethical manner.
- To create and write excellent investigative stories for media.
- To acquire advanced investigative journalistic skills
- Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

**B. Course Syllabus:**

**CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM**

**1. Introduction To Investigative Journalism (10 Lectures)**

- 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

**DATA COLLECTION**

**2. Sources (10 Lectures)**

- 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

**DESIGNING THE STORY**

**3. Finding and Writing Your Story (10 Lectures)**

- Observation
- Planning techniques
- Cultivating sources
- Developing the project

**DATA PROTECTION and SECURITY**

**4. Security Of Sources And Data (08 Lectures)**

- Protection of sources
- Safety of journalists

- Criticism of Investigative Journalism

### **FINAL STORY**

#### **5. Generation Of The Story**

**(10 Lectures)**

- Research methods
- Insight knowledge
- Asking the right questions
- Libel and fact checking
- Writing and rewriting the report

#### **C. Internal Evaluation Methodology**

- MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/ FILMS/ MOVIES
  - All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies)
  - Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018)
  - Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)
- Project Guided By Faculties
- Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology
- Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner.
- Group Discussions

#### **D. Reference Books/Journals/Manuals**

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

Department of Mass Media  
Programme: B.A.M.M.M.C  
Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ53

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Writing And Editing Skills

Alias: WES

**A. Course Outcome:**

- To provide learners with tools and techniques of editing and writing.
- To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

**B. Course Syllabus:**

- 1. Tools and Techniques of Editing (10 Lectures)**
  - Brevity: the soul of communication Eliminating redundancy in communication (2)
  - Functional Grammar: Refreshing Grammar, Common Errors (2)
  - Word power: Working with words (4)
  - Punctuations: For media usage (1)
  - Style book: Use of numbers, abbreviations, names and terms (1)
- 2. Crisp Writing (08 Lectures)**
  - News Sense: Finding the right story angle (2)
  - Saying it in bold: Writing headlines, captions, leads and intros (1)
  - Podcast: Writing for the ear (1)
  - Net cast: Writing for visuals (1)
  - Web writing: Story Compiling (3)
  - Difference between writing for print and real time writing
- 3. Resume writing: Telling your story (10 Lectures)**
  - Assimilating facts and details (2)
  - Building a narrative (2)
  - Making it pictorial (2)
  - Layout and page design (2)
  - Being a credible voice (2)
- 4. Feature Writing (10 Lectures)**
  - Features stories: Human Interest Stories (2)
  - Reviews: Books, Films, App (2)
  - Columns: Analytical, Interactive, Agony Aunt (2)
  - Editorials: Importance, Voice of the publication, Format (2)
  - Obituaries: Writing obituaries (2)
  - Need for factual verification and tone.
  - Can obituaries be critical?

**5. Interviews**

**(10 Lectures)**

- Types of subjects (2)
- Preparing for interviews (2)
- Preparing a questionnaire (2)
- Protocol and Ethical Issues (2)
- Writing the interview copy (2)

**C. Internal Assessment:**

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.

<b>Sr. no.</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
<b>01</b>	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
<b>02</b>	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills

**D. Reference**

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

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Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ54

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Global Media And Conflict Resolution

Alias: GMCR

**A. Course Outcome:**

- To help students understand the difference in the role and structure of the media across the globe.
- To develop an understanding of the hold of media conglomerates and the issues of cultural differences
- To help students appreciate the potential of media in resolving conflicts.

**B. Course Syllabus:**

- 1. Evolution of Global Media (10 Lectures)**
  - 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 Lectures)**
  - 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 Lectures)**
  - 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 Lectures)**
  - 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 Lectures)**
- 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)

**C. 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

**D. Bibliography**

- Understanding Global Media by Terry Flew, Red Globe Press
- Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa Deutsche Welle – 3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age
- How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
- 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.
- The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008} Oxford Press
- Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
- 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.
- An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
- The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
- .Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.
- How social media is changing the way we see conflict By Kym Beeston. 2014.
- A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
- Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

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Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ55

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Business And Financial Journalism

Alias: BFJ

**A. Course Outcome:**

- The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
- To create awareness about the importance of business and financial news and its role in coverage, reporting and editing
- Acquire the skills to write different kinds of Business and Financial leads.
- Acquire the skill to convert Business news releases into Business and financial reports
- To improve skills in reporting and writing basic and complex business and financial stories in different beats
- Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

**B. Course Syllabus:**

**BUSINESS AND FINANCIAL JOURNALIST**

**1. Introduction:**

**(04 Lectures)**

- 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

**REPORTING OF MAJOR INDIAN SCAMS**

**2. Financial Journalism And Major Indian Scams**

**(10 Lectures)**

- 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

**BEATS**

**3. Beats And Audiences In Business And Financial Journalism In India (18 Lectures)**

- Banking Sector in India
  - 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
- Union Budget
  - Components of the Union Budget
  - Why is India running a budget deficit and a fiscal deficit? Populism and budget
  - Media presentation of Budget
- Aviation
  - 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
- Technology
  - 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
- Startups
  - 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

