



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

**Syllabus for TYBAMMC
(June 2021 Onwards)**

**Program:
B.A.
in
Multimedia and Mass Communication
(B.A.M.M.C.)**

**Semesters V & VI
Specialization: Journalism**

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.

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

Semester-wise Course Structure TYBAMMC - Journalism:

Programme: BAMMC		Year: TYBAMMC - Journalism	
Academic Year: 2021-2022		Semester: V	
Course Title	Credit points allotted in the semester	Course Code	Title
Reporting	4	AMMJ-501	DRG
Investigative Journalism	4	AMMJ-502	DRG
Features & Writing For Social Justice	3	AMMJ-503	DSE
Global Media and Conflict Resolution	3	AMMJ-504	DSE
Business and Financial Journalism	3	AMMJ-505	DSE
Journalism and Public Opinion	3	AMMJ-506	DSE
Total Credit Points in Semester V - Journalism		20	

Programme: BAMMC		Year: TYBAMMC - Journalism	
Academic Year: 2021-2022		Semester: VI	
Course Title	Credit points allotted in the semester	Course Code	Title
Digital Media	4	AMMJ-601	DRG
Newspaper and Magazine Design	4	AMMJ-602	DRG
Contemporary Issues	3	AMMJ-603	DSE
Photo and Travel Journalism	3	AMMJ-604	DSE
Sports Journalism	3	AMMJ-605	DSE
Television Journalism	3	AMMJ-606	DSE
Total Credit Points in Semester VI - Journalism		20	

Total number of credits in TYBAMMC = 20 + 20 = 40

DRG: Discipline Related General Paper

DSE: Discipline Specific Elective

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

1. Syllabus as per Choice Based Credit System	
I. Name of the programme	: B. A. in Multimedia and Mass Communication
II. Course codes	: Mentioned in the list of courses
III. Course titles	: Mentioned in the list of courses
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	: Mentioned in syllabus
VIII. No. of lectures per week	: 04
2. Special notes, if any	
	: Only the electives offered by the department are mentioned in the list of courses and syllabus.
3. Scheme of Examination	
	: A. Semester-end Examination: 60 marks B. Internal Assessment Through Continuous Evaluation: 40 marks
4. Eligibility, if any	
	: XIIth Pass with minimum 40 % marks (As per the BoS of the University of Mumbai)
5. Fee Structure	
	: As per College Fee Structure specifications
6. Special Ordinances / Resolutions, if any	
	: No

SEMESTER - V Journalism

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

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	REPORTING
Paper	AMMJ-501
Course Code	DRG
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand the basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.
4. To develop a nose for news.
5. To train them to acquire the skills of news-gathering with traditional as well as 48 modern tools.
6. To inculcate the skills for investigative journalism.
7. To make them understand the basic structure/ essential knowledge for various beats.
8. To make them responsible reporters and the face of the media.

Syllabus		
Module	Details	Lectures
I	Concept of News A. Definition Of News, types of news, elements of news, collection of facts B. News-writing: How to write a news story? C. Basic Principles of Reporting D. ABC of Reporting Accuracy, Balance/Brevity and Clarity. E. Objectivity as the basic principle. Is it possible to adhere to the principle? F. Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
II	News Gathering A. How do reporters gather news?	10

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

	<ul style="list-style-type: none"> ● Gathering Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs, Incident/On the spot coverage. <p>B. Sources</p> <ul style="list-style-type: none"> ● 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. 	
III	<p>Beats System In Reporting</p> <p>A. What is a beat system? Why is it necessary? How does it help?</p> <p>B. What are the requirements of various beats? The basic beats such as Crime, Court Reporting, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways, and Aviation), Infrastructure, Education, Health, Entertainment, and Defense.</p> <p>C. New upcoming beats: Community, Women and Child Welfare, Technology, Science and Environment, Youth and Career, Consumer.</p>	10
IV	<p>Coverage of Conflicts & Disasters</p> <p>A. Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, prizemanship, constructive role, Risks involved, Special training, if any,</p> <p>B. Precautions and responsibilities.</p> <p>C. Imminent Dangers or threats in Reporting</p> <p>D. Study these with special in-depth reference to</p> <ul style="list-style-type: none"> ● War Reporting - Risks & Trauma ● Afghanistan - Land of Endless War (Chronological coverage of the unending conflict) ● Aral Sea & Livelihood of People ● Journalist or Dissident: The Case of Jamal Khashoggi ● Double-Edged Legacy of Anna Politkovskaya ● The references of the Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied. 	08
V	<p>Case Studies</p> <p>A. Ethical Issues in reporting/ Credibility of Reporters</p> <p>B. Follow-up Story</p> <p>C. Yellow Journalism and its comparison with other forms.</p> <ul style="list-style-type: none"> ● AgustaWestland case ● National Herald ● Bofors scam ● Wiki Leaks ● Edward Snowden & Whistleblowing ● Alexei Navalny & Freedom of Press ● Obamacare <p>The Case studies are to be studied in the light of coverage done by</p>	10

