

Bachelor of Arts
Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: ADVERTISING & SOCIETY	Title of the Paper: Direct Marketing & E-commerce
Subject Code 6101	Subject Code 60222

	L	Cr	P/T	D (EE)	EE	IE	T
Direct Marketing & E-commerce	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
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Objectives: 1- Understand the impact of Mass Media on Society in general. 2. Learn the positive and negative impact of Advertising on customs, festivals and local flavour.	Objectives: 1. To provide the students with basic understanding of the concepts of Direct Marketing and E-commerce. 2. To introduce the various elements of Direct marketing and E-commerce thereby giving benefits to the marketer to hold its position strong. Learning Outcome: 1.To understand the awareness and growing importance of Direct Marketing 2.The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management 3.To understand increasing significance of E-Commerce and its applications in business and various sectors. 4.To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.
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Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Module 1 This module	Advertising & Society: Impact on	Module 1	To understand the growing importance of	Meaning and Definition of Direct Marketing,	25	15	1	5 Advantage and	20

enables students to: Get an overview of the influence of advertising on Society studies the extent of influence of mass media on attitude behaviour and life style	mass media on society standard of living and attitude and Behaviour	Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing	direct marketing	Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy - The key Issue.				disadvantage of direct marketing	
Module 2 This module enables students to: Get acquainted with the positive and negative Impact of advertisement s on Culture customs and traditions. Study the extent of impact	Impact of Advertising on Society: Positive & negative effect of advertising on culture, customs and traditions. Positive & Negative impact of advertising on festivals, cuisines &	Module 2 Introduction to E-commerce	To understand increasing significance of E-Commerce and its applications in business and various sectors	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	25	15	1	5 Analyse E-Commerce any sector	20

advertisements have on local flavours	marriages. Universal ideas and local flavour.								
Module 3 This module enables students to: understand the role of advertising in Indian economy. Know the scope and Challenges of international Advertising	Advertising and Indian economy: Role of advertising in Indian economy- effects on value of products, consumer demand, consumer perception, consumer choices and business cycle. Impact of global competition . Scope and challenges of international advertising	Module 3 Database Management	To understand the various sources of data base management	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget		15	1	10 Case study of data base management	15

<p>Module 4</p> <p>This module enables students to:</p> <p>Recognize the relationship between advertising and Mall culture Get acquainted about the on impact of advertising on footfalls and buying decisions, with reference to Mall</p>	<p>Advertising and Retailing</p> <p>Retailing boom, various forms of retail formats. Mall culture – factors leading to Mall culture. Significance of advertisements in popularity of Malls. . Impact of advertisements on Footfalls in Malls. Impact of advertising on buying decisions, in a mall.</p>	<p>Module 4</p> <p>Payment, Security in E-Commerce, Integration of Direct Marketing & E-Commerce through social media</p>	<p>To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business</p>	<p>Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business</p> <p>Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security</p> <p>How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Role of social media on Consumers and Business</p>	25	15	1	5	20
								Building your social media marketing strategy for your product	

Essential Reading:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview.
2. D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd

3. E-Business & E-Commerce Management 3rd Ed, Pearson Education
4. Erfan Turban et.al, Electronic Commerce - A Managerial Perspective, Pearson Education

Suggested readings

DMA 2011 Statistical Fact Book, Chapter 4

"Lester Wunderman, 'father' of direct marketing, dies at 98". 11 January 2019.

Bachelor of Arts

Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: Advertising Agencies	Title of the Paper: Advertising Agencies
Subject Code 6102	Subject Code 60322

	L	Cr	P/T	D (EE)	EE	IE	T
Advertising Agencies	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
Objectives: 1. Understand the difference between the working of an Advertising Agency and an Advertising Department. 2. Get a deep insight into the working of an Advertising Agency.	Objectives: 1. Understand the difference between the working of an Advertising Agency and an Advertising Department. 2. Get a deep insight into the working of an Advertising Agency. Learning Outcomes: 1) Students will learn about the working of various department in an advertising agency 2) Students will get an insight of scope of advertising agencies in India. understand the presence of small as well as international agencies in India.

