

Masters of Arts in Mass Media
Syllabus Structure
Semester IV

Advertising & Marketing	Journalism	Credits	Int	Ext	Total
Account Planning and Client Servicing	News Reporting for Print and Electronic Media	4	50	50	100
Sustainable Marketing	Feature Writing	4	50	50	100
Strategic Brand Management	Business and Financial Journalism	4	50	50	100
Event Marketing and Management	Event Marketing and Management	4	50	50	100
Internship	Internship	4		100	100

Programme: Master of Arts in Mass Media

Paper: I Journalism

Paper Title: News Reporting for Print & Electronic Media

Semester: IV Subject

Code:40534

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
News Reporting for Print & Electronic Media	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Objectives-i) To understand news reporting in Print media and types of reporting for Print.

ii) To understand news reporting in electronic media and types of reporting in electronic.

Learning outcomes- i) Students will learn to conduct research and interviews and develop sources for news stories.

ii) Students will learn to produce news reports in print and digital form.

News Reporting for Print and Electronic Media

Module	Module specific objective	Content	Wei g htag e	Instru ction times	Credi tors	Evaluation	
						IE Weigh tage	EE Weig hta ge

News Reporting for Print	To understand the framing and structing of news report	News gathering techniques, Sources of News – News Values – Path of a News Copy Qualities of a reporter. Report writing, structure of report writing. Elements of a news story – Types of leads – Sources of Information – Types of Interviews – Features.	25	15	1	10 PPT on news reporting techniques	10
Writing a news story for print	To learn various Journalistic writing styles for print media	Journalistic style of writing, News writing styles, news structure, news presentational style. News sense, News Agencies, Writing feature story, Editorial piece and trend stories.	25	15	1	15 Reporting and writing a story for college newspaper or website	10
News Reporting for Electronic-	To understand important elements of news reporting in Electronic	News representation through electronic media. Writing news script for TV and Radio. Importance of real time news. Interviewing techniques for TV and Radio. Qualities required to become an electronic media journalist.	25	15	1	10 PPT on news reporting techniques	15

Covering a story for electronic media	To learn framing a story board for	Live reporting, challenges of live reporting. Selecting a topic for news. Tone and presentational style of TV/ Radio announcer. Research done for selection of news topics for electronic media.	25	15	1	15 Creatin g a story board for TV news.	15
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References-

1. News Reporting and Editing (English, Paperback, K.M Shrivastava)
2. Fundamentals of reporting and editing -Ambarish Saxena
3. News reporting and editing – Suhas Chakravaty
4. Professional Journalism- M.V.Kamath
5. Electronic media and Print media- Smita Rajan
6. Journalism and Electronic Media- S.K.Bansal
7. Introduction to Electronic media and broadcasting -Antonio Farell

Programme: Master of Arts in Mass Media

Paper: II Journalism

Paper Title: Feature Writing

Semester: IV Subject

Code:60634

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Feature Writing	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Objectives- To teach students how to interest readers in significant, research-based subjects by writing about them in the context of non-fiction stories that have characters, show development and follow a structural arc from beginning to end.

Learning outcomes-i) To conceive, report, write and revise several types of feature stories.

ii) To get students acquainted with tools for finding and framing interesting features.

Module	Module specific objective	Content	Weightage	Credit	Instruction times	Evaluation	
						IE Weightage	EE Weightage
Feature Writing, tips, types and Importance	To understand the various types of features and their	Feature and types of features. What is the Difference Between a News Story and a Feature Story? Different Types of Feature Writing Style and Objective of Feature Writing.	25	1	15	10	10

	writing formats.	<p>Planning a feature</p> <p>Difference between news and feature.</p> <p>Feature as Story Telling</p>					
Tips on Writing an effective feature	To use proper elements in a feature story	<p>Selecting topic for feature writing.</p> <p>The thinking and writing process involved in feature writing.</p> <p>Elements of feature writing.</p> <p>Tips on delivering a fleshed-out narrative and creating a lasting impression.</p> <p>Using effective headline and designing quotes for feature story.</p>	25	1	15	15	10
Developing features-recent trends in feature writing	To study feature reporting	<p>Finding fresh ideas to develop a story,</p> <p>Structuring the story, interviewing techniques.</p> <p>Human Interest stories</p> <p>Investigative feature stories</p> <p>Seasonal features</p>	25	1	15	10	15

<p>Types or format for features in TV, Radio and new media</p>	<p>To understand different features formats for all types of media.</p>	<p>Radio feature Television feature Documentaries as feature Practical steps in producing radio and TV news features usage of proper voices and footage. Structuring a feature story according to occasion, events, festival and person for Electronic media</p>	<p>25</p>	<p>1</p>	<p>15</p>	<p>15</p> <p>Write/ Document a personality profile feature</p>	<p>10</p>
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References –

- **Feature Writing by N. Meera Raghavendra Rao , PHI Learning**
- Features and Writing for Social Justice by Vipul Prakashan
- Feature writing by Sage Publications
- The Complete Book of Feature Writing: Leonard Witt
- The Art and Craft of Feature Writing, William Blundell, Plume, 1988 (Note: While somewhat dated, this book explicitly frames a strategy for approaching the kinds of research-based, public affairs features this course encourages.)
- Writing as Craft and Magic (second edition), Carl Sessions Stepp, 2007, Oxford University Press.
- On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
- The Associated Press Stylebook 2010, Associated Press, Basic Books, 2010.

Programme: Master of Arts in Mass Media

Paper: III Journalism

Paper Title: Business and Financial Journalism

Semester: IV Subject

Code:40734

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
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Business and Financial Journalism	4 per week	4		2hrs	50	50	100
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#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Objectives- To teach students the basic methods and tactics of a business journalist, regardless of what format the final story will be produced.

