

The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)



The Kelkar Education Trust's
V. G. Vaze College of Arts, Science & Commerce
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Syllabus for T.Y.B.M.M. (Journalism)

(June 2020 Onwards)

Program: Bachelor of Mass Media (B.M.M.)

Semesters V & VI



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PROGRAM OUTCOME

1. *The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.*
2. *The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.*
3. *This program will equip the learners with professional skills essential for making a career in the entertainment industry, cinema, television, OTT platforms, social media platforms etc.*
4. *Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.*
5. *Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.*
6. *Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.*
7. *Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.*
8. *This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field.*
9. *Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.*
10. *They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.*
11. *Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.*
12. *Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.*
13. *Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.*
14. *Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.*



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Programme: B.M.M.	Year: T.Y.B.M.M.
Academic Year: 2020-2021	Semester: V - Journalism
Course	Credit points allotted in the semester
Editing	04
Reporting	04
Feature and Opinion	04
Journalism & Public Opinion	04
Indian Regional Journalism	04
Newspaper & Magazine Making (Practical)	04
Total Credit Points in Semester I	24

Programme: B.M.M.	Year: T.Y.B.M.M.
Academic Year: 2020-2021	Semester: VI - Journalism
Course	Credit points allotted in the semester
Contemporary Issues	04
Internet and Issues in the Global Media	04
Broadcast Journalism	04
Press Laws & Ethics	04
Business & Magazine Journalism	04
Digital Media	04
News Media Management	04
Total Credit Points in Semester I	28

Total number of credits in TYBMM = 24 + 28 = 52



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1. Syllabus as per Choice Based Credit System :	
I. Name of the Programme	: T.Y.B.M.M. - Journalism
II. Course Code	: Enclosed in the Syllabus
III. Course Title	: Enclosed in the Syllabus
IV. Semester wise Course Contents	: Copy of the Syllabus Enclosed
V. References and additional references	: Enclosed in the Syllabus
VI. Credit structure	: Mentioned in the list of courses
VII. No. of lectures per Unit	: Copy of the Syllabus Enclosed
VIII. No. of lectures per week	: 04
2. Special notes, if any	: No
3. Scheme of Examination	: Semester-end Examination: 60 marks Internal Assessment Through Continuous Evaluation: 40 marks
4. Eligibility, if any	: As per the rules updated by the competent authorities in relevant academic bodies.
5. Fee Structure	: As per College Fee Structure specifications
6. Special Ordinances / Resolutions, if any	: No



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SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-V

REPORTING

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

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

MODULE	Topic	Details	Number of Lectures
MODULE- I	What is News? Definition of News.	News values. Elements of news/news sense. What makes news as news?	02
MODULE- II	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 as Verification, Attribution of Sources, Speed. Do these principles clash with each other?	04



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MODULE- III	News Gathering	A) How do reporters gather news. Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage. B) Sources Primary & Secondary Official & Unofficial or Hidden or Confidential. Off the record sources/ Self Developed sources. Role of anonymous sources. New-age technological sources. How to develop sources. Reliability and confidentiality of sources.	06
MODULE- IV	News writing	How to write a news story Construct the news. - Intro, Dateline, Credit-line, Body-text. Inverted Pyramid style as the basic requirement. Use of news parlance. Use of verbs, adjectives, comment.	04
MODULE- V	Follow-up Story		01
MODULE- VI	Beats System in Reporting	What is beat system, why it is necessary, how it helps, what are requirements of various beats. The basic beats such as: Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defense. New upcoming beats: Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.	04
MODULE- VII	Citizen Journalism	Participation of citizens in breaking news-stories. A new branch.	02



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MODULE- VIII	Importance of New Tools in the hands of Reporters.	RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. The use/misuse of these tools, Authenticity and credibility of these tools. Significance of pictorial/graphic element and support to your news story or any such extra audiovisual material supporting your story. Can it add value, efforts to get hold of it, Can it have a negative impact.	05
MODULE- IX	Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, special training, if any, Precautions and responsibilities. Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack. The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.	04
MODULE- X	Investigative Journalism	History of Investigative Journalism in the world and India. How to cover an investigative story, Do's and don'ts. The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. Limitations/Obstacles in covering an investigative story. Role of Whistleblowers and also news tools. Sting Operations.	06
MODULE- XI	Ethical Issues in reporting/ Credibility of Reporters.	Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting.	04
MODULE- XII	Case Studies	<ol style="list-style-type: none"> 1. Wiki Leaks 2. Panama Scandal 3. Edward Snowden & Whistleblowing 4. Alexei Navalny & Freedom of Press 5. Obamacare 6. Indian Express's Human Trafficking Expose 	06



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Guidelines for internals:

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..

For internal assessment : 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 a mock environment, be given priority. The knowledge of basic beats can be tested through the application.

BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Ms. Poornima Swaminathan, Industry Expert, Senior Consultant, Ernst & Young & Member, BOS, Vaze College (Autonomous)
4. Mr. Narayan Haraliker, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
5. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
6. Mr. Akshay Bhatkar, Meritorious Alumnus, News Reporter, ABP News & Member, BOS, Vaze College (Autonomous)

References:

1. Inside Reporting, Harrower, Tata McGraw-Hill Education, 2007
2. Fundamentals of Reporting and Editing, Ambrish Saxena, Kanishka Publications, 2007
3. Sound Reporting: The NPR Guide to Audio Journalism and Production, Jonathan Kern, University of Chicago Press, 2012
4. Reporting Live, Lesley Stahl, Simon and Schuster, 2000
5. Websites of news media agencies such as *The Guardian*, *The Print*, *BBC*, *CNN*, *Al Jazeera*

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer.	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]



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Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 7-9)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 7-9)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 1-12)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										



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Sem.-V

EDITING

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.
- It aims at orienting students to gain more practical knowledge in the print media scenario.
- The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.
- The syllabus tackles editing from various beats points of view.
- Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.
- With global media and changing advertising concepts layouts in modern times can be imparted.