Old Syllabus			Proposed Syllabus							
Unit1	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
									IE Weightage	EE Weightage

Module 1 This module enables students to; understand the working of an Advertising Agency. have an understanding about Client Profitability.	Advertising Agencies: Need, importance Organization, Functions Selection of an advertising agency Client Profitability Agency commission	Module 1	This module enables students to; understand the working of an Advertising Agency. have an understanding about Client Profitability.	Advertising Agencies: Need, importance Organization, Functions Selection of an advertising agency Client Profitability Agency commission	25	15	1	5 Study the top advertising agencies in the world	20
Module 2 This module enables students to; Get an overview of working of an advertising agency. understand the merits and limitations of various departments	Advertising department: Need, importance Organization, Functions Finances of advertising Department Merits and Limitations	Module 2	This module enables students to; Get an overview of working of an advertising agency. understand the merits and limitations of various departments	Advertising department: Need, importance Organization, Functions Finances of advertising Department Merits and Limitations	25	15	1	5 Project on Importance of different dept. in ad. agencies	20
Module 3 This module enables students to; get	Client's Servicing: Client – Agency relationship Understanding	Module 3	This module enables students to; get acquainted with the nuances	Client's Servicing: Client – Agency relationship Understanding client's business Conflict resolution Expectations of clients		15		Case study	15

acquainted with the nuances of Client Servicing. understand the client's expectations and fulfilling them.	ng client's business Conflict resolution Expectations of clients Understanding Client's Requirement Maintaining good relations		of Client Servicing. understand the client's expectations and fulfilling them.	Understanding Client's Requirement Maintaining good relations					
Module 4 This module enables students to; study the scope of advertising agencies in India. understand the presence of small as well as international agencies in India.	Agency growth: New business development Growing with existing clients Growing with new clients Future of advertising agencies in India Small agencies growth in India Presence of International	Module 4	This module enables students to; study the scope of advertising agencies in India. understand the presence of small as well as international agencies in India.	Agency growth: New business development Growing with existing clients Growing with new clients Future of advertising agencies in India Small agencies growth in India Presence of International	25	15	1	5 Field visit	20

Essential Reading:

1. *The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know*, Robert Solomon. (Kaplan Publishing, 2008)
2. Kaptan Sanjay & Subhraminam V.P. *Women in Advertising*. Jaipur, Book Enclave, 2001
3. *Agency Mania: Harnessing the Madness of Client/Agency Relationships for High-Impact Results*, Bruno Gralpois (Selectbooks, 2010).
4. Amita Shankar : *Essentials of Advertising*. Bombay : Sheth publishers 1994.
5. Sharma Sangeeta, Singh Raghuveer, *Advertising, Planning and Implementation*, Prentice Hall of India Pvt. Ltd.

Suggested Readings:

1. Sherlekar S.A., Dr. Reddy P.N., Appannaiah H.R., *Essentials of Marketing Management*, Himalaya Publishing House, 1992.
2. *Clued In: How to Keep Customers Coming Back Again and Again*, Lewis Carbone (FT Press, 2004).
3. *Trust Agents: Using the Web to Build Influence, Improve Reputation and Earn Trust*, Chris Brogan and Julian Smith, (Wiley, 2010).
4. Singh Nirmal, Thakur Devendra, *Marketing Principles and Techniques*, Deep and Deep Publications Private Limited, 2nd revised edition.