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

	reporters. The tools and techniques learned in earlier sections from 1 to 11 should be applied in studying these.	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
1. There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the fieldwork/assignments rather than just objective questions. The coverage of the original news stories, even in a mock environment, to be given priority. The knowledge of basic beats can be tested through the application.
Reference Material:
1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi. 2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi. 3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi. 4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi. 5. Verma. M.K, News.
BoS Syllabus Sub- Committee Members:
1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Narayan Haraliker, Retired Senior Journalist, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 4. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous). 5. Mr. Akshay Bhatkar, News Anchor & Reporter, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - V Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

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

Course Title	INVESTIGATIVE JOURNALISM
Paper	AMMJ-502
Course Code	DRG
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. Understand the role of investigative reporting in modern journalism 2. To learn to conduct investigative research in an ethical manner. 3. To create and write excellent investigative stories for the media. 4. To acquire advanced investigative journalistic skills 5. Learners will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources. 	

Syllabus		
Module	Details	Lectures
I	Careers and Opportunities In Investigative Journalism A. Who is an Investigative Reporter? B. Role of an Investigative Reporter C. Qualities and essentials for becoming an investigative journalist, career and opportunities D. Centre for Investigative Journalism (CIJ) E. Ethical/unethical use of sting operations	10
II	Data Collection A. Records and the Confidentiality of Source B. Issues of contempt, defamation C. Right to Privacy and Official Secrets Act D. What is evidence? E. Case Study: Panama Papers and Watergate Scandal	10
III	Designing the Story A. Observation B. Planning techniques C. Cultivating sources D. Developing the project	10
IV	Data Protection and Security A. Protection of sources B. Safety of journalists C. Criticism of Investigative Journalism	08

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

V	Final Story A. Research methods B. Insight knowledge C. Asking the right questions D. Libel and fact-checking E. Writing and rewriting the report	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Project Guided By Faculties 2. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology 3. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner. 4. Group Discussions
Reference Material:
<ol style="list-style-type: none"> 1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme 2. Mandatory screening of the following documentaries/films/movies <ul style="list-style-type: none"> • 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)
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 4. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous). 5. Mr. Akshay Bhatkar, News Anchor & Reporter, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - V Journalism

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

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	FEATURES & WRITING FOR SOCIAL JUSTICE
Paper	AMMJ-503
Course Code	DSE
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. To provide students with the technique of narration and storytelling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice 	

Syllabus		
Module	Details	Lectures
I	About features A. Difference between a feature article and a news report B. Parts of a feature article C. Types of feature articles D. Deconstructing a feature E. Developmental stories, opinion pieces, in-depth features as tools of social justice	10
II	How to pen a feature A. Finding fresh ideas, developing a story idea B. On and off field research C. Building observation and listening skills D. Structuring the story E. Use of anecdotes, Illustrations, Interviewing F. Obituary	08
III	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs A. Prone to disasters: floods, fires, structure collapse, etc.	10

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

	B. Poor health especially mental health C. Lack of facilities and obstacles to education D. Night schools E. Unemployment and exploitation	
IV	Mumbai based features/ letter to the editor/ post/opinion piece on A. Plight of Ragpickers B. Construction workers C. The homeless D. Slum rehabilitation projects E. Condition of Mumbai Jails/ Courts	10
V	Mumbai based features/ letter to the editor/ post/opinion piece on A. City issues of hygiene and pollution B. Water crisis C. Crime and safety D. Corruption issues faced by the common man E. Challenges faced by senior citizens and the physically/mentally challenged	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Letters to the Editor 2. Electronic Media: Flip class presentation 3. Fieldwork: Feature-based in Mumbai or vicinity on any one of the issues of social justice
Reference Material:
<ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000. 3. On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017 5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018. 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012. 7. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.

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

8. Everyone Loves a Good Drought by P. Sainath.
9. Looking Away by Harsh Mandar.

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
4. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous).
5. Mr. Akshay Bhatkar, News Anchor & Reporter, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - V Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	GLOBAL MEDIA & CONFLICT RESOLUTION
Paper	AMMJ-504
Course Code	DSE
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:

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

Syllabus

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

Module	Details	Lectures
I	Evolution of Global Media A. North-South Divide, Imbalance in Global flows B. NWICO, MacBride Commission, Failure of NANAP C. Global Media Conglomerates, parachute journalism and embedded journalism D. Post Truth and avalanche of fake news E. Information Disorder	10
II	Media profiles, issues and analysis A. Contemporary Role of Global News Agencies B. Media in Europe C. Media in USA and Australia D. Media in Russia E. Media in Africa : talking drums; community radio	10
III	Media profiles, issues and analysis A. Media in China B. Media in Japan C. Media in North Korea D. Media in Singapore E. Media in the Middle East and Role of Aljazeera F. Media in Malaysia	12
IV	Conflict Resolution A. Changing nature of conflict B. Media driver of peace or driver of conflict C. The shifting media landscape, Challenges for independent media D. The role media can play in conflict resolution and peace promotion E. Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	10
V	Media Information Literacy A. Five Laws of MIL B. MIL and youth radicalization in cyberspace C. Preventing violent extremism D. MIL to tackle social polarization of Europe E. Encryption / Cryptography media communication landscape	06
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
1. Flip class assignment: Presentation on a media of a country/region 2. Discussion on any current media issue 3. Essay/test