Learning Outcomes-i) Develop an understanding reporting technique in Business Journalism

ii) Students will learn to write an effective business news stories

Business and Financial Journalism

Module	Module specific objective	Content	Weightage	Instruction times	Credit	Evaluation	
						IE Weightage	EE Weightage
Introduction to Business Journalism	To give a brief understanding of Business Journalism	<p>What is Business Journalism?</p> <p>Introduction to Niche Journalism</p> <p>Introduction to Business Journalism</p> <p>Financial Systems in India- General Overview</p> <p>Foreign Exchange Reserve in India</p> <p>Evolution and Growth of Business Journalism in India</p> <p>Need of business Journalism in society</p>	25	15	1	10	15
Making an effective business story	To understand media's coverage of financial news stories	<p>Scam in Indian financial system</p> <p>Writing effective headlines and leads for business stories.</p> <p>Business reporting issues, and public and private companies</p> <p>Covering Annual Budget and News related to Indian Economy</p>	25	15	1	10	15

		The Importance of a Census					
Coverage of Financial scams and frauds in India	To understand media's coverage of financial scams	<p>Stock exchanges and development banks</p> <p>Harshad Mehta and the Stock Market scam, Nirav Modi, The Punjab National Bank Fraud, and Satyam computers scam.</p> <p>Citizen Financial Cyber Fraud Reporting and Management System</p> <p>Money Laundering cases</p> <p>Directorate of Enforcement, Prevention of Money Laundering Act</p>	25	15	1	15	10
Reporting for different business news media	To learn business reporting for various news platforms	<p>Newspapers, magazines, radio, and television-news shows including business segment</p> <p>Prominent TV news channel- CNBC TV18</p> <p>ET Now NDTV Profit Fox Business Network CNBC World</p> <p>Case studies on business magazine/news channel/newspaper.</p>	25	15	1	15	10

		<p>Prominent Newspapers and magazines-Economic Times Business Today Financial Express, Livemint, The Hindu Business Line Mint.</p> <p>The CEO Magazine Forbes India Magazine</p> <p>Fortune India Magazine</p> <p>Outlook Money Magazine</p> <p>Entrepreneur Magazine</p>				<p>orms as Busi ness news platf orm</p>	
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Programme: Master of Arts in Mass Media

Paper: I- Advertising & Marketing

Paper Title: Account Planning and Client Servicing

Semester: IV Subject

Code:40134

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Account Planning and Client Servicing	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To make learner understand about the role of Account planner in advertising.
2. To make learner understand about the importance of client servicing
3. To fill knowledge gap by make learner understand about role of accounting in advertising.

Learning Outcomes:

1. Learners will able to understand the accounting done by advertising agency
2. Learners will able to understand Costumer mindset.
3. Learners will be provided with the knowledge of Advertising measurements and evaluation

Module	Module specific objective	Content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Introduction to Account planning	To Understand account planning	What is Account Planning? Who is Account planner? Importance of Account planner. Account planning History & Practices Future of Account planning Advertising agency organization Tracking campaign effectiveness Preparing communication plan	25	15	1	10 PPT on advertising agency	15
Accounting and advertising-I	To understand the role of account planning in advertising	Role of account planning in advertising. Account planning process Advertising strategy with positioning Propagation planning Account planning & IMC Balancing Efficiency & Effectiveness Advertising and pricing decisions	25	15	1	15 Case studies	15

Accounting and advertising-II	To understand the consumer mindset and the importance of measuring advertising effectiveness	Situation Analysis (SWOT) Research in Account planning Understanding Media planning process & Media Measurement Understanding Consumer Mindset Through Maslow's need Hierarchy of Human Needs Understanding Market & Business risk Measuring Advertising performance.	25	15	1	15 Analyzing consumer mindset by conducting survey	10
Client servicing	To understand the concept of client servicing	Introduction to Client servicing. Role of client service in advertising & advertising agency. Effective ways of client servicing. Essential for effective service Ethics in client servicing Laws in Client servicing Recent trends in Client services Auditing & Evaluation	25	15	1	10 Project on Service Agency	10

Reference:

Advertising & Account panning – by Larry D. Kelley and Donald W. Jugenheimer

Advertising & Promotion communicating Brands- by Chris Hackky

Advertising and Branding concepts, methodologies, Tools & Applications-by

Advertising Media panning- by Larry D. Kelley , Donald W. & kim Bartel sheehan

Evaluating the Advertiser- Advertising Agency Relationship- by Kennedy

Finance and Accounting by Cheng-Few Lee

Market Risk Analysis: Quantitative Methods in Finance by Carol Alexander

The Basics of Finance by Pamela Peterson Drake

How to understand Business Finance by Robert cinnamon, Brian Helweg

Programme: Master of Arts in Mass Media

Paper: II- Advertising & Marketing

Paper Title: Sustainable Marketing

Semester: IV Subject

Code:40234

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Sustainable Marketing	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To familiarize the students to the field of sustainability marketing.
2. To learn the factors that affect purchase decision of consumers.

- To develop a professional attitude and commitment towards environment and preparing student to act as responsible citizens of the society.

Learning Outcomes:

- To understand the awareness and growing importance of sustainability marketing.
- To increase the consciousness about sustainable Products.
- To analyse various digital marketing strategies used towards going green and its impacts.

Module	Module specific objective	Content	Weight age	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction to Sustainability Marketing	To understand Sustainability Marketing in organisation	Meaning and objectives of sustainable marketing, sustainability marketing mix, principles of sustainability marketing, importance of sustainability marketing, benefits and disadvantages of sustainable marketing, challenges in sustainable	25	15	1	Marketing plan focused on a firm strategy that can increase the	10

		marketing, strategies for sustainable marketing.				sustainability of the firm's actions	
Module—2 Green Marketing Concepts	To understand Green Marketing Concepts	Green spinning, green selling, green harvesting, enviropreneur marketing, compliance marketing, green washing, green products, green labelling, green consumers, green packaging, green branding, green disposal	25	15	1	Case Studies	10
Module—3 Digital Marketing Strategies	To understand digital marketing strategies and its impact on sustainability.	Meaning of digital marketing, benefits, difference between traditional marketing and digital marketing and its impact on the sustainability, digital marketing strategies - internet marketing, social media marketing, email marketing, mobile marketing, digital display marketing – benefits and challenges.	25	15	1	Studying sustainability marketing strategies used by companies.	10

Module-4 Consumers Purchase Decision based on Sustainability Marketing	To learn about consumers, purchase decision based on sustainability marketing.	Meaning of Purchase decision – Factors affecting Purchase decision - Process in the decision-making process - Five stages of consumer buying decision process - Models of buyer decision-making based on sustainability marketing	25	15	1	Group discussion on consumer purchase decisions	10
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References

1. Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017
2. Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010.
3. <http://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action>.
4. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
5. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011.
6. Robert Dahlstrom, Green Marketing Management, 2010.
7. Jacqueline A. Ottman (2011) "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding", Greenleaf Publishing.