Bachelor of Arts
Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: CUSTOMER RELATIONSHIP MANAGEMENT	Title of the Paper: CUSTOMER RELATIONSHIP MANAGEMENT
Subject Code 6203	Subject Code 60422

	L	Cr	P/T	D (EE)	EE	IE	T
CUSTOMER RELATIONSHIP MANAGEMENT	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
<p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce the students to the important concept of CRM. 2. To understand the nuances of winning over customers & retaining them. 	<p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce the students to the important concept of CRM. 2. To understand the nuances of winning over customers & retaining them. <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understand the basic concepts of Customer relationship management. 2. To understand marketing aspects of Customer relationship management 3. Learn basics of analytical Customer relationship management. 4. Understand basics of operational Customer relationship management.

Old Syllabus			Proposed Syllabus							
Unit1	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightag e	Instructi on Time	Credi ts	Evaluation	
									IE Weightage	EE Weighta ge

Module 1 To introduce the students to the important concept of CRM.	Customer Relationship Management Meaning, Importance Growing needs Types of business needing CRM, reasons for CRM failure	Customer Relationship Management	To introduce the students to the important concept of CRM.	Customer Relationship Management Meaning, Importance Growing needs Types of business needing CRM, reasons for CRM failure	25	15	1	5 Case Study Discussion	20
Module 2 To acquaint the students with the need for winning over customers.	Winning over customers Methods Need, customer recall strategies	Module 2 To acquaint the students with the need for winning over customers.	To understand the need for winning over customer	Winning over customers Methods Need for winning over customer customer recall strategies	25	15	1	5 assignments on various methods which the hotels, educational institutes or companies use to win over customers.	20
Module 3 To stress on the significance of sustaining	Sustaining Customer Loyalty Why? , reasons for customer switching	Module 3 Sustaining Customer Loyalty	To stress on the significance of sustaining customer loyalty & also study the	Sustaining Customer Loyalty Why?, reasons for customer switching Strategies for customer retention		15		assignments on various methods which the hotels, educational institutes or	15

customer loyalty & also study the various reasons for switching Brand Loyalty.	Strategies for customer retention Need		various reasons for switching Brand loyalty					companies use to win over customers.	
Module 4 To enable the students to understand the need for relationship building & retaining customers.	Relationship building with customers Why? where? How? Why is there a need for relationship building? Retaining customers CRM is here to stay (in India)	Relationship building with customers	To enable the students to understand the need for relationship building & retaining customers.	Relationship building with customers Why? where? How? Why is there a need for relationship building? Retaining customers CRM is here to stay (in India)	25	15	1	5 Assignments on innovative strategies in building relations. Students can do a group project.	20

Essential Reading:

1. CUSTOMER RELATIONSHIP MANAGEMENT : CONCEPTS AND TECHNOLOGIES, 4TH EDITION Paperback – 1 January 2019
by Francis & Stan Maklan Buttle (Author)
2. Customer Relationship Management: Emerging Concepts, Tools and Applications Hardcover – 1 July 2017
by Jagdish N Sheth (Author), Parvatiyar Atul (Author), G Shainesh (Author)

3. Customer Relationship Management, 1e Paperback – 1 January 2008
by Peelen (Author)

4. Customer Relationship Management Paperback – 28 June 2016
by Nh Mullick (Author)

Suggested Activities:

1. Max Sutherland & Alice K. Sylvester, Advertising & the Minds of the Consumer, Allen & Unwin, New International Revised Second Edition
2. SHH Kazmi, Satish K. Batra, Advertising & Sales Promotion, Excel Books.
3. Savita Hanspal, Advertising & Marketing Strategies-A Lifestyle Approach, New Century Publications, New Delhi.
4. H.M. Saxena, Marketing Behaviour – A Regional Analysis, RBSA Publishers, Jaipur 2003

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Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: LAWS AND ETHICS IN ADVERTISING	Title of the Paper: LAWS AND ETHICS IN ADVERTISING
Subject Code 6104	Subject Code 60522