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

Reference Material:
<ol style="list-style-type: none"> 1. Understanding Global Media by Terry Flew, Red Globe Press 2. Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa Deutsche Welle – 3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age 3. How to Understand and Confront Hate Speech Pankowski, Rafal (2007) 4. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams. 5. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008) Oxford Press 6. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication 7. 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. 8. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh 9. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace 10. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012. 11. How social media is changing the way we see conflict By Kym Beeston. 2014. 12. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media 13. 29. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas 14. Zeitzoff. Political Violence.
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Narayan Haraliker, Retired Senior Journalist, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 5. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - V Journalism			
Teaching Scheme (Hrs/Week)	Continuous Internal Assessment (CIA) 40 marks	Semester-end Examination 60 marks	Total Marks 100

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

L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	BUSINESS & FINANCIAL JOURNALISM
Paper	AMMJ-505
Course Code	DSE
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists. 2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing 3. Acquire the skills to write different kinds of Business and Financial leads. 4. Acquire the skill to convert Business news releases into Business and financial reports 5. To improve skills in reporting and writing basic and complex business and financial stories in different beats 6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively. 	

Syllabus		
Module	Details	Lectures
I	Introduction to Business and Financial Journalism A. Who is a Business Journalist? B. Skills for Business Journalism C. Role of a Business Journalist D. Careers and opportunities in Business and Financial Journalism E. Analysis of Major Business and Financial media in India	04
II	Financial Journalism and Major Indian Scams A. Satyam corporate fraud B. Cement scandal C. 2G scam / Niira Radia Tapes D. Ketan Parekh scam E. The Coalgate scam F. Adarsh Housing Society scam G. ICICI Bank - Chanda Kochar H. Kingfisher – Vijaya Mallaya	10

	<p>I. Nirav Modi Scam J. Rafale deal</p>	
III	<p>Beats and Audiences In Business and Financial Journalism In India</p> <p>A. Banking Sector in India</p> <ul style="list-style-type: none"> ● Functions of commercial banks ● Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion ● Government schemes related to banking ● Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. ● Business and Financial terminologies used in Media <p>B. Union Budget</p> <ul style="list-style-type: none"> ● Components of the Union Budget ● Why is India running a budget deficit and a fiscal deficit?, Populism and budget ● Media presentation of Budget <p>C. Aviation</p> <ul style="list-style-type: none"> ● FDI policy for aviation in India ● Why Indian carriers are making losses ● Regulatory structure for civil aviation ● Can any airline start international flights? ● Media Coverage <p>D. Technology</p> <ul style="list-style-type: none"> ● Growth of India's IT service exports ● Why are India's engineers sought-after? ● Are India's engineers qualified? ● The government's STPI framework for boosting tech innovation ● Media coverage of technology <p>E. Startups</p> <ul style="list-style-type: none"> ● VC funding: a big driver of the startup ecosystem ● India's unicorns: Startups valued at over \$1 billion ● Working in a corporate v/s working in a startup ● Rise of tech and startup journalism ● Startup India plan 	18
IV	<p>Financial Markets and Institutions</p> <p>A. Stock Exchange</p> <ul style="list-style-type: none"> ● Bombay Stock Exchange, National Stock Exchange ● SENSEX, NIFTY and impact of their volatility. ● Retail Market – the Indian Scenario <p>B. Understanding The Equity Market</p> <ul style="list-style-type: none"> ● Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined ● How to read stock tables for business journalism. ● Currency Regulation 	10

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

	<ul style="list-style-type: none"> ● Demonetization ● Commodities <p>C. Role, Objectives And Functions</p> <ul style="list-style-type: none"> ● Reserve Bank Of India ● SEBI - Securities And Exchange Board Of India ● Niti Aayog 	
V	<p>Global Trade and Finance</p> <p>A. Globalization and its impact on international trade</p> <p>B. How currency markets operate</p> <p>C. Global supply chains and their impact on the competitiveness of local industries</p> <p>D. The 2008 financial crisis</p>	06
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

<p>Methodology for Internal Assessment:</p> <ol style="list-style-type: none"> 1. Assignments 2. Screening Of Government Of India Budget Live On Television Or Internet 3. Visits To Bse/Nse 4. Writing On Any One Beat On A Regular Basis 5. Oral And Practical Presentations 6. Group Interactions 7. Discussions And Debates
<p>Reference Material:</p> <ol style="list-style-type: none"> 1. Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with Ulrike Fischer-Butmaloiu) 2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay 3. `Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay 4. `Sahara: The Untold Story' By Tamal Bandyopadhyay 5. Indian Economy – RudraDutt And Sundaram 6. Indian Financial System – M.Y. Khan 7. Financial Journalism: Money Matters By Marie Kinsey 8. Introduction To Business And Economic Journalism By Pandeli Pani(In CoAuthorship With Ulrike Fischer-Butmaloiu) 9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw 10. Newspaper Business Management – Frank Thayer 11. Business Journalism: How To Report On Business And Economics By Keith Hayes 12. List of Websites : <ol style="list-style-type: none"> a) www.bloomberg.com b) www.reuters.com c) www.business-standard.com d) www.financialexpress.com e) www.thehindubusinessline.com

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

<p>f) www.thequint.com g) www.outlookindia.com h) www.asianage.com i) www.mydigitalfc.com</p>
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 4. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous). 5. Mr. Sampat Krishnan, Visiting Faculty, Department of Mass Media, V. G. Vaze College (Autonomous).