Programme: Master of Arts in Mass Media

Paper: III- Advertising & Marketing

Paper Title: Strategic Brand Management

Semester: IV Subject

Code:40334

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Strategic Brand Management	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:-

- i. To teach students the strategic significance of the role of brands in creating shareholder value.
- ii. To Develop skills for managing brands strategically.
- iii. To understand, Compare and contrast the elements of product and brand management.

Learning Outcomes-

Student should be able to:

- i. Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- ii. Learn how to Assess growth-opportunities for brands, e.g., brand extension strategies.

Strategic Brand Management

Module	Module specific objective	Content	Weightage	Instruction times	Credit	Evaluation	
						IE Weightage	EE Weightage
Introduction to the concept of Brand Management	To understand the concept of branding and role of brand management for a company's growth.	Brand –Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand, Branding-Meaning, Creation of Brands through goods, services, people, Organisation, Retail stores, places, online, entertainment, ideas,	25	15	1	15	10
						Consider some groups like Tata's , Birla's, Infosys etc – what is their branding strategy.	

		<p>challenges to Brand builders</p> <p>Brand Management-Meaning & Definition. Strategic Brand Management</p> <p>Process-Meaning, Steps in Brand Management Process</p> <p>Strong Indian Brands</p>					
Customer Based Brand Equity	To analyse different measures of brand equity.	<p>Customer Based Brand Equity-Meaning, Model of CBBE Brand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks</p> <p>Resonance, Judgments, Feelings, performance, imagery, salience-Brand Building Implications, David Aaker's Brand Equity Model.</p> <p>Brand Identity & Positioning: Meaning of Brand identity, Need for Identity & Positioning, Dimensions of brand identity, Brand identity prism, Brand positioning – Meaning, Point of parity & Point of difference, positioning guidelines</p> <p>Brand Value: Definition, Core Brand</p>	25	15	1	15	10
						Students can select any two popular brands and identify and examine the criteria for success in the luxury brand industry.	

		values, Brand mantras, Internal branding,					
Choosing Brand Elements to Build Brand Equity:	To get an understanding of how to develop a brand positioning	Criteria for choosing brand elements, options & tactics for brand elements-Brand name, Naming guidelines, Naming procedure, Awareness, Brand Associations, Logos & Symbols & their benefits, Characters & Benefits, Slogans & Benefits, Packaging. Leveraging Brand Knowledge: Meaning of Brand Knowledge, Dimensions of Brand Knowledge, Meaning of Leveraging Secondary Brand Knowledge & Conceptualizing the leverage process.	25	15	1	10 Pick up your college, analyse its positioning and how would you reposition it?	15

<p>Brand Value chain-</p>	<p>To understand the process of how brand increases the product value</p>	<p>Designing Brand Tracking studies, Establishing brand Equity Management Systems. 58 Methods for measuring Brand Equity- Quantitative Techniques & Quantitative Techniques, Comparative methods- Brand based comparisons, marketing-based comparisons Conjoint Analysis, Holistic methods. Managing Brand Equity: Brand Reinforcement, Brand Revitalization, and Brand Crisis.</p>	<p>25</p>	<p>15</p>	<p>1</p>	<p>10</p> <p>Students are supposed to assess the product life cycle and appraise alternative approaches to luxury brand management</p>	<p>15</p>
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References-

- Strategic Brand Management, Building Measuring & Managing Brand Equity – 2nd Ed Phi / Pearson Education – Kevin Lane Keller.

- Brand Management -The Indian Context – Y L R Moorthi – Vikas Publication.
- Strategic Brand Management – Jean, Noel, Kapferer – Kogan Page India.
- Compendium Brand Management – Chunnawalla, 1/e, HPH, 2003.
- Strategic Brand Management- Richard Elliott & Larry Perclu, 1/e, Oxford Press.
- Creating powerful brands – Chernatony, 1/e, Elsevier Publication

Programme: Master of Arts in Mass Media

Paper: IV Common Paper

Paper Title: Event Marketing and Management

Semester: IV Subject

Code:40434

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Event Marketing and Management	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Outcome:

1. To understand segmenting, targeting and positioning in the context of Event Marketing.
2. To familiarize learners with trends and challenges in Event Marketing.

Learning Outcome:

1. To understand basic concepts of Event Marketing and Management.
2. To impart knowledge to learners about categories of Events.

Module	Module specific objective	Content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
I Introduction to Events	To understand event management	Definition and Meaning of Event Marketing ; The Evolution of Event Marketing, Advantages of Event Marketing, 5 C's of Events- Conceptualization, costing, canvassing,	25	15	1	10 PPT on importance of event as a marketing tool	15

		<p>customization, carrying-out; Event Designing; Reach;</p> <p>Interaction-Interaction Points, Direct Interaction, Indirect Interaction, Interaction Catalysts or Enablers.</p> <p>Importance of Events as a Marketing Communication Tool; Events as a Marketing Tool: The Varied Marketing Needs Addressed by Events: Brand Building, Focus on Target Market, Implementation of Marketing Plan, Marketing Research, Relationship Building, Creating opportunities for better deals with different media, Events and their Economic implications.</p> <p>Concept of Event Creativity, Key Elements of Events: Event Infrastructure; Customer Groups; Clients; Event Organizers; Venue; Media</p>					
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II Segmenting, Targeting and Positioning of Events and Concept of Product in Events	To learn about Segmenting, Targeting and Positioning of Events and Concept of Product in Events	<p>Concept of Market in Events; Segmentation and targeting of the Market for events; Positioning of events-Event Property.</p> <p>Concept of Product in Events: Benefit Levels-Core, generic, expected, augmented; Categories of Events: Competitive Events, Artistic Expression, Cultural Celebrations, Exhibition Events, Charitable Events ,Special Business Events, Retail Events.</p> <p>Event Variations- Time Frame Based, Concept Based, Artist Based, Client Industry Based</p>	25	15	1	15 Conductio n a live event forming groups amongst learners and executing a live event.	10
III Concept of Pricing and Promotion in Events	To learn the Concept of Pricing and Promotion in Events	<p>Risk Rating, Setting Pricing Objectives, Understanding local legislations and tax laws, Feedback about events from the market, skills required for negotiating the best price, validation against pricing objectives, pricing decisions, Event Charges: Percentage of the total Event</p>	25	15	1	10 Presentati on various topics learned	15