Advertising Agencies	L	Cr	P/T	D (EE)	EE	IE	T
	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
Objectives: 1-Understand the importance of adhering to ethics in advertising. 2. know the various Acts like MRTP Act, AAAI code of conduct in advertising.	Objectives: 1- Understand the importance of adhering to ethics in advertising. 2. know the various Acts like MRTP Act, AAAI code of conduct in advertising. Learning Outcomes: 1) To know various forms of deceptive advertising apart from regular deceptive advertisements. bring forth the rampant use of women and children in advertng, leading to a number 2) To enables students to understand different acts like MRTP Act, ASCT, AAAI Code of conduct. study the scope of information and broadcasting Ministry

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Module 1 This module enables students to; understand the various forms of misleading and deceptive advertisements. Know the role-played Govt., Consumer	Regulation of Advertising in India: Types of Misleading & deceptive advertisements, role played by Govt., Consumers, Media houses, Self-regulation, Positive and Negative influence of Media	Module 1	This module enables students to; understand the various forms of misleading and deceptive advertisements. Know the role-played Govt., Consumers	Regulation of Advertising in India: Types of Misleading & deceptive advertisements, role played by Govt., Consumers, Media houses, Self-regulation, Positive and Negative influence of Media	25	15	1	5 Project on types of misleading Advertising	20
Module 2 This module enables students to; know various forms of	Deceptive advertising: False Promises Fall comparison	Module 2	This module enables students to; know various forms of deceptive	Deceptive advertising: False Promises Fall comparisons, offensiveness in advertising. Visual distortions Use of stereotypes in advertisements,	25	15	1	5 Comparative study of same product But different brand and	20

deceptive advertising apart from regular deceptive advertisements. bring forth the rampant use of women and children in advertising, leading to a number	s, offensiveness in advertising. Visual distortions Use of stereotypes in advertisements, Puffery. Use of Women and Children in advertising		advertising apart from regular deceptive advertisements. bring forth the rampant use of women and children in advertising, leading to a number	Puffery. Use of Women and Children in advertising				name	
Module 3 This module enables students to; know different acts like MRTP Act, ASCT, AAAI Code of conduct. study the scope of information and broadcasting Ministry.	Advertising and Law: Role of MRTP Act, ASCI, AAAI Code of Conduct. IBF, INS Information and broadcasting ministry(I&B) TRAI, Price and Competitions Act of 2002. Magic Remedy Act, RTI	Module 3	This module enables students to; know different acts like MRTP Act, ASCT, AAAI Code of conduct. study the scope of information and broadcasting Ministry.	Advertising and Law: Role of MRTP Act, ASCI, AAAI Code of Conduct. IBF, INS Information and broadcasting ministry(I&B) TRAI, Price and Competitions Act of 2002. Magic Remedy Act, RTI		15		Case study of the cases registered Under different code of conduct	

Module 4 This module enables students to; understand the various aspects and repercussions of Surrogate advertising. Explore case studies involving Surrogate advertising so as to understand the concept	Agency Surrogate advertising: Definition, Introduction , Meaning. Merits and De- merits Surrogate brands Case studies	Module 4	This module enables students to; understand the various aspects and repercussions of Surrogate advertising. Explore case studies involving Surrogate advertising so as to understand the concept	Surrogate advertising: Definition, Introduction, Meaning. Merits and De- merits Surrogate brands Case studies	25	15	1	5 Case study	20
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Essential Reading:

1. Kaptan S.S: Social Dimension of Advertising. New Delhi : Sarup & Sons, 2003
2. Kaptan S.S: Advertising Regulations, New Delhi : Sarup & Sons, 2003
3. Agwaral P.K. Adv. Mgt: An Indian perspective, Meerut : Pragati Publication.
4. Sandage C.H. (et al) Advertising Theory & Practice, Mumbai : Virendra Kumar Arya, 1996
5. Kaptan Sanjay & Subhraminam V.P. Women in Advertising Jaipur, Book Enclave, 2001
6. Bovee Courtland L & Arens William F. Contemporary Advertising, Homewood Irwin, 1989

Suggested Activities:

1. Kotler Philip, Armstrong Gary, Principles of Marketing Management, Pearson Publication Inc., 10th edition, low price edition.
2. Mamoria C.b., Mamoria Satish, Suri R.K., Marketing Management, Kitab Mahal.