SEMESTER - V Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	JOURNALISM & PUBLIC OPINION
Paper	DSE
Course Code	AMMJ-506
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. To understand the role of media in influencing and impacting Public opinion. 2. To analyse the formation of Public opinion through digital and social media. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. To make students aware of the theoretical framework of research on media and society. 	

Syllabus		
Module	Details	Lectures
	PUBLIC OPINION AND THEORIES	
1.	Understanding Public Opinion and Theories of Media	10
1.1	Defining Public Opinion <ul style="list-style-type: none"> ● Functions of Public Opinion in society ● Public Opinion Tools/Indices - Opinion Polls, Exit Polls, Surveys, Social Media ● Role of Media in Influencing Public Opinion 	4
1.2	Media Theories <ul style="list-style-type: none"> ● Walter Lippmann - Modern Media and Technocracy ● Jürgen Habermas - The Public Sphere ● Paul Lazarsfeld - Research and Two Step Flow of Information ● Noam Chomsky - Manufacturing Consent and Propaganda Model ● Uses and Gratifications Theory vs. Agenda Setting Theory 	6
	POLITICAL OPINION AND POLICY-MAKING	
2.	Media's Role in Influencing Political Opinion and Policy-Making	10
2.1	<ul style="list-style-type: none"> ● Coverage of Political Parties, Personalities, Coalition Rationales by National and International Media ● Media Biases, Mergers and Acquisitions in Media ● Media and Election Cycles - Campaigns, Manifestos, Common Minimum Programmes. Campaigns of Donald Trump, Narendra Modi, Boris Johnson 	6
2.2	Media Coverage of Government's Key Policies - Agriculture, Economy, Defence, External Affairs	4
	WARS AND CONFLICTS	
3.	Media's Coverage of Wars, Conflicts and Popular Movements	10
3.1	<ul style="list-style-type: none"> ● Vietnam War, the Gulf Wars, Kargil Conflict, Surgical Strikes, Galwan Valley ● Media's coverage of antiwar protests 	5
3.2	<ul style="list-style-type: none"> ● War on Terror - Afghanistan and Iraq ● Conflicts - Israel and Palestine, Syria, Libya, East Ukraine and South China Sea 	3
3.3	Colour Revolutions (Arab Spring, Jasmine Revolution, Velvet	2

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

	Revolution, etc.)	
	SOCIO-ECONOMIC ISSUES	
4.	Media's Coverage of Social and Economic Issues	10
4.1	Portrayal of Women In Media	3
4.2	Representation of LGBTQ Community in Media	2
4.3	<ul style="list-style-type: none"> • Marginalised Sections and Media - Dalits, Tribals, Economically Weaker Sections • Digital Divide and Socioeconomic Exclusion 	5
	IMPACT OF NEW MEDIA	
5	Evolution of Digital, Social and New Media and its Impact on Public Opinion	8
5.1	Media and Civil Deliberations	3
5.2	Infodemic - Electronic and Social Media as Purveyors of Falsehood	2
5.3	Social Media and Popular Culture	3
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Digital /Online Written Assignment 3. Oral And Practical Presentations 4. Discussions/Debates 5. News Based Presentations 6. Projects
Reference Material:
<ol style="list-style-type: none"> 1. Herman, E. S., & Chomsky, N. (2002). Manufacturing consent: the political economy of the mass media. New York: Pantheon Books. 2. Lippmann, W., & Oliver Wendell Holmes Collection (Library of Congress). (1922). Public opinion. New York: Harcourt, Brace and Company. 3. Piketty, T. (2017). Capital in the twenty-first century (A. Goldhammer, Trans.). Belknap Press. 4. Malone, D. (2011). Does the elephant dance?: Contemporary Indian Foreign Policy. Oxford: Oxford University Press. 5. Hoffman, David. <i>Citizens Rising: Independent Journalism and the Spread of Democracy</i>. Fingerprint! Publishing, 2014.