MODULE	Topic	Details	Number of Lectures
MODULE- I	Styles	Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.	06
MODULE- II	Rewriting	Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.	05
MODULE- III	Placement	Justification of news placements. Beat speciality in writing news.	04
MODULE- IV	Headlines	Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.	04
MODULE- V	Layouts	Layout- and design. Different types of layouts.	04
MODULE- VI	Sub editor	Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.	05
MODULE- VII	E-edition	Copy editing techniques for digital media and e editions, multi-editional papers	04



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MODULE- VIII	Newsworthiness	Judging newsworthiness and knowing wire services	02
MODULE- IX	Hierarchy	Organisation and hierarchy chart for editorial department and functions at each level.	03
MODULE- X	Vocabulary	Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.	03
MODULE- XI	Visuals and captions	Photo and visual selection, writing captions, ethics for visuals.	03
MODULE- XII	Case Studies	Case Studies: a. Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapher b. Broadsheet- Times of India, Asian Age c. Broadsheet: Regional Lokmat d. International tabloid- The Sun e. International Broadsheet: The Washington Post	05

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3. . Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

References:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer.	[15]
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Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 7-9)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 7-9)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 1-12)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										



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Sem.-V

FEATURES & OPINION

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- Understanding the differences between reporting and feature writing
- Understanding the other types of soft stories
- Learning the skills for writing features/ opinion/soft stories and of interviewing

MODULE	Topic	Details	Number of Lectures
MODULE- I	Hard news and soft news	Difference between 'hard' news, 'soft' news and how the demarcation is blurring	04
MODULE- II	Key Concepts	<ol style="list-style-type: none"> 1. What is a feature? 2. Difference between news reports and features 3. Difference between features for newspapers and magazines 	04
MODULE- III	Story and pitch	Writing a feature: formulating a story idea and writing a pitch	04
MODULE- IV	Aspects of feature writing	Other aspects of feature writing <ul style="list-style-type: none"> ● collecting facts and opinions/anecdotes/quotes ● types of leads ● adding colour and imagery 	02
MODULE- V	Types of story	Outline of: <ul style="list-style-type: none"> ● seasonal stories ● nostalgic stories ● human interest stories ● trend stories 	04
MODULE- VI	Interview (Part 1)	Art of interviewing : <ul style="list-style-type: none"> ● preparing for face-to - face interview ● structuring the questions ● attitude during interview ● transcribing: notes or recording ● writing the interview : question-answer format and descriptive format 	04



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MODULE- VII	Interview (Part 2)	Outline and special techniques needed for the following interviews: <ul style="list-style-type: none"> ● phone ● email ● television 	02
MODULE- VIII	Reviews	Writing reviews : Format ,ethics involved and qualities/ skilled required <ul style="list-style-type: none"> ● books ● films ● eateries 	04
MODULE- IX	Obituary	Obituary <ul style="list-style-type: none"> ● what is an obituary ● how to write an obituary ● can obituaries be critical 	02
MODULE- X	Column	Columns <ul style="list-style-type: none"> ● what is a column ● types: analytical, advisory, interactive and ● agony aunt columns ● ethics involved 	04
MODULE- XI	Editorial	Editorial page <ul style="list-style-type: none"> ● what is an editorial ● importance of editorial page ● layout of editorial page ● transformation of the page: fading of op-ed, middle, ● erosion of editorial independence with growing commercialization 	04
MODULE- XII	Travel	Travel writing <ul style="list-style-type: none"> ● how to write a travel story ● tips and tools ● understanding cultural, political and social nuances 	04
MODULE- XIII	Profile	Profile <ul style="list-style-type: none"> ● what is a profile ● how to write a profile ● profile of : S Sadanand, Kumar Ketkar , ShyamLal, Vinod Mehta, P Sainath 	04
MODULE- XIV	Snippets	Snippets <ul style="list-style-type: none"> ● what are snippets ● writing snippets with catchy headlines 	02

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References:

1. Hunad Contractor. 7 Jun 2007. The Art of Feature Writing. Icon Publications
2. William L.Rivers, Bryce McIntyre, Alison Work. January 30, 1991. Writing Opinion: Editorials. Iowa State University Press
3. Daniel R. Williamson. October 1, 1975. Writing Features for Newspapers. Hastings House Publishers New York
4. Martin Perlich , Silman James Press. April 15, 2007. The Art of Interview: A Guide to Insightful Interviewing

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer.	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 7-9)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]



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Q.3. D	Concept-based medium-length answer. (From Unit/Module 7-9)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 13 & 14)	[15]
A. B. C. D. E.		

SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-V

JOURNALISM AND PUBLIC OPINION

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- To assess the importance of the media viz a viz the public
- To project a fair idea of the role of the media in creating and influencing Public Opinion
- To analyze the impact of the media and public opinion on socio political issues

MODULE	Topic	Details	Number of Lectures
MODULE- I	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, diversities and biases within the media.	4



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MODULE- II	Media theories and their understanding of Public Opinion	Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications	6
MODULE- III	Media and Political Opinion:	Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns; Democrats in U.S.A.; BJP in India	4
MODULE- IV	Media shaping opinion with respect to government's policies	(reference to India): Nuclear policy; Economic policy; Current Foreign Policy, Case Study: How Facebook influenced the recent US Presidential Elections.	4
MODULE- V	Role of Media in shaping public opinion during conflicts	Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014	6
MODULE- VI	How Public Opinion can translate into Public participation	Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media	4
MODULE- VII	War on international terrorism	Media coverage Islamic State (IS); Al-Qaeda; Taliban	4
MODULE- VIII	Internal Conflicts and Media coverage:	Post Kargil insurgency National media vis-à-vis regional media in India's North East – Manipur, Nagaland Bodo conflict	6
MODULE- IX	Portrayal of Women's issues in media	Gender violence, rape, sexual assault, domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases.	6



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MODULE- X	Media Coverage of Marginalized sections of Society	Perspective from Above' [Ignoring the marginalized] Dalits; Tribals; reservation; displacement, Forest Rights Act	4
Total lectures			48

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3. Mr. Shivraj Bhosale, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

Reference:

- 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
- 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"
- Walter Lippmann : "Public Opinion" by
- Herman Edward S. & Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
- Lalles John: Nature and Opinion of Public Opinion.
- Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia . edu
- Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies
- Coleman Benjamin: Conflict, Terrorism an Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications



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- en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
- Alexanrova Ekaterina – Using Media Effectively; Barack Obama’s Election Campaign Academia.edu
- Ehab Galal and Riem Spielhans – 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.
- Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
- Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
- 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.
- Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth,
- Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19-45)
- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Deepa Viswam, (2010), Role of Media in Kashmir Crisis, Gyan Publishing house
- Tekwani Shyam, (2008), Media and Conflict Reporting in Asia, AMIC
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
- Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.



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Duration: 2 Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory.		
2. Each question carries 15 marks.		
Q.1	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2 & 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2 & 3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 8 & 9)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 8 & 9)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 10)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)	Continuous Internal Assessment (CIA) 40 marks	End Semester Examination	Total
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L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-V			
INDIAN REGIONAL JOURNALISM			
Max. Marks: 100 (Theory:60, Internals: 40)			
Objectives:			
<ul style="list-style-type: none"> ● To study the history and role of Indian press other than in English. ● To understand the contribution and role of certain publications and stalwarts ● To study of the regional press and television of today 			
MODULE	Topic	Details	Number of Lectures
MODULE- I	Regional press during the British Raj: an overview		02
MODULE- II	Hindi Press	Birth and earliest publications Role during the freedom movement Role in social reforms Evolution post-1947 Hindi media today (overview)	04
MODULE- III	Marathi Press	Role during the freedom movement Role in social reforms and shaping cultural identity Contribution of Kesari Evolution post 1947 Role in the Samyukta Maharashtra Movement Marathi media today (overview) Sakal, Samna and Lokmat	08
MODULE- IV	Bengali Press	Earliest publications Role in social reforms and renaissance Role during the freedom movement Amrit Bazar Patrika, Anand Bazar Patrika Bengali Media today (overview)	04
MODULE- V	Urdu	Birth and growth pre 1947 Contribution of Al Hilal Role in freedom movement Press Role in social reforms and establishing cultural identity	04



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		Urdu press today	
MODULE- VI	Malayalam Press	Birth and earliest publications Role during freedom struggle and social awakening Malayala Manorama and Mathrubhumi Malayalam media today(overview)	04
MODULE- VII	Telugu	Evolution & Development Eenadu	02
MODULE- VIII	Tamil	Evolution & Development Tamil media today (overview)	02
MODULE- IX	Profile of the following legends	Raja Rammohan Roy Bal GangadharTilak KP Kesava Menon K.C Mammen Mappillai Maulana Abdul Kalam Azad Govind Talwalkar S. Sadanand	08
MODULE- X	Comparison of English and regionalism journalism.	Difference in 1. Impact 2. Reporting 3. Editorial policy 4. Reach	04
MODULE- XI	Regional television channels	Growth Content Ownership Political patronage	04
MODULE- XII	Increasing ownership and dominance of families with political connections over regional newspapers		02

BOS Syllabus Sub- Committee Members

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Narayan Haralikar, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

Reference:

1. Jeffery Robin. 2000. India's Newspaper Revolution. Oxford union publication
2. Rangaswami Parthasarathy. 2009. Journalism in India. Sterling Publication
3. P.K Ravindranath. May 1, 2012. Indian Regional Journalism. Author press



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Question Paper Pattern		
Duration: 2 Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory. 2. Each question carries 15 marks.		
Q.1	Essay-type or Long descriptive answer.	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 7-9)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 7-9)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 1-12)	[15]
	A. B. C. D. E.	

SEMESTER V - Journalism

Teaching Scheme (Hrs/Week)	Continuous Internal Assessment (CIA) 40 marks	End Semester Examination	Total



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L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-V			
NEWSPAPER & MAGAZINE MAKING			
Max. Marks: 100 (Theory:60, Internals: 40)			
Objectives:			
<ul style="list-style-type: none"> ● To study the design, elements of the newspaper and magazine ● To study space distribution ● To get exposure to design software such as Quark Express ● To study the process of planning and production of newspaper and magazine 			
MODULE	Topic	Details	Number of Lectures
MODULE- I	Why & How we read. The need of updates & favorite topics		02
MODULE- II	Analyzing the newspaper from layout point of view	a. Understanding parts of newspaper; Style Book b. Total Page Concept (TPC) c. Terminology, Regulars, Weekly columns, Supplements, d. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part e. Errors: Orphan, Widow, Dog legging etc	04
MODULE- III	Grid structure	Introduction about space distribution in the news-paper by way of column & grid pattern. These are latitude & longitude of the paper	02
MODULE- IV	Comparison between various newspaper layouts/ distinguishing factor		02
MODULE- V	Types of Newspapers	Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference	03