3. Mathur Reeta , Marketing Management, Wide Vision, 2002.
4. Mathur U.C., Advertising Management Text and Cases, New Age International Private Limited Publishers, Revised 2nd editio

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Syllabus for Mass Media Semester VI Journalism

Old Syllabus	Proposed Syllabus
Title of the Paper:	Title of the Paper: Newspaper Media Organization Management
Subject Code 6201	Subject Code 61122

Newspaper Media Organization Management	L	Cr	P/T	D (EE)	EE	IE	T
	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
<p>Objectives:</p> <ol style="list-style-type: none"> 1. Understand functioning of a newspaper from management perspective. 2. Develop a set of skills to problem-solve in a newsroom. 3. Learn about all departments of a newspaper company and how they interact to achieve company goals. 4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned. 	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Understand functioning of a newspaper from management perspective. 2. Develop a set of skills to problem-solve in a newsroom. 3. Learn about all departments of a newspaper company and how they interact to achieve company goals. 4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned. <p>Learning Outcomes: It will give a better understanding about the newspaper departments and their role in running organization.</p>

Old Syllabus			Proposed Syllabus							
Unit1	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
									IE Weightage	EE Weightage
Principles of Newspaper Organisation	Launching/ starting the news paper Functioning of local newspaper Business model, division, operations Growing influence of advertising department on newspapers.		Principles of Newspaper Organisation	To understand the initial setup and operational size of newspaper	Launching/ starting the news paper Functioning of local newspaper Business model, division, operations Growing influence of advertising department on newspapers.	25	5	1	5 Field visit to a newspaper organization Followed with report with the visit.	20
Organizational structure of newspapers	Types of ownership Organizational structure of a Newspaper Case study of selected newspaper Houses		Organizational structure of newspapers	To familiarize students with different types of newspaper ownership in India	Types of ownership Organizational structure of a Newspaper Case study of selected newspaper Houses	25	15	1	5 Practically analyse structure and existing newspaper organization	20

Types of dept. in newspaper organization	Advertising dept Circulation dept HRD Branding/P R dept Editorial department		Types of dept. in newspaper organization	To get Acquainted with the working style of news media organization.	Advertising dept Circulation dept HRD Branding/PR dept Editorial department	25	15	1	5 Practically analyse the different tools/dept of newspaper organization to increase the business.	20
News Media as a Business Enterprise	Planning and organizing Decision making Resources and supply chain Marketing strategies		News Media as a Business Enterprise	To develop and practice skills using digital photography	Planning and organizing Decision making Resources and supply chain Marketing strategies Indian Readership Survey- study and importance	25	25	1	10 Case study of a newspaper organization to be done individually or in team.	15

Essential Reading: -

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
2. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub, New Delhi.
3. News Media Management by P.K Ravindranath
4. RAYUDU C S; Media and Communication Management. Himalaya Publishing House, Mumbai, 2011.

Bachelor of Arts
Syllabus for Mass Media Semester VI Journalism

Old Syllabus	Proposed Syllabus
Title of the Paper: Electronic and Web Journalism	Title of the Paper: Electronic and Web Journalism
Subject Code 6202	Subject Code 61222

Newspaper Media Organization Management	L	Cr	P/T	D (EE)	EE	IE	T
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	60	4		2 & ½ hr	75	25	100
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Old Syllabus	Proposed Syllabus
Objectives: 1. To acquaint to all aspects of the electronic media & Web Journalism. 2. To discern what is the definition of news according to electronic media & Web Portals. 3. To learn how facts are gathered and checked; news writing and television/radio/web language. 4. To understand how to edit/telecast the news with the help of latest systems.	Objectives: 1. To acquaint to all aspects of the electronic media & Web Journalism. 2. To discern what is the definition of news according to electronic media & Web Portals. 3. To learn how facts are gathered and checked; news writing and television/radio/web language. 4. To understand how to edit/telecast the news with the help of latest systems. • Learning Outcomes:

	<ul style="list-style-type: none"> Students will learn writing scripts for Television and Radio news programme formats. Students can learn to make and edit news reels and videos.