### 4.

(10 Lectures)

#### i. Stock Exchange

- Bombay Stock Exchange, National Stock Exchange
- SENSEX, NIFTY and impact of their volatility.
- Retail Market – the Indian Scenario

#### ii. Understanding The Equity Market

- 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

#### iii. Role, Objectives and Functions

- Reserve Bank Of India
- SEBI - Securities And Exchange Board Of India
- Niti Aayog

## GLOBALISATION

### 5. Globe Trade and Finance

(06 Lectures)

- Globalization and its impact on international trade
- How currency markets operate

- Global supply chains and its impact on competitiveness of local industries
- The 2008 financial crisis

**C. Internal Evaluation Methodology**

- Assignments
- Screening of government of India budget live on television or internet
- Visits to BSE/NSE
- Writing on any one beat on a regular basis
- Oral and practical presentations
- Group interactions
- Discussions and debates

**D. References/Websites/Journals For Business And Financial Journalism**

- Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with Ulrike Fischer-Butmaloiu)
- From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay
- `Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay
- `Sahara: The Untold Story' By Tamal Bandyopadhyay
- Indian Economy – RudraDutt And Sundhram
- Indian Financial System – M.Y. Khan
- Financial Journalism: Money Matters By Marie Kinsey
- Introduction To Business And Economic Journalism By Pandeli Pani(In Co- Authorship With Ulrike Fischer-Butmaloiu)
- Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw
- Newspaper Business Management – Frank Thayer
- Business Journalism: How To Report On Business And Economics By Keith Hayes
- List of Websites:
  - [www.Bloomberg.Com](http://www.Bloomberg.Com)
  - [www.Reuters.Com](http://www.Reuters.Com)
  - [business-standard.com](http://business-standard.com)
  - [financialexpress.com](http://financialexpress.com)
  - [thehindubusinessline.com](http://thehindubusinessline.com)
  - [thequint.com](http://thequint.com)
  - [outlookindia.com](http://outlookindia.com)
  - [asianage.com](http://asianage.com)
  - [mydigitalfc.com](http://mydigitalfc.com)

Department of Mass Media  
Programme: B.A.M.M.M.C  
Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: SIUBAMMCJ56

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: News Media Management

Alias: NMM

**A. Course Outcome:**

- To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
- Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.
- Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
- Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends

**B. Course Syllabus:**

**1. Introduction**

**(10 Lectures)**

- Making News: Truth, Ideology and News work
- Legacy Media: Broadcast Media Overview and Print Publishing Overview
- A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media
- News media as business enterprise
  - Proprietary concerns
  - Types of ownership

**2. Organizational Structure**

**(14 Lectures)**

- Human Resource Development
  - Hierarchy
  - Decision making
  - Inter-relationship between Departments
  - Specialized training for skilled workers
- Financial Management
- Cost and Profitability
  - Costing classification and allocation
  - Nature of cost
  - Factors affecting cost
  - Fixed and variable costs
- Challenges of Globalization and Liberalisation
  - Foreign Direct Investment
  - Cross Media Ownership
  - Commercialization of Media
- Understanding Company Law
  - Press and Registration of Books Act
  - Relevant aspects of Company Law

**3. Resource and supply chain, and marketing techniques. (12 Lectures)**

- Resource and supply chain
  - Newsprint
  - Technology
  - Production process
- Managing Resources
  - Advertising revenue building and maintenance
  - Circulation revenue
  - Ways to cut cost and boost revenue
- Marketing techniques
  - Brand building
  - Public Relations
    - a) Newspaper’s relation to its community
    - b) Understanding the target audience
    - c) Building goodwill
    - d) Promoting the newspaper’s / site’s services
    - e) Sales promotional activities
  - 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: (06 Lectures)**

- The role of advertising
- From Web 1.0 to 2.0
- Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest

**5. Case Studies (06 Lectures)**

- 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

**C. Internal Evaluation**

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

**D. References**

- Ben Badgikian: Media Monopoly
- India’s Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
- Advertising and Integrated Marketing Communications, (Kruti Shah)
- Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
- Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)

Department of Mass Media

- Understanding Company Law, (Alstair Hudson)
- Newspaper organization and Management (Rucket and Williams)
- The paper tigers by Nicholas Coleridge
- News Media Management: Mr P.K Ravindranath
- Print Media Communication and Management by Aruna Zachariah 11)News Culture by Stuart Allan

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Features and Writing For Social Justice

Alias: AE

**A. Course Outcome:**

- To provide students with technique of narration and story telling
- To share the art of developing a story idea
- To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

**B. Course Syllabus:**

**1. About features**

**(10 Lectures)**

- What makes feature writing different (01)
- Deconstructing a feature (02)
- News Feature (02)
- Human Interest Stories, Profiles (02)
- Developmental stories, opinion pieces, in-depth features as tools of social justice (01)