		<p>Cost, Flat Fee, Package Price, Hourly Rate.</p> <p>Networking Components: Print Media, Radio, Television, Internet, Outdoor Media, Direct Marketing, Sales Promotion, Public Relations, Merchandising, In-venue Publicity.</p> <p>Event Sponsorship: Concept of Sponsorship, Sponsorship in a communication context, Synergy between sponsor and Event, Identifying Potential sponsors, Impact Measurement, Practical Sponsor Incentivization, In-Kind Sponsorship.</p>					
IV Trends and Challenges in Event Marketing	To understand the Challenges in Event Marketing	<p>e-event marketing, Virtual Events, Societal Event Marketing, Green Event, Cause-Related Event Marketing, Sports Event Marketing.</p> <p>Safety and Security of Event</p> <p>Event Crisis Management</p> <p>Growth of Event Industry in India</p> <p>Career in Event Marketing</p>	25	15	1	15	10
						Presentati on various topics learned	

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References-

1. Preston C.A., "Event Marketing: How to successfully promote Events, Festivals, Conventions, and Expositions", Wiley, Second Edition, 2015
2. Gaur Sanjaya Singh and Sanjay V Saggere, "Event Marketing and Management", Vikas Publishing House Pvt. Ltd. , 2003
3. Sharma Diwakar, "Event Planning & Management", Deep and Deep Publications Pvt. Ltd., 2005
4. Hoyle Leonard H., "Event Marketing-How to successfully Promote Events, Festivals, Conventions and Expositions", Wiley, 2009
5. Genadinik Alex, "Event Planning-Management and Marketing for Successful Events", CreateSpace Independent Publishing Platform, 2015
6. Harichandan C.P., "Event Management", Global Vision Publishing House, 2010
7. Goyal K. Swarup, "Event Management", Adhyayan Publishers, 2013.

Programme: Master of Arts in Mass Media

Paper: V Common Paper

Paper Title: Internship

Semester: IV Subject

Code:40834

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	TM
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Internship	4 per week	4	240 hrs		100	100
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#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Objectives:

This course will enable students to:

1. Offer a hands-on opportunity to work in their desired field.
2. Understand practical application of theoretical and classroom learning in the field.
3. Gain real life working experience.
4. Employable to gauge their skills with the industry requirements.

Guidelines:

Practical training carries 4 credits

Practical on-job training should be of approximately 240 hours. Practical training will be in the form of internship in sem IV

It will carry 100 marks

Evaluation of internship/ practical training and awarding marks will be based on:

- a. Certificate issued by the employer for work experience
- b. Presentation on knowledge gained during practical training
- c. Viva-voce by expert in the field
- d. Feedback form & log sheet filled by the employer

The course coordinator is responsible for the implementation of practical training/ internship of students

The course coordinator is responsible for the successful completion of internship and its evaluation

Masters of Arts in Mass Media

Semester- III -Advertising & Marketing

Sr. No-	Subjects	Credits	Int	Ext	Total Marks
1.	Global Marketing Communication	4	50	50	100
2.	Campaign Planning and Visualization	4	50	50	100
3.	Social Media Marketing	4	50	50	100
4.	Copy writing and Content Creation	4	50	50	100
5.	Dissertation	4	50	50	100

Programme: Master of Arts in Mass Media

Medium: English

Paper: I

Paper Title: Global Marketing

Communication

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Global Marketing Communication	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To provide the students with careers in communications industry along with an analytical tool to identify the challenges and opportunities in the global marketplace.
2. To introduce the various elements of marketing mix and market research thereby giving benefits to the marketer to hold its position strong in the global platform.

Learner Outcomes:

1. To understand the awareness and growing importance of Global Marketing
2. The objective is to use various Global marketing communication techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management.
3. To analyses various Global marketing environment and how it impacts the company to enter in international market

Module	Module specific objective	Content	Weightage	Instruction times	Creditors	Evaluation	
						IE Weightage	EE Weightage
Module-1 Global Marketing Communication	To understand the concept of Global Marketing Communication and International Trade	Meaning, Features of global marketing, Need and Drivers of global marketing, Process of global marketing, Phases of International Marketing, Benefits of global marketing, Challenges of global marketing, Difference between Domestic and International Marketing, Entrepreneurs in the global marketplace. Concept of Global Trade, Barriers to Trade: Tariff and Non-Tariff, Trading Blocs: SAARC, ASEAN, NAFTA, EU, OPEC. Integrating the marketing mix, Advertising: morphing in the digital era.	25	15	1	10	10
Module—2 International Marketing Environment and Marketing Research	Understand Strategy in Marketing Communication	Cultural Environment: Concept, Elements of Culture (Language, Religion, Values and Attitude, Manners and Customs, Aesthetics and Education), HOFSTEDE’s Six Dimension of Culture, Cultural Values (Individualism v/s Collectivism) SWOT Analysis: analysing internal and external factors that frame client Brand strategy Reputation management Segmenting target audiences: global vs. local markets	25	15	1	15	10

Module— 3 Global Marketing Mix	To learn Strategy in Marketing Communication	Market selection and entry modes, Selection of products, Selection of market, Various modes of entry into international markets and their evaluation, Export licensing franchising, Contracting, Joint venture, Setting up a wholly-owned subsidiary. Product in an international context, Standardization vs. adoption decision, other considerations; Packaging, Branding after-sales services, ISO 9001:2000 Quality system standard, factors influencing price, pricing methods and processes, price quotations and related considerations Types and functions of foreign distribution channels, selection of middlemen, distribution logistics-transportation and warehousing decisions, international advertising-standardization vs. adaptation, Selection of media, Selection of agency, Measuring advertising effectiveness.	25	15	1	15 Marketing a product /service globally using various tools of marketing	15
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Module-4 Global Marketing Evaluation and Consumer Behaviour	To understand Consumer Behaviour and Marketing Communication Around the Globe To learn crisis management in global environment	How to use current information sources on the World Wide Web. What reliable information is available? Targeting global markets. Sourcing and global production strategy. Formulating global marketing strategies The consumer behaviour process in a variety of global markets. Understanding similarities and differences in target audiences. The impact of digital and social media on consumer preferences and shopping behaviour. The global digital world. Genre approach to defining types of crises: acts of nature, terrorism, business problems Damage assessment: loss of life, property damage, reputation, economic crashes Crisis communication: strategy, messaging, channels, spokespeople Crisis management in the global environment.	25	15	1	10 Studying a company on its Global marketing communication insights and take as a case study	15
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References

Essential Reading

1. Keegan, W. J. & Green, M. C. (2013). Global Marketing (7 th edition).
2. Prentice Hall. GM De Mooij, M. (2010). Global Marketing and Advertising: Understanding Cultural Paradoxes (3rd edition). Sage Publications.
3. GMA APA - Publication Manual of the American Psychological Association, (6 th edition). Suggested readings: Cooper-Chen, A. (Eds.) (2005).
4. Global Entertainment Media: Content, Audiences, Issues. Mahwah, NJ: Lawrence Erlbaum Associates. GEM Sigismondi, P. (2011).
5. The Digital Glocalization of Entertainment: New Paradigms in the Global Mediascape. New York: Springer Science + Business Media.