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
History and evolution of electronic and Web journalism	Presence of Television news channels and web sites. Different views on each and every channels/web sites. How different channels/portals touch the mass, Definition of mass and class in	History and Evolution of Electronic and Web Journalism	To acquaint students With Electronic Journalism and Web Journalism	Presence of Television news channels and web sites. Different views on each and every channels/web sites. How different channels/portals touch the mass, Definition of mass and class in the eye of electronic/web media.	25	5	1	5 Students will analyse the pros and cons of different news channels and web sites	20

	the eye of electronic/web media.								
Electronic Script Writing	<p>Electronic Script Writing</p> <p>1.How to write the news script for Television news and Web portal.</p> <p>2.PTC</p> <p>3.Points to be considered while writing of these scripts.</p> <p>4.Visuals and the scripts for television writing, radio news and features</p> <p>News Editing particularly in television media.</p>	Electronic Script Writing	To learn electronic script writing.	<p>Electronic Script Writing</p> <p>1.How to write the news script for Television news and Web portal.</p> <p>2.PTC</p> <p>3.Points to be considered while writing of these scripts.</p> <p>4.Visuals and the scripts for television writing, radio news and features</p> <p>News Editing</p> <p>1.News Editing particularly in television media.</p> <p>2. Editing of News on the latest computerized systems.</p> <p>3. The duties of Producer while editing of news.</p> <p>Technicalities of editing known to news producer: clear editing without any editing errors, clear voice recording and voice editing.</p>	25	15	1	5 Students will draft news script for Electronic and Web media	20

Writing news for television and web	Advertising dept Circulation dept HRD Branding/PR dept Editorial department		Writing news for television and web	To learn news writing for television, radio, web language.	Comparing television, radio, web, News writing and Presentation 1. Importance of speed in Television Journalism 2. Production of speedy news for 24hours news channels 3. Maintaining accuracy while giving news in speed – Case studies Definition of Breaking News and expectations of viewer's while broadcasting breaking news.	25	15	1	5 Students will Analyse current and breaking news in class.	20
Role of Technology	Importance of Radio Journalism in present era Web Media. Formats of news presentation in web: Blogs, tweets, short video, websites, web portals, news crawlers and aggregators Different apps used for presenting news		Role of Technology	To learn to write news on current issues with latest technology.	Importance of Radio Journalism in present era Web Media Formats of news presentation in web: Blogs, tweets, short video, websites, web portals, news crawlers and aggregators. Different apps used for presenting News. Software used in Script Writing	25	25	1	10 Students will analyze and present blogs on current issues	15

Essential Reading: -

1. Newspaper Management, Gulab Kothari, 1995, Intercultural Open Uni., Netherland. Handbook of Journalism & Mass Comm. Virbala, 2002, Concept Pub. Co., New Delhi.
2. Newspaper Organisation & Management, Herbert Lee Williams, 1978, Surjeet Pub, New Delhi.
3. News Media Management by P.K Ravindranath
4. RAYUDU C S; Media and Communication Management. Himalaya Publishing House, Mumbai, 2011.