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

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - VI Advertising										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	DIGITAL MEDIA
Paper	DRG
Course Code	AMMJ-601
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans

Syllabus		
Module	Details	Lectures
I	Introduction to Digital Marketing A. Understanding Digital Media B. Advantages of Digital Media C. Principles of Digital Media Marketing D. Key Concepts in Digital media	4

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

	E. Traditional Vs Digital Media	
II	Search Engine Optimisation (SEO) A. How a search engine works B. Introduction to SEO C. On Page Optimization D. Off Page Optimization E. SEO Audit, Tools and Measurement F. SEO Resources, Careers in SEO	7
III	Search Engine Marketing (SEM) A. What is SEM? B. Why SEM? C. What is Google Adwords? Why Google Adwords? D. Google network E. Adwords terminologies F. Campaign types G. Creation of Google Display NETWORK (GDN) H. Display Ads format I. Conversion tracking J. GDN Campaign creation (DEMO) K. Remarketing L. What are Google Shopping Ads?	7
IV	Social Media Marketing A. Introduction to Social Media B. Facebook Marketing C. Instagram Marketing D. LinkedIn Marketing E. Twitter Marketing F. SMM Tools G. Creating a successful social media strategy	6
V	Email Marketing A. Key terms and concepts B. Customer acquisition strategies C. Best Practices: CRABS D. Tools to enhance lead nurturing E. Enhance better reach	3
VI	Web Analytics A. Introduction to analytics B. Social CRM and analysis C. Google analytics D. Digital Analytics E. Content performance analytics F. Visitor analysis G. Social media analytics	4
VII	Affiliate Marketing and Programmatic Marketing	3

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

	<p>A. Affiliate Marketing B. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing C. Programmatic Marketing D. Evolution and growth of programmatic Marketing E. Real Time bidding, F. Types of Programmatic Advertising, G. Advantages and Challenges, Myths of H. Programmatic Marketing</p>	
VIII	<p>A. Mobile Journalism</p> <ul style="list-style-type: none"> ● What is mobile journalism? ● Advantages ● Skills required for mobile journalism ● Tools <p>B. Cyber Space & Fake News</p> <ul style="list-style-type: none"> ● Misinformation, Disinformation, Malinformation ● Use of Bots ● Role of Social Media & Personal Messaging Apps ● Public Opinion & Trial <p>C. Fact-Checking in the Age of Infodemic</p> <ul style="list-style-type: none"> ● Fact-Checking Organisations ● Basic Image Verification ● Advance Verification Tools ● Social Media Account Analysis 	8
IX	<p>Cyber Laws</p> <p>A. Information Technology Act B. Copyright Act C. Cyber Ethics D. Censorship E. Digital Security</p>	6
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Group Discussions 2. Projects [Website creation and implementing digital promotion strategies] 3. News Documentary Making & Broadcasting [Mobile Journalism]
Reference Material:
<ol style="list-style-type: none"> 1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media,

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

and Chairperson, BoS, V. G. Vaze College (Autonomous).
 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).

SEMESTER - VI Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	NEWSPAPER & MAGAZINE DESIGN
Paper	DRG
Course Code	AMMJ-602
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:

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

Syllabus		
Module	Details	Lectures
I	Design and Layout basics A. Elements of design <ul style="list-style-type: none"> ● Point, Line, Shape, Size, Tone, Colour, Texture, Space B. Principles of Design	10

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

	<ul style="list-style-type: none"> ● Proportion, Contrast, Harmony, Balance, Harmony, Unity <p>C. Rules of Layout</p> <ul style="list-style-type: none"> ● Alignment, Proximity, Emphasis, Syntax, Visual path <p>D. Grid and Page set up</p> <ul style="list-style-type: none"> ● Page size, Space division, Creating template, Margins <p>E. Master Pages</p> <ul style="list-style-type: none"> ● Creating master pages, Margins, Page numbering, Columns, Footer space, Folio 	
II	<p>Editing and Terminology</p> <p>A. Page division</p> <ul style="list-style-type: none"> ● National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) <p>B. Rewriting/Recomposing Headlines, Creating Decks</p> <ul style="list-style-type: none"> ● Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts <p>C. Terminology</p> <ul style="list-style-type: none"> ● Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers <p>D. Type of Content</p> <ul style="list-style-type: none"> ● Anchor story, Lead, Tomb stoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback, <p>E. Errors</p> <ul style="list-style-type: none"> ● Widow, Orphan, Dog leg, Buried story 	08
III	<p>Typography and Visual Aids</p> <p>A. Type classification</p> <ul style="list-style-type: none"> ● Serif, Sans serif, Decorative, Trendy, Distress, Handwriting <p>B. Measurements</p> <ul style="list-style-type: none"> ● Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense <p>C. Visual indicators</p> <ul style="list-style-type: none"> ● Indentation, Dropcap, Inset, Alignment, Hyphenation <p>D. Text path</p> <ul style="list-style-type: none"> ● Curvilinear, Baseline, Shift, Warp text, Text in shapes <p>E. Text to Box</p> <ul style="list-style-type: none"> ● Picture in text, Texture in text, Text effects, Shadow, outline 	06
IV	<p>Working on Project Quark or InDesign</p> <p>A. Workspace</p> <ul style="list-style-type: none"> ● Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking, <p>B. Toolbox</p> <ul style="list-style-type: none"> ● Text, Picture, Shape, Table, Transparency, Line <p>C. Panels</p> <ul style="list-style-type: none"> ● Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text <p>D. Picture treatment</p> <ul style="list-style-type: none"> ● Choosing right picture, Tracing outline, Fading, 	12