Paper Title: Campaign Planning and Visualization

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Campaign Planning and Visualization	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To provide the students with basic understanding of the concepts of Campaign Planning and Visualization.
2. To introduce the various elements of Campaign Planning and Visualization thereby giving benefits to the marketer to hold its position strong.

Learner Outcomes:

1. To understand the awareness and growing importance of Campaign Planning and Visualization
2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up Campaign Planning and Visualization
3. To provide an insight on Campaign Planning and Visualization activities on various communication platform and studying its emerging significance in business.

Module	Module specific objective	content	Weightage	Instruction time	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Campaign Planning and Visualization	To understand importance of marketing campaigns and	Introduction to Marketing Campaign, Marketing Campaigns types, needs for planning marketing campaigns, managing next marketing campaigns, Marketing planning and campaign management tools, identification of getting best results through campaign.	25	15	1	15	15
						Making an ad campaign taking into consideration of any	

	agency operations insights	Evolution of Ad Agencies-Variou functional departments and scope of their work (Account Planning, Account Servicing, Creative- Copy & Art, Media, Production, Billing, HR etc.), Ad Agency: functions, structure, departments, types, remuneration, pitching, client agency relationship. The Pitching Mechanism-Simulation				existing brand with a social cause.	
Module-2 Campaign Planning and Visualization through the lens of Advertising	Understanding advertising and planning for campaigning	The Changing World of Advertising; Industry trends; Advertising: The Second Nature; New Advertising Agency and its Word Flow; Creating Advertising Institutions Not Just Campaign; Developing Overall Advertising Objectives. Ethical Issues in Advertising, Social Criticism of Advertising, Laws in Advertising, Role of Advertising Statutory Bodies. Advertising and Social Responsibility. Rainbow: Spectrum of Advertising Strategies; 7 Approaches and Case Studies; Campaign Briefing: Critical Points and Formats; Planning Framework & Planning Cycle; Digging out Consumer Insights; what Single Benefit we want to Convey; Consumer Responses; Determining Advertising Budget; Advertising Plan-an Out Line.	25	15	1	10 Studying a company Marketing campaign and bringing it into a case study.	10
Module —3 Strategies of Campaign Planning and Visualization	To understand media perspective of branding.	How Creativity Enhances Advertising; Creative Strategies; Creative Briefing; Message Execution and Design; Copy Structure & Style; Practical Tips for Effective Creativity Maximizing the Advertising Exposure; Media Planning Process; Reach & Frequency; Measuring Advertising Effectiveness: Framework; Key Media Selection; Media Scheduling Options; Internet the Next Big Medium; Line Media and other Applications Branding: A Process; a Tool; a Strategy & an Orientation; Benefits from Building a	25	15	1	15 Create your own imaginary product and do branding for it.	10

		Brand; Consumer Own Brands Not Products; Consumer Brand Equation; How Brands Playing a Meaning Role in Consumer's Life; Concept of Positioning; Factors Determining Positioning; Product & Consumer Positioning.					
Module-4 New innovative trends in Campaign Planning and Visualization	To understand latest development, Trends and Practices for Social Change	Increase in advertising spending, OTT advertising, Mobile first ads, User generated content, shorter ads, In stream ads, QR codes, Artificial Intelligence (AI) in Advertising. Importance of social change campaigns, Role of mass media in development campaigns across cultures, CSR initiatives, Designing and execution of campaigns for social changes, Contemporary trends in development communication campaigns through national and international case studies	25	15	1	10 Presentation various topics learned	15

References

Essential Reading

1. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
2. Uma Narula, Anand Har. Development Communication – Theory and Practice
3. Advertising Roderick While: The Fundamentals of Advertising
4. John Wilnshurst and Adrian Mackay Advertising Basics
5. A Resource Guide for Beginners J.V. vilanilam A. K. Varghese

Paper Title: Social Media Marketing

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Social Media Marketing	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To provide the students with basic understanding of the concepts of Social Media Marketing.
2. To develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

Learning Outcome:

1. To understand the awareness and growing importance of Social Media Marketing
2. The objective is to understand digital tools and their creative applications, masters' students meet the demands of a diverse and expanding job market in visual story telling.
3. To provide an insight on Social Media Marketing activities on various platforms and its emerging significance in business.

Module	Module specific objective	content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction to Social Media Marketing through its Digital ERA	To understand the concepts of E-Marketing and types of Digitals	What is the E-marketing? Needs, Importance, Objectives of E-marketing. The changing marketing landscapes. The internet and business. E- marketing strength and application, Communication modes, The behavioural internet (B2C, B2B, C2Cand C2B) E –	25	15	1	10 Presentation various topics learned.	15