Bachelor of Arts
Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: PRESS LAWS AND ETHICS	Title of the Paper: PRESS LAWS AND ETHICS
Subject Code 6203	Subject Code 61322

	L	Cr	P/T	D (EE)	EE	IE	T
PRESS LAWS AND ETHICS	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
Objectives: 1-To know laws that govern press in India. 2. To able to examine ethical issues in media practice. 3. To understand importance of laws and ethics in media production.	Objectives: 1. To study media laws 2. To understand media. 3. To understand importance of laws and ethics in media production. Learning Outcomes: 1. Discuss the Right of Freedom of Speech and reasonable restrictions applicable 2. Demonstrate an understanding of the nature of ethics and morality in journalism 3. Determine the ethical issues of media with case studies

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Module 1 To understand the importance of free press	Theories and Laws related to freedom of press History and philosophy of laws	Module 1	Introduction to law	Introduction to Ethics; related to freedom of press History and philosophy of laws pertaining to free press and free speech. Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism Using	25	5	1	5 Media Laws and Privileges within the Constitution of India and other derived	20

	<p>pertaining to free press and free speech. Government regulations and business law affecting media operations. Theories of freedom of Press Freedom of speech- Article 19(1)(a) & (b), reasonable restrictions. The role of law in regulating journalism</p>			Shock value in language and visuals.				source	
<p>Module 2</p> <p>To study the vision behind establishment of Press Council of India</p>	<p>Need for an autonomous regulatory body Structure & functions of PCI. Powers of PCI & the</p>	Module 2	<p>To study the vision behind establishment of Press Council of India</p> <p>Brief Overview of IPC</p>	<p>Need for an autonomous regulatory body Structure & functions of PCI. Powers of PCI & the debate On increasing its punitive powers. Extending powers of PCI to the electronic media</p> <p>India's legal system – Structure and hierarchy of Indian</p>	25	15	1	<p>5</p> <p>Case study of a well-known defamation case</p>	20

	debate On increasing its punitive powers. Extending powers of PCI to the electronic media			judiciary- the various levels of courts for civil and criminal action.					
Module 3 To understand laws that help media to function within legal framework.	Other Laws pertaining to Media RTI, Copyright, Defamation , Obscenity, Privacy. Official secret act, contempt of court, PRB Act.	Module 3	To understand laws that help media to function within legal framework.	Other Laws pertaining to Media RTI, Copyright, Defamation, Obscenity, Privacy. Official secret act, contempt of court, PRB Act.				Case study of a well-known defamation case	15

Module 4 To examine complex points of ethical conduct of a journalist	Ethical behaviour of a journalist Objectivity in reporting, Conflict of interest for a media person. Advertiser influence, misrepresentation. Faking or fabrication of news, using shock value of visuals	Module 4	To examine complex points of ethical conduct of a journalist	Ethical behaviour of a journalist Objectivity in reporting, Conflict of interest for a media person. Advertiser influence, misrepresentation. Comparison with the News Broadcasting Standards Authority	25	15	1	5 Filing an RTI on a public interest issue and getting Response	20
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Essential Reading:

1. Basu, Durga Das; The Laws of the Press in India, (1986); Prentice Hall
2. Belsey and Chadwick; Ethical Issues in Journalism and the Media; Routledge
3. Ed. Glasser, Theodore; The idea of Public Journalism; (1999); Guilford Press
4. Girish Saxena, Ethics and Laws of Electronic Media, Vista International Pub House (2012)
5. Iyer, V; Mass Media Laws and Regulations in India; Asian Media Information and Communication Centre
6. JUHI P. PATHAK, Introduction to Media Laws and Ethics, SHIPRA PUBLICATIONS (2014)
7. Kiran Prasad, Media Law and Ethics: Readings in Communication Regulation, BR Publishing Corporation (2008)
8. Law of Defamation some aspects; Indian Law Institute and PCI publication

Suggested Activities:

1. M. Neelamalar, Media Law and Ethics, PHI (2010)
2. Narendra Basu and, Navai Prabhakar, Media, Ethics and Laws, Commonwealth Publishers (2009)
3. P.K. Ravindranath, Press Laws and Ethics of Journalism, Authors Press; 1 edition (1 November 2004)
4. Sanjay K.Singh, Press Laws and Ethics of Journalism, Anmol Publications Pvt Ltd (2014)
5. Sorabjee, Soli; Law of Censorship in India
6. Violation of Journalistic Ethics and Public Taste; Indian Law Institute and PCI publication