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MODULE- VI	Introduction to Typography	a. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc. b. Classification of typefaces: Serif/Sans Serif/ Decorative etc c. Combination of Typefaces/ To achieve contrast & harmony/ Alignment	03
MODULE- VII	Introduction to Quarkxpress/ InDesign	a. Runaround, Inset, Box colour & Tone, Frame, Linking b. Shortcuts & keys, c. Style Sheets, Colour palate, Measurement bar	16
MODULE- VIII	Introduction to Graphic Principles	a. Introducing how Contrast, Balance, Harmony work in the overall organized look of a paper. b. Visual path in a picture & Visual syntax	02
MODULE- IX	Introduction to the Types of Layout	a. Modular/ Brace/ Contrast & Balance b. Adaption of one layout over other for a purpose	02
MODULE- X	Final project	(Rest of the lectures in guidance on the project to completion) a. Discussing ideas to improve visual appeal as well as organized layout b. Introduction to Content plan (Magazine) c. Introduction to Flat plan (Magazine) d. Working of Rough Layout on paper (Sketch)	04
MODULE- XI	Introduction to print production	Taking the project towards finishing a. Pagination & page set up, Guiding on print ready copy/ cut marks etc b. Types of paper/ Surface nature/ Weight/ Std sizes c. Collating/Gathering/ staple binding & Saddle stitch	04
MODULE- XII	Preparation for Viva Voce	a. Mock Viva/ Rectifying mistaken ideas The above paper is based on extensive practical & project to be done on Quark Express as prime software & Photoshop as supportive only.	04



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Introduction to Indesign

a. Industry is fast shifting towards Adobe In-Design. The students passing out ought to know both the soft-wares. Since next year onwards we will have to focus more on In Design.

b. Suggestion:

> Broadsheet & Tabloid in Quarkxpress

> Magazine on InDesign

Internal: (40 marks)

1. Content Plan (Magazine): Working of page distribution

2. Flat Plan (Magazine): Working on page-wise space distribution

3. Rough Layout (Magazine): Dummy magazine on paper(pencil work on layout)

External Project: (60 marks)

1. Broadsheet (35cmX55cm) Number of pages 6

2. Tabloid (28cmX35cm) Number of pages 6

3. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

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3. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

Reference:

1. Daryl R. Moen. 2000. Newspaper Layout & Design. Surjeet publication
2. Rajesh Pandey. 2009. Visual Journalism. Adhyayan publication
3. Randy Stano Miyami Herald. Editorial Art & Design
4. Jenny McKay. 11 Feb 2013. The Magazine Handbook. 3rd Edition. Routledge

SEMESTER VI - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										



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Sem.-VI

NEWS MEDIA MANAGEMENT

Max. Marks: 100 (Theory: 60, Internals: 40)

Objectives:

- To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation
- 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.

MODULE	Topic	Details	Number of Lectures
MODULE- I	Making News	Making News: Truth, Ideology and News work.	02
MODULE- II	Management	News, Audiences and Everyday Life a) Ideal Management Structure b) Role of Management in ensuring editorial freedom	04
MODULE- III	Legacy Media	Legacy Media- Broadcast Media Overview and Print Publishing Overview	04
MODULE- IV	Comparison	Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media.	02
MODULE- V	Specialized training for skilled workers, HRD		03
MODULE- VI	Marketing	Integrated Marketing Communications - Overview of Marketing Theory - Applying marketing strategy to consumer media a) direct to consumer: for readers/consumers circulation/distribution/channels b) business to business (B2B): for advertisers/partners	07



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MODULE- VII	Business Models	Disruptive Technology and Media Business Models: a) The role of advertising b) From Web 1.0 to 2.0 c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest	06
MODULE- VIII	Becoming a digital Media Brand		04
MODULE- IX	Financial Management	Financial Management a) Break up of expenditure for the year b) Raw Material Costs c) Fixed and Variable Costs d) Unforeseen Factors	06
MODULE- X	Globalization & Liberalization	Challenges of Globalisation and Liberalisation a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media	04
MODULE- XI	Understanding Company Law		02
MODULE- XII	Case Studies	Case studies. 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	04

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3. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

Reference:

- 1) Ben Badgikian. 1983. Media Monopoly
- 2) Arvind Singhal & Everett M Rogers. 2001. India's Communication Revolution from Bullock Carts to Cyber Carts
- 3) Kruti Shah. 1 Jul 2017. Advertising and Integrated Marketing Communications
- 4) Daniel Rowles. 2014. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement
- 5) Jayanta Bhattacharya. 2005. Disruptive Innovation: Strategies for



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Enterprise Growth
 6) Alstair Hudson. 2011. Understanding Company Law

Question Paper Pattern		
Duration: 2 Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory.		
2. Each question carries 15 marks.		
Q.1	Essay-type or Long descriptive answer.	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 7-9)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 7-9)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 1-12)	[15]
	A. B. C. D. E.	



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SEMESTER VI - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-VI

BROADCAST JOURNALISM

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- To understand the development of Broadcast Journalism
- To Introduce the importance of Regional Journalism
- To learn to write in Style conforming to the ethical and principles that guide it.
- To learn the skills and techniques to investigative, produce news stories for various media outlets.
- To learn the use of camera & sound in broadcast formats.
- To develop reading habits that keep them aware or current affairs,local, national and world.
- To introduce Social Media; Convergence; Multimedia; Journalism Online.