**2. How to pen a feature**

**(08 Lectures)**

- Finding fresh ideas, developing a story idea
- On and off field research
- Building observation and listening skills
- Structuring the story
- Use of anecdotes, Illustrations, Interviewing

**3. Becoming the voice of the urban poor (Mumbai): letters to editors, blogs**

**(10 Lectures)**

- Prone to disasters : floods etc
- Poor health specially mental health
- Lack of facilities and obstacles to education
- Night schools
- Unemployment and exploitation

**4. Mumbai based features/ letter to the editor/ post/opinion piece on (10 Lectures)**

- Plight of Rag pickers
- Construction workers

- The homeless
- Slum rehabilitation projects
- Condition of Mumbai Jails/ Courts

**5. Mumbai based features/ letter to the editor/ post/opinion piece on (10 Lectures)**

- City issues of hygiene and pollution
- Water crisis
- Crime and safety
- Corruption issues faced by the common man
- Challenges faced by senior citizens and the physically/ mentally challenged

**C. Internal Evaluation Methodology**

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

**D. Reference**

- Feature Writing: Meera Raghvendra Rao, 2012
- Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000.
- *On Writing Well* (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
- Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017
- 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.
- 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.
- The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
- Everyone Loves a Good Drought by P. Sainath.
- Looking Away by Harsh Mandar

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Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Mobile Journalism and New Media

Alias: AE

### **A. 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 first world.
  - 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.

### **B. Course Syllabus:**

#### **1. The State Of Mobile**

**(08 Lectures)**

- How mobile has influenced modern journalism
- Mobile centric reporting and editing
- Mobile as a 'Newsroom'.
- Branding of News using social media
- Mobile News catering to Niche beats
- Evolution of M-Learning (Mobile Learning ) amongst the Youth with the Mobile Applications

#### **2. Mobile Journalism**

**(12 Lectures)**

- News Workflow and Mobile Journalism
  - How to identify the seven basic steps of mobile reporting.
  - How to create and share branded mobile journalism content.
  - How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay.
  - How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.
- Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences)
- Blog set-up



- Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc)

### 3. Designing For The Mobile Experience (10 Lectures)

- Designing
  - How good design is intuitive, making something immediately usable.
  - About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.
  - How mobile design differs from established desktop design. (Options and choices for your content).
  - About best practices for process: How design, development and content best work together.
  - About Mobile Analytics: What is your audience using?
- Social Newsgathering and Listening : creation of story ideas, News Sources and Content
- Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)
- Going Viral : being the Scavenger and Mobile Journalist
- M-learning: learning the Art of News Audit

### 4. Mobile News Product Development (10 Lectures)

- Different mobile development approaches and their benefits as well as weaknesses
- Responsive vs. mobile apps vs. mobile-optimized Sites
- How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)
  - The Digital Skeleton : understanding placing, timing and generation of News story
  - Fake News
  - Social Media Policies and Ethics
  - Verification and Authenticity of information

### 5. Future Of Mobile Journalism And M-Learning : (10 Lectures)

- About the evolution of wearable
- About the rise of Google Glass
- About Glass Journalism
- About augmented reality storytelling and journalism
  - Emerging Forms of News management : 360 degree videos, wearable, accessories etc
  - Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning
  - Studying Social Media Analytics
  - M-learning the future of Newsrooms

#### ● Internal Assessment Method:

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
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**Reference:**

- A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
- Web Masters Hand Book, Galgotia
- Computer Graphic Software Construction, John R Rankin
- The Internet Book, Comer Douglas E .
- The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
- Designing Interactive Websites, Mohleo James L and Thompson Learning
- MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, [Stephen Quinn](#)
- *The Mobile Journalism Handbook Routledge text books.*
- A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
- Closer to the story? Accessibility and mobile journalism by PanuKarhunen

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Journalism And Public Opinion

Alias: AE

**A. Course Outcome:**

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

**B. Course Syllabus:**

**PUBLIC OPINION AND THEORIES**

**1. Understanding Public Opinion And Theories Of Media. (10 Lectures)**

- Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion.
- Media theories-
  - Walter Lippman - Modern Media and Technocracy
  - Juergen Habermas- The idea of Public Sphere
  - Paul Lazarsfeld – Research, Two Step Flow of Information
  - Noam Chomsky – Manufacturing Consent, Propaganda Model
  - Agenda Setting Vs Uses and Gratifications

**POLITICAL OPINION AND POLICY MAKING**

**2. Media's Role In Influencing Political Opinion And Policy Making. (10 Lectures)**

- Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India.
- Media Coverage of Indian Government's Economic, Defence and Foreign Policy.

**WARS AND CONFLICTS**

**3. Media's Coverage Of Wars And Conflicts. (10 Lectures)**

- Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan.
- War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.

**SOCIO-ECONOMIC ISSUES**

**4. Media's Coverage Of Social And Economic Issues. (10 Lectures)**

- Portrayal of Women in Media.
- Representation of LGBTQ community in media.
- Representation of Dalits, Tribals and Economically weaker sections of Society.