Websites:

1. <http://presscouncil.nic.in/>
2. <http://www.ibfindia.com/>
3. <http://www.ascionline.org/>

Bachelor of Arts
Syllabus for Mass Media Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: INDIAN REGIONAL JOURNALISM	Title of the Paper: INDIAN REGIONAL JOURNALISM
Subject Code 6204	Subject Code 61422

INDIAN REGIONAL JOURNALISM	L	Cr	P/T	D (EE)	EE	IE	T
	60	4		2 & ½ hr	75	25	100

Old Syllabus	Proposed Syllabus
Objectives: 1. To know relationship between regional and national media in India.	Objectives: 1. To know relationship between regional and national media in India.

2. To able to examine need and presence/absence of regional journalism in the country. 3. To understand usage of regional media in India	2. To able to examine need and presence/absence of regional journalism in the country. 3. To understand usage of regional media in India Learning Outcomes: 1. To acquaint students with the glorious journey of journalism. 2. To enhance understanding of the origin of the traditional print, electronic and web media.
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Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weightage	EE Weightage
Module 1 Introduction to history of regional journalism	Regional press during the British Raj: an overview 2 -Birth and earliest publications - from 1857, 1947, 1977-1979 and present status. Role during the freedom movement	Introduction to history of regional journalism	Study of the history and role of Indian press other than in English	Regional press during the British Raj: an overview 2 - Birth and earliest publications- from 1857, 1947, 1977-1979 and present status. Role during the freedom movement	25	5	1	5 PPT Presentation	20

Module 2 Development And contribution of Indian press	Unit 2: Marathi, Gujarati & Hindi Press, Group and the Bengali, Urdu, Malayalam, Tamil, Telugu Origin, Eminent Contributes in Regional press Their role in furthering regional aspiration	Development And contribution of Indian press	Understand the contribution and role of certain publications and stalwarts.	Marathi, Gujarati & Hindi Press, Group and the Bengali, Urdu, Malayalam, Tamil, Telugu Origin, Eminent Contributors in Regional press Their role in furthering	25	15	1	5 Group discussion, debates and submission of tabloid paper	20
Module 3 Analyse the impact of regional journalism on public	Role of regional Journalism Shaping cultural and examining trends in regional regional journalism Projection of Events & Persons. Creating public	Analyse the impact of regional journalism on public	Study the role and impact of regional journalism	Role of regional Journalism Shaping cultural and examining trends in regional regional journalism Projection of Events & Persons. Creating public opinion on International event other Countries				10 Project on Different events by Different papers (group) PPT Assignment	15

	opinion on Internatinoa l event other countries									
Module 4 sComparative analysis	Comparison of English and regionalism Difference in- 1-Impact 2- Reporting can also be 3- Editorial policy 4- Reach 5- Political patronage 6- News Sources 7- Paid News 8-Ethics in Reporting		Comparative analysis	Study of the regional press and television of today	Comparison of English and regionalism Difference in- 1-Impact 2- Reporting can also be 3- Editorial policy 4-Reach 5- Political patronage 6-News Sources 7-Paid News 8-Ethics in Reporting	25	15	1	5 Debates, Group - discussion small research 2- Reporting can also be Conducted.	20

Essential Reading:

1 Gopal, Madan; Freedom Movement and the Press – the role of Hindi newspapers; (1990); Criterion Pub. 2. Jeffrey, Robin; India's Newspaper 2-Revolution; (2000); Oxford University Press

Suggested Activities:

- 1- Indian Regional Journalism by P. K. Rabindranath, Author's Press
- 2- Ranga swami Parthasarathy: Journalism in India, Sterling Publication