MODULE	Topic Details	Number of Lectures
MODULE- I	History & Development of Broadcast Journalism. → Traditional Journalism → Global Journalism → Brief History Of the development of Radio Journalism → Brief History of the development of TV Journalism → Brief History of the development of Online/ Web Journalism ❖ PN: Case Study → BBC & CNN Organizational structure. functions of different divisions and Departments/units; News Service Division, Objectives of broadcast – Information, Education & Entertainment.	06



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	<p>→ AIR & FM: All India Radio – Organization structure. functions of different divisions and departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment; Commercial Broadcasting Service, External Service Broadcast; National Service, Vividh Bharati and FM service AIR: three tiers Radio Broadcast— Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio channel – Development of Educational & Community Radio.</p> <p>→ Doordarshan & Satellite Channels: Organisational structure, functions of different divisions and Department/ units & Doordarshan News: Commercialization of TV; Satellite television broadcast – Breaking of monopoly of DD – Television channels for niche audiences – entertainment, news, sports, science, health & lifestyle. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.</p>	
<p>MODULE- II</p>	<p>❖ Regional Journalism [Introduction & Importance of Regional Channels in India]</p> <p>❖ PN: conduct comparative case study on any two News channels.</p> <p>→ News Channels: Star Majha, IBN Lokmat, Zee 24 Taas, Sahara Samay Mumbai, Big News Marathi – Upcoming Channel from BIG TV, Big News Mumbai – Upcoming Channel from BIG TV, TML Voice of India Aamchi Mumbai – Upcoming channel from Triveal Media Group – with regards to multiplicity of language and culture.</p> <p>→ Entertainment Channels: Zee Marathi, Star Pravah, ETV Marathi, Mi Marathi, Doordarshan Sahayadri, Saam Marathi, BIG Gaurav – Upcoming channel from R – ASAG, Sahara Marathi – Upcoming channel from Sahara, 9x Marathi – Upcoming channel from 9x.</p> <p>→ Radio Channels: Akashvani Marathi (SW/AM), Akashvani Mumbai GOLD (100.7 FM), Akashvani Mumbai Rainbow (107.1 FM), Worldspace Surabhi (Satellite Radio).</p> <p>→ Movie Channels: Zee Talkies, BIG Cinema (Marathi), BIG Chitrapat Upcoming channel from R-ADAG.</p> <p>→ Music Channels: Sangeet Marathi – Upcoming Channel from Media worldwide</p>	<p>06</p>



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MODULE- III	<ul style="list-style-type: none"> ❖ Broadcast Formats [To be discussed and practiced with reference to New Channels preferably] ❖ Radio/ TV → News Bulletins/ Appeals/ Reels → News Magazines/ Talk Shows/ Reviews → Main Characteristics of News as against news in other media → Simple announcements → Interviews → Discussions → Features → Documentaries → Docudramas → Plays → Running commentaries → Ads/ Commercials → Phone ins and Bridges → Music 	06
MODULE- IV	<p>Writing in Broadcast Style [Each topic below can be introduced & discussed with suitable examples]</p> <ul style="list-style-type: none"> → Broadcast News Vocabulary (the ethics) → Genres: Sports, Current Affairs, Lifestyle etc. → Scripting for Fiction/ Non-Fiction → Writing for the Radio & TV → News Stories types (breaking news through kickers) → Preparation of Audio and Visual brief → Idea generation: fiction and non- fiction → Developing an idea into story → Script and storyboard → Shooting scripts → Interviews Scripts – stimulated and actuality → Research and scripting of radio, TV documentary/ features/ dramas → Photo Feature Writing → Writing for Web 	10
MODULE- V	<ul style="list-style-type: none"> ❖ Presentation, Production & Editing: [Each topic below can be introduced & discussed with suitable examples] 	10



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	<ul style="list-style-type: none"> ❖ Field – Reporting <ul style="list-style-type: none"> → Shooting usable video footage → Conducting the on – camera interview → Shooting telling B – roll → Composing interesting shots → Telling stories in unconventional ways ❖ Capturing Sound <ul style="list-style-type: none"> → Microphones → Capturing Natural Sound → Capturing Primary Audio Track Sound → Analog vs. Digital ❖ Radio <ul style="list-style-type: none"> → Elements of radio productions → Acoustics → Perspectives → Sound effects → Music → Distort/ Filter → Recording → Editing ❖ Television <ul style="list-style-type: none"> → Stages of production – pre-production and post – production → The production personnel – Single camera and Multi camera production → Use of graphics and special effects → Developing a video brief → Nonlinear editing. Cut to cut, assemble & insert, online, offline editing of stories → Telling a cohesive story (connecting SOTs) → Using desktop publishing aspects to tell a visual story → Mixing and Editing to tell a story ❖ Production <ul style="list-style-type: none"> → Production schedule → Budget → Floor Plan → Lighting Plan → Production of a programme → Post production → Production of radio/ TV discussion → Production of social messages (max 30 seconds) → Production of radio/ TV documentary/ feature 	
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MODULE- VI	<p>[PN: Topics listed below should be discussed with the help of case studies]</p> <ul style="list-style-type: none"> ❖ sweN fo 'nwod gnipmuD'24/7 & its drawbacks ❖ Ethics in redulation ❖ Censorship ❖ Protecting copyright ❖ Power and Society ❖ Convergence: Need, nature and future of convergence ❖ Convergence and Multi-media: Print, radio, TV, internet and mobile. ❖ Emerging Trends: Mobile Technology, Social Media & Web 2.0 ❖ Digital storytelling: Tools of multimedia journalists. ❖ Feature writing for online media: Story idea, development and news updates ❖ Podcast and Webcast ❖ Open source journalism: Citizen Journalists. ❖ New Media on Journalism: Use of blogs, tweets, etc. 	05
MODULE- VII	<p>[PN: This module VII should not be included for External Assessment]</p> <ul style="list-style-type: none"> ❖ Career opportunities in Broadcast Journalism/ Electronic Media. ❖ Career option in public broadcasting agencies like Doordarshan and All India Radio or in private broadcasters. → Researchers, Broadcast reporters, Presenters, web journalists, field reporters, writer, editor correspondent, in-studio anchor, news analysts, direction, production, graphics editing, sound programme research, Script writing, photojournalism, social media, copy editors, input editors, output editors, news producers, cameramen, video editors, Backroom researchers, reference library or archives people, graphic artists, etc. Moreover, one can open his own TV/ FM Radio channel. ❖ Student Productions: Class Test, Projects// Assignments → For e.g.: Prepare a news package which includes elements such as a narration, b – roll, stand- ups, interviews / SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/ video tell the story of the news for Radio / TV / Short Film / Documentary etc. <p>OR writing Exercises from Module III, IV & V.</p>	05