## IMPACT OF NEW MEDIA

### 5. Evolution of Digital, Social and New Media and its Impact on Public Opinion. (08 Lectures)

- Digital media and its impact on Political culture.
- Use of Whats app, twitter and Facebook to promote fake news
- Social media and its impact on culture.

### C. Internal Evaluation Methodology

- Continuous assignments
- Digital /online written assignment
- Oral and practical presentations
- Discussions/debates
- News based presentations
- Projects

### D. Reference:

- Ahmed Rashid: The Taliban.
- Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
- Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
- Sardesai Rajdeep: "2014: The Election that Changed India" .
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- EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
- Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
- Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
- Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.
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- Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
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- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems,

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- Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth,
- Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19-45)
- The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
- <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
- How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
- How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
- [www.opendemocracy.net/openindia/paranjay-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting](http://www.opendemocracy.net/openindia/paranjay-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting)
- 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).
- Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

Department of Mass Media  
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Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: V

Academic Session: June, 2021 – December, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Media Laws And Ethics

Alias: AE

**A. Course Outcome:**

- To help students understand the laws that impact the media
- To develop an understanding of the ethical responsibilities of the media
- To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

**B. Course Syllabus:**

- 1. Laws relating to media freedom: provisions, status and case studies (08 Lectures)**
  - Article 19 (1) (a) of Indian Constitution
  - Article 19.2
  - Defamation –sections 499,500
  - Contempt of Courts Act 1971
  - Public Order – sections 153 AandB,295A,505
- 2. Provisions in the Act, challenges in its implementation, case studies (12 Lectures)**
  - Sedition (IPC 124A), Obscenity (IPC 292,293)
  - Contempt of Parliament
  - Official Secrets Act
  - Whistleblowers Protection Act
  - Press and Registration of Books Act
- 3. Provisions in the Act, challenges in its implementation, case studies (10 Lectures)**
  - Right to Information Act
  - Information Technology Act
  - Right to Privacy and its violation by media
  - Indian Evidence Act and its relevance for the media
  - The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties
- 4. Media Ethics (08 Lectures)**
  - Why ethics is important? Social responsibility of media
  - Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency
  - Confidentiality and Public Interest ,Conflict of interest,
  - Ethics and sting operation

- Emergence of Alternative News Portals (e.g.: Alt News)

**5. Self –Regulation and Fake news**

**(10 Lectures)**

- Different forms of Regulation: State Regulation, Self- Regulation, Co-Regulation
- Press Ombudsman: Readers’ Editor- its significance.  
Regulatory practices in Developed Democratic Countries
- Role of journalist to combat digital fueling of disinformation, misinformation and mal information,
- Is transparency the new objectivity? Sieving propaganda from new.
- Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.

**C. Internal Exercise**

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.

**D. Reference**

- Introduction to the Constitution of India by Durga Das Basu
- Law of the Press by Durga Das Basu
- Press Laws and Ethics of Journalism by P.K. Ravindranath
- Journalism in India by Rangaswami Parthasarthy.
- Textbook on the Indian Penal Code Krishna Deo Gaur
- The law of Intellectual Property Rights edited by Shiv Sahai Singh
- The Journalist’s Handbook by M V Kamath
- Media and Ethics by S.K.Aggarwal
- Introduction to Media Laws and Ethics by Juhi P Pathak
- Edelman TRUST BAROMETER - Global Results. <https://www.edelman.com/global-results/>
- 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).
- Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.
  - [www.indiankanoon.org](http://www.indiankanoon.org)
  - [www.prasarbharathi.gov.in](http://www.prasarbharathi.gov.in).
  - [www.lawzonline.com](http://www.lawzonline.com)
  - [www.presscouncil.nic.in](http://www.presscouncil.nic.in)
  - [www.thehoot.org](http://www.thehoot.org)

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ61

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Digital Media

Alias: DM

**A. Course Outcome:**

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the use of key digital marketing tools
- Learn to develop digital marketing plans

**B. Course Syllabus:**

**1. Introduction to Digital Marketing (04 Lectures)**

- Understanding Digital Media
- Advantages of Digital Media
- Principles of Digital Media Marketing
- Key Concepts in Digital media
- Traditional Vs Digital Media

**2. Search Engine Optimization (SEO) (08 Lectures)**

- How search Engine works
- Introduction to SEO
- On Page Optimization
- Off Page Optimization
- SEO Audit, Tools and Measurement
- SEO Resources, Careers in SEO

**3. Search Engine Marketing (SEM) (08 Lectures)**

- What is SEM?
- Why SEM
- What is Google Adwords? Why Google Adwords
- Google network
- Adwords terminologies
- Campaign types
- Creation of Google Display NETWORK (GDN)
- Display Ads format
- Conversion tracking
- GDN Campaign creation (DEMO)
- Remarketing
- What are Google shopping Ads