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

	<p style="text-align: center;">Transparency, Extending canvas, Gradient, Reshaping picture, Placement</p> <p>E. Creating Typo</p> <ul style="list-style-type: none"> ● Type templates i.e. Style sheets 	
V	<p>Planning and Production of Magazine</p> <p>A. Content Plan/ Varied content: Cover story, Interview, Feature, Special Report, Tips</p> <ul style="list-style-type: none"> ● Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads <p>B. Flat plan</p> <ul style="list-style-type: none"> ● Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction <p>C. Rough Layout</p> <ul style="list-style-type: none"> ● Rough idea of layout, Conceptualization, Judging weightage of pictures and text <p>D. Logic of Cover Design</p> <ul style="list-style-type: none"> ● Title size, Cover lines, Release date, Close up based, Action-based, Celebrity, Demo, Art, Animation, Gimmick, Cover story <p>E. Pagination and Print ready</p> <ul style="list-style-type: none"> ● Sequencing for printing, Form, Cut marks, Alley 	12
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal & External Assessment:
<p>Instructions:</p> <ol style="list-style-type: none"> 1. Content need not be original and can be sourced from Google or News sites. 2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged) 3. Rewriting of headlines may be needed to fit the width and will be part of evaluation. (use editing techniques) 4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary. 5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks) 6. Use of illustrations recommended wherever necessary. 7. Picture placement and unity with the text in text frames is an evaluative aspect. 8. Right content on right pages and in apt places has weightage in evaluation. 9. New original Masthead and design is an evaluation aspect. (Discourage students from copying existing) 10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element. 11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi. 12. Viva voce will be conducted only against evaluation of the completed project. 13. Printout of the project may be in black and white in case of financial constraints,

but then the original soft copy as well as pdf must be produced before the examiner

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before an external examiner.

1. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
2. 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.
3. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of the magazine and flow of the articles. Sections as well as front book, back book and main book concept.
4. Flat plan: For judging facing page connectivity or discrepancy.
5. Pagination: A separate soft file with page sequence suitable for printing

External Assessment [Practical]:

1. Broadsheet design and layout: Broadsheet of 6 pages in Adobe InDesign OR Quarkxpress.
 - Supportive software can be Adobe Photoshop for Image editing, CorelDraw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - Basic Layout must be either in Adobe InDesign or Quarkxpress, one of the layout software.
 - Learners may use Quark Express for Broadsheet and InDesign for Magazine and display their skills in both. (This will not fetch extra rewards.)
2. Magazine Design and Layout: Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - 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.

Reference Material:

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

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and

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

Member, BoS, Vaze College (Autonomous).
 3. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - VI Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	CONTEMPORARY ISSUES
Paper	DSE
Course Code	AMMJ-603
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. To stress the importance of socio-economic-political aspects of the society as a media professional. 2. To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.

Syllabus		
Module	Details	Lectures
	SOCIAL MOVEMENTS	
1.	Social Movements and Progress for Society	12
	<ul style="list-style-type: none"> • Define Social Movements • Elements, types and stages of social movements • Social movements with reference to tribals, women, farmers, untouchability, cultural, environment (With special reference to "Swachh Bharat Mission") • Developmental issues—displacement and rehabilitation 	
	ECOLOGY AND THE HISTORY AND FUTURE OF THE PLANET	

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

1.	Environment and Climate Crisis	
	<ul style="list-style-type: none"> ● Antinuclear movement ● Wildlife Conservation ● Global environmental movements ● Environmental Impact Assessment - Comparative Study ● Resource Nationalism and its impact on environment 	
	GROWTH AND DEVELOPMENT	
2.	Economic Growth and Development	14
	<ul style="list-style-type: none"> ● Brief Economic History of India and World ● Evolution of Indian Economy from Agriculture to Services ● Role of PSUs in Industrial Capacity Building and Capital Augmentation ● Role of Private Sector ● Economic Crises ● Geoeconomics ● Regions as Growth Engines 	
	POLITICS	
3.	Politics and Society	12
	<ul style="list-style-type: none"> ● Crime - Politics - Bureaucracy Nexus ● Corruption - Political Economy, Institutional Flaws and Misperceptions, Anti Corruption Mechanisms ● Polity and Governance ● Terrorism - Evolution, Regional and Global Trends, Political and Economic Risks, Mitigation Strategies 	
	SOCIAL WELFARE SCHEMES	
4.	Social Welfare Schemes by the Government of India	10
	<ul style="list-style-type: none"> ● Right to Education Act 2009 ● Food Security Act 2013 ● Pradhan Mantri Ujjwala Yojana ● Pradhan Mantri Awas Yojana ● Pradhan Mantri Krishi Sinchai Yojana 	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Quiz on current affairs 2. Group Discussion on burning issues 3. Group presentations on any one current issue

Reference Material:

1. Ghosh, Amitav. *The Great Derangement*. Penguin, 2019.
2. Ghosh, Amitav. *The Nutmeg's Curse: Parables for a Planet in Crisis*. Penguin Allen Lane, 2021.
3. Ramesh, Mridula. *The Climate Solution: India's Climate Change Crisis and What We Can Do About It*. Hachette India, 2018.
4. Chakravarty, Rohan. *Green Humour for a Greying Planet*. Penguin India, 2021.
5. Guha, Ramchandra. *Environmentalism: A Global History*. Penguin Random House India, 2016.
6. Simard, Suzanne. *Finding the Mother Tree: Uncovering the Wisdom and Intelligence of the Forest*. Allen Lane, 2021.
7. Schmidt, Eric, and Jared Cohen. *The New Digital Age: Reshaping the Future of People, Nations and Business*. , 2013.
8. Stiglitz, Joseph E. *Freefall: Free Markets and the Sinking of the Global Economy*. London: Allen Lane, 2010.
9. Mehra, Puja. *The Lost Decade (2008-18): How India's Growth Story Devolved into Growth Without a Story*. Penguin India, 2019
10. Ramesh, Jairam. *Green Signals: Ecology, Growth, and Democracy in India*. Oxford University Press, 2015
11. Rajan, Raghuram, and Luigi Zingales. *Saving Capitalism from the Capitalists: Unleashing the Power of Financial Markets to Create Wealth and Spread Opportunity*. New York: Crown Business, 2003.
12. Rajan, Raghuram. *The Third Pillar: How Markets and the State Leave the Community Behind*. Harper Collins India, 2019.
13. French, Kenneth R., Martin N. Baily, John Y. Campbell, John H. Cochrane, Douglas W. Diamond, Darrell Duffie, Anil K Kashyap. *The Squam Lake Report - Fixing The Financial System*. Princeton University Press, 2010.
14. Sharma, Ruchir. *Breakout Nations: In Pursuit of the Next Economic Miracles*. New York: W.W. Norton & Co, 2012.
15. Sharma, Ruchir. *The Rise and Fall of Nations: Forces of Change in the Post-Crisis World*. Penguin Books, 2017

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

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

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	PHOTO & TRAVEL JOURNALISM
Paper	DSE
Course Code	AMMJ-604
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs. 2. The learner will be able to spread knowledge about different destinations through writings 3. To understand the diverse audiences that are interested in travel and lifestyle related content. 4. To understand the use of camera and images to drive interest in stories. 	

Syllabus		
Module	Details	Lectures
I	Beginning Of The Story: Introduction To Travel Writing A. 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 B. 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 C. Building a theme and narrative structure: What makes a travel narrative feel whole? D. 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. E. Submitting writings for publications: How do we catch the interest of an editor?	10
II	Creation Of The Story: Words, Pictures & Storytelling	10

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

	<p>A. What is good travel writing? Salient examples. Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.</p> <p>B. Bring your story to life – characters and descriptions</p> <p>C. Show don't tell – exercises in enlivening your writing</p> <p>D. Elements of style – use of first person, developing your voice, rewriting and self-editing</p> <p>E. The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.</p> <p>F. The dos and don'ts from professionals</p>	
III	<p>Where To Write The Story: Types Of Travel Writing</p> <p>A. Freelance Travel writing</p> <p>B. Travel blogging</p> <p>C. Books</p> <p>D. General Tips and guidelines</p> <p>E. Travel writing for guidebooks and apps</p>	08
IV	<p>Camera – Eyepiece Of A Travel Journalist: Photojournalism</p> <p>A. Introduction to Photojournalism</p> <p>B. Basic Concepts of photography and photo editing</p> <p>C. Fields of Photojournalism</p> <p>D. Digital Photography, Camera Topology and Operations</p> <p>E. Analysis of Photo Journalist's work, Photojournalism Ethics, Case Studies in Photojournalism</p>	12
V	<p>Niche Market, Internet And Print: Marketing Your Story</p> <p>A. Online Travel Journalism 06</p> <p>B. Networking, niche markets, travel trends, market research</p> <p>C. Communicating with editors of different media , preparing the manuscript for submission</p>	06
Total Lectures Allotted: 48		

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Create a blog for photo essays 2. Research the cultural and social stories of a specific community and create awareness for their audience by visually documenting and narrating photo essays.
Reference Material:
<ol style="list-style-type: none"> 1. How To Be A Travel Writer (Lonely Planet) By Don George 2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor) 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel. 4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil
BoS Syllabus Sub- Committee Members:

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

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - VI Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	SPORTS JOURNALISM
Paper	DSE
Course Code	AMMJ-605
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. To provide learners with tools and techniques of sports writing and analysis. 2. To acquaint learners with the importance of different sports tournaments from a commercial point of view. 3. To educate learners about careers in sports journalism.