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3. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College
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Reference:

1. MacGregor. B. 1997. Live. Direct and Biased: Making TV news in Satellite Age
2. Parthasarthy & Ramaswamy. 1994. Here is news: Sterling
3. Herbert John. 2000. Journalism in the Digital Age. Focal Press
4. Hillard. 2015. Writing for TV. Radio and New Media. 7th Edition. Wadsworth
5. Phillip Harris. February 15, 2006. Television production
6. CNN Student Bureau
7. David Keith (Preatice Hall). January 1, 1994. Broadcast Journalism
8. Stanley Baran (McGraw Hill). January 13, 2014. Introduction to Mass Communication
9. McCutcheon and Stofer. 1998. Journalism Matters by Schaffer. National Textbook Company
10. Ferguson, Patten and Wilson. June 1, 1997. Journalism Today. National Textbook Company
11. English, Hach and Rolnicki. July 17, 2001. Scholastic Journalism
12. John Hart (Amphoto). April 1, 1995. Lighting for Action: Professional Techniques for Shooting Video and Film
13. Bernard Goldberg (Perennial). January 21, 2003. Bias: A CBS Insider Exposes How the Media Distort the New
14. Matthew Kerbcwestview. April 3, 2001. If it Bleeds, It Leads; An Anatomy of Television News

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]



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Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 5)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 6 & 7)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER VI - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-VI

BUSINESS & MAGAZINE JOURNALISM

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- To understand the tools of business journalism and an overview of the economy
- To study the magazine sector and its specialization

MODULE	Topic	Details	Number of Lectures
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SECTION- I	Business Journalism	1. Introduction to Business Journalism	02
		2. A general overview of the financial systems in India. A. Planning Commission & NITI Aayog, Reserve Bank of India → Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI. B. Securities and Exchange Board of India (SEBI) – Role, function and objectives. C. The Banking Sector in India – a brief analytical study. → a. Functions of commercial banks → b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, and Cash Subsidy Transfer via Bank Account.	06
		3. Union Budget (The Finance Bill) – Salient features of the latest Union Budget.	02
		4. The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.	02
		5. “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.	02
		6. Scams in Indian financial system The Satyam saga, The Sahara Scam Saradha chit fund embezzlement.	03



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		7. Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario. The World Bank, The Asian Development Bank, BRICS Development Bank – functions.	04
		8. Business journalism - a brief study of leading business magazines, leading financial dailies in India.	03
SECTION- II	Magazine Journalism (Niche Journalism)	9. Introduction to Magazine Journalism → Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines.	04
		10. Scope for modern age magazines in various segments of journalism in India. → Competition of magazines with electronic media. → A general analytical study of magazines of different genre: → Women’s magazines → Travel Magazines → General Interest Magazines → Health Magazines → Technology Magazines → Automobile Magazines	10
		11. A detailed study of women’s magazines covering specific female related issues and other routine issues.	03
		12. Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.	02
		13. Environmental Journalism and its importance. → A very brief study of global warming, ozone depletion, issues related to deforestation. → Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic	03



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		media.)	
		14. Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.	02

BOS Syllabus Sub- Committee Members

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Ms. Poornima Swaminathan, Industry Expert, Senior Consultant, Ernst & Young & Member, BOS, Vaze College (Autonomous)
4. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

References:

1. Dutt and Sundaram. 1990. Indian Economy. S Chand Publication
2. A Government of India Publication (Ministry of Finance). 5 Mar 2017. The Economic Survey
3. www.indiabudget.nic.in for updates related to budget.
4. Western Ghats ecology expert panel report (available on Web).
5. Websites of magazines, newspapers.