	Marketing	<p>marketing and Online advertising. E-marketing and Consumer segmentation, E-marketing and Sales and Trade promotions.</p> <p>Types E-mail marketing, Types of Internet marketing, Types of Mobile marketing. Generation Y: Expectation and influence, Implication of Digital change, Emerging consumer segmentation in India.</p>					
Module-2 Social Media Marketing	To understand the ethics and values in social media.	<p>Meaning, Importance, Myths about Social media marketing, Brief History Characteristics of Social Media marketer.</p> <p>10- step framework for creating successful SMM strategy, building content for sharing, Generating Ideas, Creating content for Multiple platforms</p> <p>Ethics: Code of ethics, 9 Rules of engagement for Social Media Marketing Careers: Careers in Social media marketing.</p>	25	15	1	Study a story of successful social media influencer/ marketer and present	10
Module –3 Various Tools of social media	To provide an insight on Social Media Marketing activities on various platforms and its emerging significance in business.	<p>Face book – the Origin and Eight different version of Facebook, what is Face book marketing? Facebook page best practices, KPI and insights, how does Face book advertising work – Face book ad campaign, Objectives, targeting and content creation and sharing.</p> <p>Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads. Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins.</p> <p>LinkedIn for personal branding, LinkedIn for Company pages, Brand marketing for LinkedIn, Ads on LinkedIn. How to build foundation for your You tube channel, Usage of free resource, optimize organic traffic by selecting key words for videos, Optimization of advertisements</p>	25	15	1	10 Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn	10
Module-4 Social	To learn Campaign	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing	25	15	1	15 Studying a	15

Media Marketing Plan, and Campaign management	Marketing	<p>goals and objectives (Exposure, Engagement, Influence, Impact and advocacy), Eight Cs of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts, Evaluating Social media marketing success</p> <p>What is campaign management? Solutions, how to use campaign management for Facebook, Twitter etc., Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management</p>				company on its Social Media marketing tools.	
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References

Essential Reading

1. Digital marketing by Vanadana Ahuja
2. Social Media Marketing: a strategic approach by Barker and Barker

Paper Title: Copy writing and Content Creation

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Copy writing and Content Creation	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To familiarize the students with the concept of copywriting as selling through writing.
2. To learn the process of creating original, strategic, compelling copy for various mediums.
3. To introduce learners to the basic concepts of content writing.
4. To sensitize them to the various styles and techniques of writing and editing.

Learning Outcome:

4. To understand the basic concepts of Copywriting and Content Creation.
5. The objective is to provide knowledge of various styles and techniques of writing and editing.
6. To provide an insight of nourishment of student's creative skills.

Module	Module specific objective	content	Weightage	Instruction time	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction to	Introduction to Copywriting. Learn Idea	Basics of copy writing, Responsibility of Copy writer, Creative Thinking: How to inculcate a 'creative thinking attitude. The idea incubation process. What's the Big Idea? - How to get to the	25	15	1	10 Presentation various topics	15

Copywriting and Content Creation	Generation Techniques	<p>ONE BIG IDEA that will inspire creative. Crafting the reasons why consumers should believe your brand and act</p> <p>Idea generation techniques: Brainstorming, triggered brain walking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics.</p> <p>Briefs: Marketing briefs, Creative Briefs. Content Creating Persuasive copy: Tone of Voice What's the Tone? Tonality and character matters, how to make writing, walk, talk, and breathe, creating breakthrough content, how to control the "Command Centre", prospect's mind, how to change perception, emotionality, storytelling</p>				learned.	
Module-2 Media and Audience	To learn writing skills required to design content for various audiences and for various platforms.	<p>Print: Headlines, sub headlines, captions, body copy, and slogans Television: Storyboard, Storyboarding, Techniques, Balance between words and visuals, Power of silence, formats of TVS's, Outdoor posters, Radio, Digital copy for social media like Facebook, Instagram etc. Copy for web page.</p> <p>Children, Youth, Women, Senior Citizen, Executives, Baby Boomers, (Gen X, Gen Y, (Millennials), Gen Z.</p> <p>Direct mailer, Classified, Press release, B2B, Email copy, Advertorial, Infomercial.</p>	25	15	1	10 Designing content for a web page on social media	10
Module-3 Content Creation in Contemporary Society	To understand Non-fiction and fiction Writing Skills, Technical Writing & Master Content Marketing	<p>Non- Fiction: Web Content Writing, Blogging skills, Persuasive writing style, Idea Generation Tools, social media/Viral Content Development. Writing effective email/newsletter/Google Ads/Facebook Ad/Landing Pages Content. Fiction: Short Stories, Novellas, Novels, Theme, Plot, Character.</p> <p>How Technical Content is different, Technical Writing style User Manual Writing, Writing technical blogs and content, Technical Guides</p>	25	15	1	15 Marketing a story by using various tools of content platform	10

		Basics of content marketing, creating evergreen content developing content strategy, Generating leads through content marketing, Content distribution and promotional strategy					
Module-4 Content Creation professional avenues	To learn types of Content Creation and avenues	The process of Content Writing – getting the brief, ideating, researching, structuring, formatting, Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research, Visual Content: Infographics- Importance and relevance, Images, Screenshots, Videos, Memes, GIFs, Product Demonstrations. Interactive Content: Quizzes, Polls, Interactive white papers. Free tools and paid tools	25	15	1	15	15
						Studying a company Copywriting and Content Creation.	

References

Essential Reading

1. Copywriting: Successful Writing for Design, Advertising and Marketing 99 Book by Mark Shaw.
2. The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells Book by Robert Bly
3. Feldar, Lynda. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN10: 9780321794437.
4. James, Anthony. Blog Writing: The Content Creation Blueprint. Amazon digital services LLDKDP print US, 2018.
5. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.
6. Reddish, Janice. Letting Go of The Words: Writing Web Content That Works. Morgan Kaufmann. ISBN: 0123859301.
7. Robinson Joseph. Content Writing Step-by-step. Amazon digital services LLC--KDP print US, 2020. ISBN: 9798603871929.

Paper Title: Dissertation

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Dissertation	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. To work in a real environment.
2. To get first hand feel at handling live projects and understand the business world.
3. To create industry ready professionals.

Learner Outcomes:

1. The Projects will be evaluated by a select panel by the authorities. The members could be from the field of media and /or faculty of literature / Sociology / Psychology / History / journalism/communication or equivalent to thereof.
2. The panel will be selected from the field of Film and television & Web media industry/ or faculty of literature/Sociology/Psychology/History or equivalent to there of
3. With and active work experience of 5 years in media or in the field of expertise and above

Module	Module specific objective	content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction (broad overview of the research)	Understanding the language of research – Concept, Construct.	<ul style="list-style-type: none"> • Intro • Issue & Its Background • Issue Statement • Research Purpose & Questions • Significance • Glossary of Terms (optional) • Limitations & Assumptions <p>Concluding paragraph</p>	25	15	1	10	15
Module-2 Review of the literature (and conceptual framework)	To learn to study review of literature.	<ul style="list-style-type: none"> • Introduction • Description of literature search • Framework <p>Review of Literature</p>	25	15	1	15	10
Module –3 Methodology	To understand different concepts of Methodology (Qualitative/ Quantitative/ Mixed)	<ul style="list-style-type: none"> • Introduction • Research Design • Research Hypotheses & Question • Setting/Sample & Population • Participants/Instrumentation • Data Collection • Data Analysis • Concluding section 	25	15	1	15	10

Module-4 Interpretations, Conclusions, and Recommendations	To understand Findings and observation.	<ul style="list-style-type: none"> • Introduction • Findings Summary • Conclusions • Discussion • Suggestions for Further Investigation Final Conclusion Part				10 Draft a questionnaire for research paper.	15
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References

Essential Reading

1. Appendices
2. Dissertation proposals should include the elements normally found in Chapters 1, 2, 3, and the References of a dissertation.