- 4. Search Media Marketing (SMM) (08 Lectures)**
- Introduction to Social Media
  - Facebook Marketing
  - Instagram Marketing
  - LinkedIn Marketing
  - Twitter Marketing
  - SMM Tools
  - Creating a successful social media strategy
- 5. Email Marketing (03 Lectures)**
- key terms and concepts
  - Customer acquisition strategies
  - Best Practices: CRABS
  - Tools to enhance lead nurturing
  - Enhance better reach
- 6. Web Analytics (06 Lectures)**
- Introduction to analytics
  - Social CRM and analysis
  - Google analytics
  - Digital Analytics
  - Content performance analytics
  - Visitor analysis
  - Social media analytics
- 7. Affiliate Marketing and Programmatic Marketing (03 Lectures)**
- Affiliate Marketing
  - Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing
  - Programmatic Marketing
  - Evolution and growth of programmatic Marketing
  - Real Time bidding,
  - Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing
- 8. Content Writing (06 Lectures)**
- Intro to content writing
  - Core Principles of Content writing
  - Why blogs matter
  - Principles of writing blogs
  - How to write content for twitter and Mobile
- 9. Cyber Law (02 Lectures)**
- Information Technology Act
  - Copyright Act
  - Cyber Ethics
  - Digital Security

**C. Reference**

- Digital marketing By Seema Gupta
- Digital Marketing By Puneet Singh Bhatia

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Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ62

Course Credit: 4 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Newspaper and Magazine Design

Alias: NMD

**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. Software such 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.

**A. Course Outcome:**

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

**B. Course Syllabus:**

**1. Design and Layout basics**

**(10 Lectures)**

- Elements of design: Point, Line, Shape, Size, Tone, Colour, Texture, Space
- Principles of Design: Proportion, Contrast, Harmony, Balance, Harmony, Unity
- Rules of Layout: Alignment, Proximity, Emphasis, Syntax, Visual path
- Grid and Page set up: Page size, Space division, Creating template, Margins,
- Master Pages: Creating master pages, Margins, Page numbering, Columns, Footer space, Folio

**2. Editing and Terminology**

**(08 Lectures)**

- Page division: National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)
- Rewriting /recomposing headlines, Creating decks: Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts
- Terminology: Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers

- Type of Content: Anchor story, Lead, Tomb stoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback,
- Errors: Widow, Orphan, Dog leg, Burries story

### **3. Typography and Visual aids (06 Lectures)**

- Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting
- Measurements: Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense
- Visual indicators: Indentation, Dropcap, Inset, Alignment, Hyphenation
- Text path: Curvelinear, Baseline, Shift, Warp text, Text in shapes
- Text to Box: Picture in text, Texture in text, Text effects, Shadow, outline,

### **1. Working on Project Quark or InDesign (12 Lectures)**

- Workspace: Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,
- Toolbox: Text, Picture, Shape, Table, Transparency, Line,
- Panels Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,
- Picture treatment: Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement
- Creating Typo: Type templates i.e. Style sheets

### **2. Planning and Production of Magazine (12 Lectures)**

- Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips: Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads
- Flat plan: Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction
- Rough Layout: Rough idea of layout, Conceptualization, Judging weightage of pictures and text
- Logic of Cover design : Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story
- Pagination and Print ready: Sequencing for printi
- ng, Form, Cut marks, Alley

### **C. Instructions:**

- Content need not be original and can be sourced from Google or News sites.
- Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged)
- Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
- Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
- Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
- Use of illustrations recommended wherever necessary.
- Picture placement and unity with the text in text frames is evaluative aspect.
- Right content on right pages and in apt places has weightage in evaluation.
- New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
- Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.

- 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.
- Viva voce will be conducted only against evaluation of the completed project.
- 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.

**D. Internal Assessment:**

- Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.
  - Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
  - 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
  - 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.
  - Flat plan: For judging facing page connectivity or discrepancy.
  - Pagination: A separate soft file with page sequence suitable for printing.

**E. External Project:**

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

**F. 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 StanoMiyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

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Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ63

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Contemporary Issues

Alias: CI

**A. Course Outcome:**

- To stress the importance of social economic political aspects of the society as a media professional.
- To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.

**B. Course Syllabus:**

**SOCIAL MOVEMENTS**

**1. Social Movements And Progress For Society (12 Lectures)**

- Define Social Movements, Elements, Types and Stages of Social Movements.
- Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”)
- Developmental issues- displacement and rehabilitation.

**GROWTH AND DEVELOPMENT**

**2. Economic Growth And Development (14 Lectures)**

- Economic issues in India.
- Industry and Economic Growth – Factors, challenges, industrial robots and employment,
- Agriculture and economic development- Factors, challenges and measures.
- New age skills – Make in India, trends and challenges.
- Entrepreneurship and its relevance.
- Tourism-trends and challenges
- Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’2013

**POLITICS**

**3. Politics And Society (12 Lectures)**

- Crime and Politics
- Role of whistle blower
- Corruption- causes and remedial measures
- Role of political parties and its impact on political system.
- Changing trends in politics- Functions, features, agendas, majority vs coalition government.
- Terrorism – causes, consequences, remedial measures.