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer. (From Unit/Module 1-3)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 7-9)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 7-9)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]



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Q.3. A.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 12-15)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 12-15)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 13 & 14)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER VI - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-VI

PRESS LAWS AND ETHICS

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- To study media laws
- To understand media

MODULE	Topic	Details	Number of Lectures
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MODULE- I	Introduction to law	a) A brief introduction to Indian Constitution - (Salient features, Fundamental Rights) b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)	07
MODULE- II	Press Council of India	a) Its organisational structure, functions, history and rationale behind its establishment. b) Powers – the debate over punitive powers c) PCI's intervention in cases of communal rioting and protection of Press freedom. d) Code of conduct for journalists e) Comparison with the News Broadcasting Standards Authority (NBSA)	04
MODULE- III	Laws regulating the media	a) Laws related to freedom of the Press — Article 19 clause (1) sub - clause (a) of Indian Constitution and how it guarantees freedom of the press. b) Clause 2 of article 19 and reasonable restrictions. c) Defamation –sections 499,500 d) Contempt of Courts Act 1971 e) Public Order – sections 153 A&B,295A,505 f) Sedition (124A) g) Obscenity (292,293)	07
MODULE- IV	Introduction to laws connected with internet	a) Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.	04
MODULE- V	Article 21 of the constitution and Right to Privacy	a) Right to Privacy versus Right to Know b) Right to Information Act 2005 c) Official Secrets Act and conflict with RTI d) WhistleBlowers Protection Act 2011-Implications and challenges.	04
MODULE- VI	Indian Evidence Act	a)Primary,Secondary, Direct and Indirect evidence b) Confession and its evidentiary value	02
MODULE- VII	Copyright Act 1957	A Discussion on Intellectual Property Rights in the context of changing Global environment.	04



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MODULE- VIII	Contempt of Parliament	a) Breach of Privilege rules. b) Clash between Judiciary and Legislature c) Is it a threat to media freedom?	04
MODULE- IX	Working Journalists Act	Its effectiveness in current scenario	03
MODULE- X	Press and Registration of Books Act		03
MODULE- XI	Introduction to Ethics	a) Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. b) Conflict of Interest c) Paid News d) Trial by Media e) Ethical Issues related to Television debates f) Confidentiality of sources g) Ethics of Sting Operations h) Fakery and Fabrication of news i) Using Shock value in language and visuals.	06

BOS Syllabus Sub- Committee Members

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Narayan Haraliker, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

Reference:

- 1) Durga Das Basu. 2013. Introduction to the Constitution of India
- 2) Durga Das Basu. 1980. Law of the Press
- 3) P.K. Ravindranath. 2004. Press Laws and Ethics of Journalism
- 4) Rangaswami Parthasarthy. 1989. Journalism in India
- 5) Krishna Deo Gaur. 1992. Textbook on the Indian Penal Code
- 6) Shiv Sahai Singh. 2004. The law of Intellectual Property Rights
- 7) M V Kamath. 1983 The Journalist's Handbook.
- 8) S.K.Aggarwal. 1993 Media and Ethics.
- 9) Juhi P Pathak. 2014. Introduction to Media Laws and Ethics
- 10) A document by Kaushik Basu on bribery
- 11) List of Websites:
 - 1) www.indiankanoon.org
 - 2) www.prasarbharathi.gov.in.
 - 3) www.lawzonline.com



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- 4) www.presscouncil.nic.in
 5) www.thehoot.org.

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2 & 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4 & 5)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 2 & 3)	[07]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 8 & 9)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 8 & 9)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 6 & 7)	[7]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 10 & 11)	[15]
A.		
B.		
C.		
D.		
E.		

SEMESTER VI - Journalism



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Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-VI			
ISSUES OF GLOBAL MEDIA			
Max. Marks: 100 (Theory:60, Internals: 40)			
Objectives:			
<ul style="list-style-type: none"> ● To study the role of media in the 21st Century and the challenges facing traditional media. ● To familiarize students about regional versus global media. ● To highlight social media's relevance in information dissemination. 			
MODULE	Topic	Details	Number of Lectures
MODULE- I		Relevance of McBride report in contemporary times	05
MODULE- II		Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage	06
MODULE- III		Global Monopolies' regional presence. [Redefining local news]	03
MODULE- IV		Al Jazeera's arrival as an alternate voice [from Gulf War II to Arab Spring and beyond]	04
MODULE- V		Advocacy and Journalism	04
MODULE- VI		Independent Media's space.	01
MODULE- VII		Traditional media's foray into social media & Micro blogging	02
MODULE- VIII		Parachute Journalism	01



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MODULE- IX	Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents]	02
MODULE- XI	Coverage of natural disaster by global media and regional media	02
MODULE- XII	Cultural Bias in global media coverage	02
MODULE- XIII	BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives]	03
MODULE- XIV	Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists,	03
MODULE- XV	Global audiences' changing needs.	01
MODULE- XVI	Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions.	05
MODULE- XVII	Overview of media in China, Japan, U.S., India.	02
MODULE- XVIII	Profiles of BBC, CNN, Reuters, AFP & AP	02

BOS Syllabus Sub- Committee Members

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3. Mr. Narayan Haralikar, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

References:

- Joseph Mehan. Why NWICO never had a chance. Columbia University
- Global Media Journal Spring 2013
- Stig.A.Nohrstedt. New War Journalism, Trends and Challenges
- David C.Coulson. 1999. Dynamics of Social Media
- Mamoud M.Galander. November 13, 2006. Al Jazeera Advocacy and Media Values
- Oliver Boyd –Barrett. 27 Dec 2014. Media Imperialism



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Question Paper Pattern		
Duration: 2 Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory. 2. Each question carries 15 marks.		
Q.1	Essay-type or Long descriptive answer. (From Unit/Module 1-3)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 4-6)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 7-9)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 7-9)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 4-6)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 10-12)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 12-15)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 12-15)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 10-12)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 16-18)	[15]
	A. B. C. D. E.	