Masters of Arts in Mass Media

Semester: III Journalism

Year of Implementation:2022-2023

Sr. No-	Subjects	Credits	Int	Ext	Total Marks
1.	Developmental Communication	4	50	50	100
2.	Investigative Journalism	4	50	50	100
3.	Digital Journalism	4	50	50	100
4.	News Values and Laws	4	50	50	100
5.	Dissertation	4	50	50	100

Masters of Arts in Mass Media

Paper Title: Developmental Communication

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Developmental Communications	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

- To help students gain an understanding of media's role in the evolving Indian social scenario
- To identify and analyse media's role and its responsibilities with regard to social change
- To prepare students to view journalism and media as a tool for positive social change
- To create a strong focus on responsible journalism among students

Learner Outcomes:

- Students gain an understating on the key concepts in development and the different models of development.
- Students critically analyse how media portrays development issues
- Students assesses the opportunities of using Journalism as a change agent
- Students create alternative media content aimed at development and social change.

Module	Module specific objective	Content	Weightage	Instructions	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction to Development Communication	To learn the key concepts in development and the different models of development.	Communication, Development and their Inter-relationship Development Communication: Concept and Process, Modernization Theory Theories of development –Everett M. Rogers; Daniel Lerner – Modernisation theory Definition, nature, role and significance of Development Communication Interrelation between Development and Development Communication; Models of Development Communication	25	15	1	10	15
Module-2 Media's Role in Social Development	To have a better understanding of social issues	Panchayati Raj System; Role of NGOs in Development; Financial Institutions and Development; Role of Women in Development; Role of Media in Development Communication; Factors of Media Effecting Social Development; the Power of Communication and Information to Social Change; Using Folk Media in Development Programmers; Role of the Press in	25	15	1	15	10

		Development; Power of Radio in Development; Power of Television in Development; Information Communication Technology for Development.					
Module —3 Role of Technology and Media in Development Communication	To have an understanding of media's role in the evolving Indian social scenario	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video Use of ICTs and Emerging Technologies in Development, Digital Divide. Folk/Traditional and other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism	25	15	1	15 Design a Communication Campaign on social media for Development of Society.	10
Module-4 Contemporary Issues and Development Communication	To understand portrays development issues	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Environment-Displacement and Resettlement Issues. Case studies on media coverage of apartheid, gender issues, LGBTQ movements, child trafficking, child labour, human rights issue	25	15	1	10 Coverage and report of LGBT Pride rally	15

References

Essential Reading

1. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
2. Uma Narula, Anand Har. Development Communication – Theory and Practice
3. Advertising Roderick While: The Fundamentals of Advertising
4. John Wilnshurst and Adrian Mackay Advertising Basics
5. A Resource Guide for Beginners J.V. vilanilam A. K. Varghese

Masters of Arts in Mass Media

Paper Title: Investigative Journalism

Semester: III

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Investigative Journalism	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

1. Think critically about what investigative journalism is.
2. Develop and hone investigative techniques.
3. Ability to generate story ideas for investigative and in-depth stories.

Learner Outcomes:

1. Students will be able to demonstrate an initial understanding of and competence in identifying enterprising investigative stories.
2. They will be able to gather and report investigative news in accurate, fair, comprehensive as required to practice effectively in Print and Journalism.

Module	Module specific objective	Content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage

							ge
Module-1 Investigative Journalism	To understand the need and importance of Investigative Journalism	Who is an Investigative Reporter? Role of an Investigative Reporter Where do investigations come from? What makes a good investigative story? - Where to look for ideas and how to get started. Qualities and essentials for becoming an investigative journalist, career and opportunities Centre for Investigative Journalism (CIJ) Ethical/unethical use of sting operations	25	15	1	10 Drafting note on news story identifying an investigative story	15
Module-2 Security of Sources of Data	To learn essential skills used for investigative reporting	Records and the Confidentiality of Source Issues of contempt, Defamation, Right to Privacy and Official Secrets Act What is evidence? Case Study: Panama Papers and Watergate Scandal Protection of sources Safety of journalists Criticism of Investigative Journalism.	25	15	1	15 PPT on an Investigative story of scandals.	10
Module—3 Finding and writing your story	To understand strategies to find good stories.	Observation Planning techniques Cultivating sources The art of cultivation of sources The art of the interview Verifying sources and content found on social media Developing the project exploring new models of journalism (crowd-sourcing, social networking)	25	15	1	15 Drafting a story on a trending Investigative Journalism.	10
Module-	To understand and learn how	Protection of sources	25	15	1	10 Find an	15

<p>4</p> <p>Generation of Final Story</p>	<p>to use online reporting resources</p>	<p>Safety of journalists</p> <p>Criticism of Investigative Journalism</p> <p>Ethical considerations and fairness</p> <p>Line by line accuracy of the story</p> <p>Checking and verifying the integrity of data</p> <p>Preparing for and dealing with responses, complaints and tips on new investigations</p>				<p>investigative story or project which was based on public records</p>
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References

Essential Reading

6. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
7. Uma Narula, Anand Har. Development Communication – Theory and Practice
8. Advertising Roderick While: The Fundamentals of Advertising
9. John Wilnshurst and Adrian Mackay Advertising Basics
10. A Resource Guide for Beginners J.V. vilanilam A. K. Varghese

Programme: Master of Arts in Mass Media

Medium: English

Paper: I

Semester: III- Digital Journalism

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Digital Journalism	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

- 1.To be familiar with internet settings and web terminologies.
2. To understand the working of websites, web portals and blogs.
3. To acquaint students with the basics of computer & Operating Software.