**SOCIAL WELFARE SCHEME**

**4. Social Welfare Schemes By The Government Of India (10 Lectures)**

- With reference to women and child (any five)
- Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India)
- Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”.
- Rural (any three Schemes)

**C. Internal Evaluation Methodology**

- Continuous Assignments
- Oral And Practical Presentations
- Group/Individual Projects
- Open Book Test
- Group Interactions
- Quiz

**D. Reference:**

- Rush Ramona, Oukrop Carole, CreedonPamola (2013), ‘Seeking equity for women in Journalism and Mass Communication education: A 30 year Update’, Taylor and Francis
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
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- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
- 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.
- Uma Kapila( ed) ( 2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
- V. K Puri and S.K Misra (ed) ( 2013)Indian Economy,31stedition.Himalaya Pub House.
- Asha Bajpai , ( 2011) Child Rights in India: Law, policy, and practice .
- Dr. B Ramaswamy and Nitin Shrirang Mane, ( 2013) Human Rights: Principles and practices,Alfa Publication.
- R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
- J.Shivanand, Human Rights:Concepts and Issues,
- Ram Ahuja , ( 2012),Indian social Problems, Rawat Publications.
- Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.

- A.R Desai, Rural Sociology.
- Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
- Jeffrey D.Sachs, The Age of Sustainable Development.
- MAGAZINES AND JOURNALS
  - Down to Earth: Science and Environment Fortnightly
  - Economic and Political Weekly
  - YoJana



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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ64

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Lifestyle Journalism

Alias: LJ

**A. Course Outcome:**

- Acquire a conceptual overview of lifestyle journalism and its function in the media industry.
- Acquire an ability to report on lifestyle journalism stories or events in a clear concise, factual and meaningful way.
- 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.
- 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

**B. Course Syllabus:**

**LIFESTYLE JOURNALISM**

**1. Introduction To Lifestyle Writing**

**(10 Lectures)**

- Lifestyle writer has very niche audience. Who are we writing for?
- Lifestyle Journalist should know the publication house audience
- Lifestyle News, critique/review/ evaluate on stories from magazines
- Lifestyle Journalist: balance between Elite and Mass Lifestyle Culture (newspapers)
- Source of Lifestyle stories

**WRITING STYLE**

**2. Words, Picture, Story And Editing**

**(10 Lectures)**

- What is good Lifestyle writing?
- Use of Pictures and Graphics, finding and focusing your story
- Crafting and structure – the beginning, middle, and end
- Reporting and Interviewing. Feature leads, Lifestyle Columns
- Rewriting and self-editing

**TYPES OF LIFESTYLE WRITING**

**3. Types Of Lifestyle Writing**

**(10 Lectures)**

- Review: Art show, Movie, Theatre Performance, Book
- Travel: Various types of Travel writings
- Food: Street, Restaurant food, Food festival, Restaurant review
- Health and Fitness: Gym, Yoga, various new forms of workout
- Other forms fashion, Garden, Home and General Tips and guidelines

**FASHION INFLUENCERS**

**4. Role And Importance Of Fashion Influencers In Lifestyle Journalism**  
**(10 Lectures)**

- Fashion, Gender and Social Identity
- The impact of fashion bloggers and magazines on the society
- E-fashion markets defining the trends amongst the youth
- Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle
- Role of Music's Fashion in the society

**SOCIAL MEDIA**

**5. Lifestyle And Role Of Social Media:** **(10 Lectures)**

- The power of marketing in the contemporary fashion world
- Labelling and branding: The power of representation
- Shakespearian theatre and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends
- The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines
- Fashion Lifestyles and Hashtags
- Lifestyle advertising , Collaborations and Co- Marketing of Brands, Fashion and Social Media Campaigns

**C. Reference:**

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

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ65

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Crime Reporting

Alias: CR

**A. Course Objectives:**

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.

**B. Course Syllabus:**

1.

(10 Lectures)

**The ethics of crime and justice coverage:**

- Fairness and objectivity, sensationalism and integrity
- Conflicts of interest
- Interesting versus important.
- Balancing justice:
- Justice to victim and the accused
- No assumption of guilt or innocence.

2.

(10 Lectures)

**Law enforcement machinery:**

- Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc.

**Understanding the Police system:**

- Introduction to IPC
- Important sections of IPC.

**Sensitive law and order situation:**

- Agitations, congregations for various reasons, elections.
- Deployment of extra forces

3.

(10 Lectures)

**Covering Crime:**

- Types and definitions.

- **Police Investigation techniques:**
  - From conventional to Modern techniques
  - Cognizable and non-cognizable offences.
- **Basic principles of crime reporting:**
  - News values:
  - New, unusual, interesting, significant and about people.
- **Sources of Crime Reporting:**
  - Collecting and cross checking information
  - Developing sources, verifying facts. Reporting agitations, riots.
  - Possible risks and precautions.