SEMESTER VI - Journalism



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Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Sem.-VI			
CONTEMPORARY ISSUES			
Max. Marks: 100 (Theory:60, Internals: 40)			
Objectives:			
<ul style="list-style-type: none"> ● To understand and analyse some of the present day environmental, political, economic and social concerns and issues . ● To highlight the importance of human rights and its implementation in India. ● To understand the present day problems and challenges and its implications on development. 			
MODULE	Topic	Details	Number of Lectures
MODULE I	Ecology and its related concerns:	<ul style="list-style-type: none"> ● Climate change and Global warming- causes , consequences and remedial measures ● Deforestation- causes, consequences and remedial measures ● Coastal regulatory Zone- need and importance, CRZ Act ● Sustainable development- concept, need and significance ● Movements related to environmental protection 	10
MODULE II	A. Human Rights	<ul style="list-style-type: none"> ● UDHR and its significance ● CRC and CEDAW ● DRD 	12



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	B. Legislative measures with reference to India.	<ul style="list-style-type: none"> ● Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 ● Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000. ● Education : Right to Education Act 2009 ● Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004. 	
MODULE III	Political concerns and challenges	<ul style="list-style-type: none"> ● Crime and Politics ● Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill . ● Whistle Blowers- WhistleBlowers protection act 2011. ● Anti- State violence- Naxalism and its Impact. ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. ● Terrorism- causes, consequences and remedial measures 	10
MODULE IV	Economic development and challenges:	<ul style="list-style-type: none"> ● The Role of MIDC in the economic development of Maharashtra ● Special Economic Zone : Its role and significance in Maharashtra ● Food Security Act 2013 	08



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		<ul style="list-style-type: none"> ● Agrarian issues: rural indebtedness, farmers' suicides and its implications. 	
MODULE V	Social development and challenges:	<ul style="list-style-type: none"> ● Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act . ● Police reforms: Problems faced by Police and the Need for Reforms ● Illegal immigration from Bangladesh: Challenges and impact ● Developmental Issues: Displacement and rehabilitation 	08

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3. Mr. Shivraj Bhosale, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

References:

1. Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareth Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. KakManju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
 - a. Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.



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12. V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
13. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
14. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
15. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
16. J.Shivanand, Human Rights:Concepts and Issues,
17. Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
18. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
19. A. R Desai, Rural Sociology.
20. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
21. Bill McKibben, The End of Nature.
22. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
23. Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

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

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]



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Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A. B. C. D. E.		

SEMESTER VI - Journalism

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

SEM. VI

DIGITAL MEDIA

Max. Marks: 100 (Theory:60, Internals: 40)

Objectives:

- 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



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MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Digital Media	1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital	4
MODULE II	Search Engine Optimization (SEO):	1. What are Search Engines: <ul style="list-style-type: none"> ● Types of Search Engines, ● How Search Engines work and how they rank websites based upon a search term? 	10
		2. Introduction to SEO and what it involves: <ul style="list-style-type: none"> ● What is the importance of search for websites? ● What are the areas of operation for Search Engine Optimization Professionals? ● How do you search for the right keywords that will help bring in the most traffic? 3. What is On-Page Optimization? <ul style="list-style-type: none"> ● Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags, 4. What is OFF-Page Optimization? <ul style="list-style-type: none"> ● What are Backlinks?, How to Get Backlinks? ● What is Google Pagerank? How to Increase Page Rank? 5. Search Engine Algorithms: What are Search Engines Algorithms? How Algorithms Work? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,	



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MODULE III	Social Media	1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs	10
MODULE IV	Tools & Trends	1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,	4
MODULE V	Features of a Website	1. Homepage 2. Links 3. Navigation 4. Multimedia	5
MODULE VI	Content Writing	1. Blog 2. Twitter 3. Mobile	5
MODULE VII	New Challenges	Cyber Crime and Challenges of the new media	5
MODULE VIII	Cyber Laws	1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security	5

BOS Syllabus Sub- Committee Members

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2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000



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6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

Question Paper Pattern

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A	Case Study	[15]
OR		
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1)	[07]
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 2)	[08]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[08]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4)	[07]
OR		
Q.2. C.	Concept-based medium-length answer. (From Unit/Module 4)	[08]
Q.2. D.	Concept-based medium-length answer. (From Unit/Module 3)	[07]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 6)	[7]
OR		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 6)	[8]
Q.3. D	Concept-based medium-length answer. (From Unit/Module 5)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 7 & 8)	[15]
A.		
B.		
C.		



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D. E.	
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This is the Final syllabus which has been approved by the following BOS Members:

Dr. Shyam Choithani - Chairperson - Head of Department of Mass Media

Ms. Ashwathi Anilkumar – Member – Assistant Professor, Department of Mass Media

Prof. (Dr.) Preeta Nilesh – Member – Head of Department of History and Guest Faculty,
Department of Mass Media

Mr. Abhijit Dhamdhare – Member – Faculty

Mr. Narayan Haraliker – Member – Faculty

Mr. Chaitanya Sant – Member – Faculty

Mr. Shivraj Bhosale – Member – Faculty

Ms. Poornima Swaminathan – Active Professional in Media Industry/Corporate Sector

Mr. Prashant Singh – Active Professional in Media Industry/Corporate Sector

Dr. Vinod Zalte – Subject Expert from Other University (SNDT)

Ms. Vijalaxmi Kannan – Vice-Chancellor Nominee

Mr. Soham Bandekar – Meritorious Alumnus and Active Professional in Media Industry



Dr. Shyam Choithani
Chairperson, BoS



Ms. Vijalaxmi Kannan
Vice-Chancellor Nominee (BoS)

Date: 4 September 2020