Learning Outcome:

1. To understand the use of multimedia technology and its content.
2. To understand the internet terminologies & application of browsers.
3. To develop the capacity to apply digital journalism concepts in web designing and writing.
4. To understand and evaluate the working of computer, OS & MS Word, MS Excel and Power Point

Module	Module specific objective	Content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 History of Journalism	To understand history of Journalism from Traditional form of media to multimedia news.	History of Journalism - Global & Indian, Print to Online: Major Milestones & Learning's, Evolution and Development of Electronic Media, History of World, Wide Web (www). Computer Assisted Journalism, Equipment Requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet, Printer Etc. Their Need and Specifications. Multimedia News on The Web: Its Impact & User Behaviour, Mobile Revolution.	25	15	1	15	15
Module-2 Introduction to Digital Journalism	To understand role and functions of digital media tools.	Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, Methods of News Delivering – Important Components. Role of Browsers and Plug-Ins, Searching: Tips & Tools for Better Search in Digital Era for Journalists. Search Engines - Basic Search Engines, Searching the Deep Web, Directories, Online Journalism Sites, Databases.	25	15	1	10	10
Module—3 Approach to Digital Journalism	To understand the writing style used for Digital platforms.	Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques. Using Multimedia Components-Text, Graphics, Audio, Video & Animation Together into News, Content Generation	25	15	1	10	10

		<p>& Writing: Blog and Social Platforms.</p> <p>Mobile Journalism (Mojo): Tools & Operating Systems, Convergence & Citizen Journalism.</p>				formatting and structure.	
<p>Module-4</p> <p>Digital Journalism & Internet Communication</p>	To understand role of Internet in networking with the help of new age digital tools.	<p>Role of Internet in Communication.</p> <p>Internet Protocols – FTP, HTTP, TCP/IP, Web Pages & Web Sites, Domain Name Registration.</p> <p>Evaluating Sources, Internal & External Links, Publishing a Website, Web Publishing Tools.</p>	25	15	1	15 Create design and present a layout of a website through power point presentation.	15

References

- Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill
- Publication
- Saxena Sunil (2006), Headline Writing, Sage
- Kim Jihoon: Between film, video and the digital, Bloomsbury
- Davisson Amber, Controversies in Digital ethics, Bloomsbury
- Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.
- Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge
- Tapas Ray, Online Journalism, Cambridge University Press, 2011

E - Resources:

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <https://www.scotbuzz.org/2017/12/patrankarita-ke-vibhinn-kshetra.html>
- <https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>

Semester: III- News Value and Laws

Subject Code:

Year of Implementation:2022-2023

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
News Value and Laws	4 per week	4		2hrs	50	50	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives:

- To create conceptual understanding about Media laws, its role and functioning.
- To ensure media practicing under the constitution with social responsibility.
- To give an overview of recent amendment and future challenges in media regulation.

Learning Outcome:

- To impart students' knowledge of media ethics and how it leads media persons and media establishments to the path of professional rectitude.
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.
- The learners will be able to do fair and honest journalism with social responsibility.

Module	Module specific objective	Content	Weightage	Instruction times	Credits	Evaluation	
						IE Weightage	EE Weightage
Module-1 Introduction to News Value and Laws	To learn and understand news elements and news values.	Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, Impact and So on Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting	25	15	1	10 Presentation on various topics learned.	15
Module-2 Acts and Laws – Part I (Main Provisions of IPC and Crpc in Media)	To understand the laws and punishment related to Criminal Conspiracy.	124(A) Sedition, 153(A) Promoting Enmity between Different Groups on Grounds of Religion, Race, Place of Birth, Residence, Language etc. 153(B) Imputation Assertions Prejudicial to National Integration. 171(G) False Statement in Connection with an Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Objects to Young Person, 294 (A) Publication of Any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feelings of Any Class by Insulting its Religion or Religious Belief Article 499 –504, Defamation: Concept, Civil and Criminal Law of Defamation, Slander and Libel, Difference between Defamation and Insult, The Exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of Complaints for Defamation, Punishment. Cr. PC : Section 95 - Declaration to Seize The Publication. Section 96: Application Against Confiscation. Section 144: Order Against Nuisance or Dreaded Offence. Section 108: Bond for Good Behavior	25	15	1	15 Develop a topic concerning a current issue in mass media.	10

		Section 196: Permission of State Government against Crime. Section 327: Court Open for Public. Section 91: Summon to Present a Document. Section 93: Search Warrant					
Module —3 Acts and Laws – Part II	To have an understanding of key concepts in digital media laws.	<p>Concept, No Copyright in News, Ideas, Information. Terms of Copyright, Licenses, Infringement of Copyright, International Copyright, Civil Remedies for Infringement of Copyright, Penalties.</p> <p>Background and Significance, What Does The RTI Act Provide? Definition, Right to Information, Exemptions, Information Which are Exempted from Disclosure. Through Whom the Information can be Got? PIO’S Duties and Functions, Appeals, Central and State Information Commissions:</p> <p>Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network etc, Offences of Hacking etc. Provision of Article 66 A</p>	25	15	1	15	10
Module-4 Acts and Laws – Part III	To learn the importance and functions of media regulatory bodies.	<p>Significance of Official Secret Act, Section 5, Brief History of The Act, Review of The Law and a Recent Case.</p> <p>Procedure for Commencing and Carrying News Paper, Cancellation of Declaration, Appeal, Registration of Newspaper, Annual Report of Press Registrar, Ownership of The Title.</p> <p>Concept and Background, Object of Indian Press Council, Constitution, Function and Power of Press Council, Various Committees of Press Council, How the Complaints are Heard by The Council? Suo Motu Action, Debate on Power, The Press & Registration Appellate Board.</p>	25	15	1	10	15

References

Essential Reading

1. Thakurta, Paranjay Guha (2012), Media Ethics-Truth, Fairness and Objectivity, Making and Breaking News. Oxford, University Press, Second Expanded Edition.
2. Dass, B.K. (2009), Ethics in Media Communication. Sumit Enterprises.
3. Oberoi, Gaurav (Edit.) (2009), Ethics of Journalism, Murari Lal and Sons.
4. Trikha, N.K. (2012), Media Laws and Ethics. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
5. Ravindranath, P.K., Press Laws and Ethics of Journalism.