**4. (08 Lectures)**

- **Covering Courts:**
  - Structure of judicial system in India.
  - Hierarchy, functions and jurisdictions of each court.
  - Granting of bail to accused.
  - Types of cases heard in courts.
  - Tribunals, consumer and family courts. PILs, appeals etc.

**5. (10 Lectures)**

- **Contemporary crime journalism:**
  - Crime shows on TV.
  - Emphasis on crime reporting in
  - Newspapers. Its impact.
  - Media influencing investigations and/or court proceedings?
  - Trial by media.
- **Case studies on Indian Crime Reporting**
  - The Hindu's Bofors Expose
  - Tehelka's Defence Deals Expose
  - Indian Express's Cement Scam Expose
  - Indian Express's Human Trafficking Expose
  - Open Magazine's Nira Radia Tapes

**C. Reference:**

- Across the Bench: Insight Into the Indian Military Judicial System
- book by Gyan Bhushan
- Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
- Police Administration and Investigation of Crime by J.C. Chaturvedi
- 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
- Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
- Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
- Crime and Justice in India edited by: N. Prabha Unnithan
- Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
- Journalism, Democracy and Civil Society in India (book)

- History of Indian Journalism book by J. Natarajan Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

Department of Mass Media  
Programme: B.A.M.M.M.C  
Bachelor of Arts in Multimedia and Mass Communication

Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: SIUBAMMCJ66

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Television Journalism

Alias: TJ

**A. Course Outcome:**

- To provide students with technique of narration and story telling
- To share the art of developing a story idea
- To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

**B. Course Syllabus:**

**1. Module 1:**

**(10 Lectures)**

- History and Development
  - Brief History of the development of TV journalism- Globally and in India.
  - Emerging Trends in journalism
  - The International Scenario- John Baird (Inventor of TV) till date- Timeline.
- Indian scenario - Doordarshan -
  - News; Entertainment, Culture, Sports and Films.
- Private and Satellite channels
  - Growth of Private International, National and Regional TV Networks
- Regional channels- Impact and critical study of
  - News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak

**2. Module 2:**

**(10 Lectures)**

- Television formats : Content and presentation
  - News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis
- Features on TV : Talk Shows
  - Reviews
  - Interviews
  - Discussions.
  - Documentaries.
  - Docudramas.
  - Commentaries.
- Other Programs
  - Music
  - Sports

**3. Module 3:**

**(10 Lectures)**

- Developing skills
  - Anchoring: 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.
- Beat reporting: Educational, Crime, Science, Court, Environmental, Political
- Reporting: Reporting national and International events
- Scripting and presentation: Scripting for Interviews/ Documentary/ Feature/ Drama/ Skits o TV. Story idea, development and Presentation- Web series
- Editing: Skills of editing, online and offline

**4. Module 4:**

**(08 Lectures)**

- Current and Emerging Trends in Television Journalism:
  - 24/7 News Broadcast:
    - Features, Audience effectiveness, advertisements and Dumbing down of News.
    - TV v/s online streaming catering to infotainment genre majorly targeting the youth ( Netflix)
    - Fake News on Internet v/s news on broadcast
  - Ethics:
    - (Including Censorship) in presentation of News.

**5. Module 5:**

**(10 Lectures)**

Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.

**C. Reference Books:**

- MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
- Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
- Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
- Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
- Television Production by Phillip Harris.
- Broadcast Journalism by David Keith Cohler (Prentice Hall).
- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
- Awasthi, G. C. Broadcasting in India. Allied Public

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Photo and Travel Journalism

Alias: AE

**A. Course Outcome:**

- 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.
- The learner will be able to spread knowledge about different destinations through writings
- To understand the diverse audiences that are interested in travel and lifestyle- related content.
- To understand the use of camera and images to drive interest in stories.

**B. Course Syllabus:**

**BEGINNING OF THE STORY**

**1. Introduction to Travel Writing (10 Lectures)**

- 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
- 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
- Building a theme and narrative structure: What makes a travel narrative feel whole?
- 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.
- Submitting writings for publications: How do we catch the interest of an editor?

**CREATION OF THE STORY**

**2. Words, pictures and story telling (10 Lectures)**

- What is good travel writing? Salient examples.
- Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.
- Bring your story to life – characters and descriptions
- Show don't tell – exercises in enlivening your writing
- Elements of style – use of first person, developing your voice, rewriting and self- editing
- The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.
- The dos and don'ts from professionals

**WHERE TO WRITE THE STORY**

**3. Types of Travel Writing (08 Lectures)**

- Freelance Travel writing
- Travel blogging
- Books



- General Tips and guidelines
- Travel writing for guidebooks and apps

#### CAMERA –EYEPIECE OF A TRAVEL JOURNALIST

##### **4. Photo Journalism**

**(12 Lectures)**

- Introduction to Photo Journalism
- Basic Concepts of photography and photo editing
- Fields of Photojournalism
- Digital Photography, Camera Topology and Operations
- Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism

#### NICHE MARKET, INTERNET AND PRINT

##### **5. Market your story**

**(06 Lectures)**

- Online Travel Journalism
- networking, niche markets, travel trends, market research
- communicating with editors of different media, preparing the manuscript for submission

#### **C. Reference:**

- How To Be A Travel Writer (Lonely Planet) By Don George
- The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)
- The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.
- Travel Writing: See The World. Sell The Story. 2nd Edition

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Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Magazine Journalism

Alias: AE

**A. Course Outcome:**

This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.