Syllabus		
Module	Details	Lectures
I	Introduction to Sports Journalism A. Definition Of Sports News and Characteristics of Sports Journalist B. Sports Journalism: Trends and Theories. C. Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media. D. Heading of Sports News: Theories and Importance, Various	10

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

	Types of Sports Headings E. Print media tradition, Digital Age, Printing and Proofreading, Various Aspects of Writing for Sports Journalism.	
II	Structure of Sports Organisations A. Affairs related to various sports and events. National and international games. B. Information related to various Authorities, academies and structure of various sports departments. C. Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games. D. Law related to sports and important decisions, ruling and guidelines in sports. E. 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	10
III	Sports Marketing Management A. Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games. B. Management of event, planning, organizing, conducting and documentation of events. C. Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports. D. Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management. E. 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	10
IV	Report on National and International Sports News A. How to use your research, refining it for use in the best medium suited for the particular story you are telling B. Regional sports- Kho-kho, Kabaddi, etc. C. National sports- National games, Tournaments, etc. D. International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc. E. New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	10
V	Career Outlook A. Journalist Photographer/videographer/podcast/photography B. Writer in digital/print/TV/radio and social media C. Editor across multi-platforms, Producer across multi-platforms D. Host, Remote journalist, Areas of Employment E. Magazines, TV, Radio, Online Multi-platform outlets	08
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

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

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Create a blog for covering sports beat 2. Analysis of news coverage of different sports in India 3. Group discussion of news coverage of Olympics, FIFA, Cricket World Cup, IPL, Grand Slams, Pro Kabbadi, etc 4. Research work on viewership patterns of sports events held and/or broadcasted in India
Reference Material:
<ol style="list-style-type: none"> 1. 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 2. Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013 3. The Sports Writing Hand Book: Thomas Fensch. 4. Media Sport: edited by Lawrence A. Wenner, London and New York
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - VI Journalism										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	3	20	10	10	-	-	60	100

Course Title	TELEVISION JOURNALISM
Paper	DSE
Course Code	AMMJ-606
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:

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

Syllabus		
Module	Details	Lectures
I	<p>Brief Overview of Television Journalism</p> <p>A. History and Development</p> <ul style="list-style-type: none"> ● 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. <p>B. Indian scenario - Doordarshan - News; Entertainment, Culture, Sports, and Films</p> <p>C. Private and Satellite channels - Growth of Private International, National and Regional TV Networks</p> <p>D. Regional channels- Impact and critical study of News Channels- Star Majha, IBN, Lokmat, Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak</p>	10
II	<p>Television formats : Content and presentation</p> <p>A. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis</p> <p>B. Features on TV : Talk Shows</p> <ul style="list-style-type: none"> ● Reviews ● Interviews ● Discussions ● Documentaries ● Docudramas ● Commentaries <p>C. Other Programs</p> <ul style="list-style-type: none"> ● Music ● Sports 	10
III	<p>Developing skills</p> <p>A. Anchoring: Reporting or shooting anchor links in public</p> <ul style="list-style-type: none"> ● How and what to give in PTC or piece to camera? ● How to approach people for sensitive stories? <p>B. Beat reporting</p> <ul style="list-style-type: none"> ● Educational ● Crime ● Science ● Court ● Environmental 	10

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

	<ul style="list-style-type: none"> ● Political <p>C. Reporting national and International events D. Scripting & presentation for Interviews / Documentary / Feature / Drama / Skits on TV Story idea, development and Presentation- Web series E. Editing: Skills of editing, online and offline</p>	
IV	<p>Current and Emerging Trends in Television Journalism</p> <p>A. 24*7 News Broadcast</p> <ul style="list-style-type: none"> ● Features, Audience effectiveness, advertisements broadcast and Dumbing down of News. ● TV v/s online streaming catering to infotainment genre majorly targeting the youth (OTT) ● Fake News on Internet v/s news on broadcast <p>B. Ethics: (Including Censorship) in presentation of News</p>	08
V	<p>Policies of News Broadcasting Organisations</p> <p>A. Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.</p>	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<p>Assigning different roles in broadcast journalism to students through projects: <i>Reporters, Correspondents, Anchors, Bulletin Producers, Production Executives, Video Journalists, Cameramen, Video Editors, Sub-editors And Photojournalists</i></p> <ol style="list-style-type: none"> 1. Preparation of Short News Documentaries 2. Preparation of News Bullentins
Reference Material:
<ol style="list-style-type: none"> 1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age. 2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling. 3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press. 4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth. 5. Television Production by Phillip Harris. 6. Broadcast Journalism by David Keith Cohler (Prentice Hall). 7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 8. Awasthi, G. C. Broadcasting in India. Allied Publi
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).

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

3. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Akshay Bhatkar, News Anchor & Reporter, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

This is the final syllabus which has been approved by the following BoS Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Prof. (Dr.) Preeti Nilesh, Vice-Principal (Degree College), Dean of Humanities & Social Sciences, Head, Department. of History & Member, BoS, V. G. Vaze College (Autonomous).
4. Dr. Vijayalakshmi Kannan, Programme Coordinator of BAMMC & BMS, Mulund College of Commerce, and Vice-Chancellor Nominee, BoS, V. G. Vaze College (Autonomous).
5. Mr. Narayan Haralikar, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
6. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
7. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
8. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
9. Mr. Abhijit Dhamdhere, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
10. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous).
11. Mr. Soham Bandekar, Television Actor & Producer, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).



Dr. Shyam Choithani
Chairperson, BoS



Dr. Vijayalakshmi Kannan
Vice-Chancellor Nominee, BoS

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

Date: 28 September 2021