**B. Course Syllabus:**

**1. History of Magazine Journalism**

**(10 Lectures)**

- 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, Survival of Magazines in digital era – issues , challenges , prospects

**2. Definition of Genres of Magazines**

**(10 Lectures)**

- Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel, environment , education , B2B magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines,
- webzines, web-edition magazines; a review of leading general interest magazines in English, Hindi and Marathi. Magazine formats

**3. Organizational Structures**

**(05 Lectures)**

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

**4. Cover Story**

**(10 Lectures)**

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

**5. Types of Articles**

**(05 Lectures)**

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews

**6. Magazine Design**

**(08 Lectures)**

–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.

**C. Suggested Assignment:**

- 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

**D. Reference:**

- Tim Holmes and Liz Nice
- 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
- Shanto Iyengar, 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
- Subhomoy Bhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
- Mark Tatge, New York Times Reader: Business and the Economy. 2010

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Sports Journalism

Alias: AE

**A. Course Outcome:**

- To provide learners with tools and techniques of sports writing and analysis.
- To acquaint learners with importance of different sports tournaments from commercial point of view.
- To educate learners about careers in sports journalism.

**B. Course Syllabus:**

**1. Unit 1**

**(10 Lectures)**

- Definition Of Sports News and Characteristics of Sports Journalist
- Sports Journalism: Trends and Theories.
- Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.
- Heading of Sports News: Theories and Importance, Various Types of Sports Headings.
- Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.

**2. Unit 2**

**(10 Lectures)**

- Affairs related to various sports and events. National and international games.
- Information related to various Authorities, academies and structure of various sports departments.
- Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.
- Law related to sports and important decisions, ruling and guidelines in sports.
- 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

**3. Unit 3**

**(10 Lectures)**

- Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.
- Management of event, planning, organizing, conducting and documentation of events.
- Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports.
- Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.
- 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

**4. Report on National and International Sports News (10 Lectures)**

- How to use your research, refining it for use in the best medium suited for the particular story you are telling
- Regional sports- Kho-kho, Kabaddi, etc.
- National sports- National games, Tournaments, etc.
- International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.
- New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.

**5. Career Outlook (08 Lectures)**

- Journalist Photographer/videographer/podcast/photography
- Writer in digital/print/TV/radio and social media
- Editor across multi-platforms  
Producer across multi-platforms
- Host
- Remote journalist
- Areas of Employment
- Magazines
- TV
- Radio
- Online
- Multi-platform outlets

**C. Suggestion:**

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

Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013

The Sports Writing Hand Book: Thomas Fensch.

Media Sport: edited by Lawrence A. Wenner, London and New York

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Class: T.Y.B.A.M.M.C

Specialization: Journalism

Semester: VI

Academic Session: January, 2022 - April, 2022

Course code: Additional Electives

Course Credit: 3 points

Number of Lectures Allotted: 48

Total Marks: 100

Course name: Fake News and Fact Checking

Alias: AE

**A. Course Outcome:**

- To give media students the understanding of the differentiation between real news and fake news.
- To make media students aware of information disorder.
- To give students a thorough knowledge of information literacy and media.
- To give students a hand on knowledge on fact checking.
- 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

**B. Course Syllabus:**

**1. Introduction**

**(06 Lectures)**

- Concepts: Definition: News and Fake News,
- News Integrity: Journalistic Integrity and News Production.
- Propaganda: Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda

**2. Information Disorder:**

**(06 Lectures)**

News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory

- Digital Technology: Digital convergence transforming content- commissioning, production, publication and distribution
- Social Media Platforms: Different Social Media Platforms
- Role of News Organization: Covering 'fake news' and countering 'information disorder.
- Source credibility: Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.

**3. Media and Information Literacy (MIL)**

**(10 Lectures)**

- Requisite Literacy: Importance of acquiring the requisite literacy
- Detection method: Detection of both flawed journalism and fraudulent news in various media
- Healthy Skepticism: Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts

**4. Fact Checking (14 Lectures)**

- Fact-checking organizations around the world: Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario
- Basic image verification: Common types of false imagery and basic verification steps
- Advanced verification: Approaches for content analysis, including metadata analysis and Geolocation of News
- Reverse Image Search: Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye

**5. Social Media Verification (12 Lectures)**

- Verification tools: YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check
- Account Analysis: Facebook and Tweeter account analysis : fake news generated on social media platforms
- 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

**C. Reading and References:**

- Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
- Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
- Edward Lucas and Peter Pomerantsev: "Winning the Information War"
- Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"