



St. Xavier's College –Autonomous Mumbai

Syllabus

For 5th Semester Courses of **MASS MEDIA (Journalism)**

(June 2016 onwards)

CONTENTS:

Theory Syllabus for courses:

A.BMM 5.04: Introduction to Financial Markets

A.BMM 5.05: Contemporary Issues

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A.BMM 5.10: Journalism and Public Opinion

T.Y.BMM (J): Mass Media

Course Code: A.BMM0504

Title: Introduction to Financial Markets

No. of Lectures: 60

Learning Objectives: To provide basic understanding about the financial products & services and to help students to know the Financial Market In India.

I Overview of Indian Banking Sector and Central Banking Concept 15

Structure of Indian banking Sector

Sources of funds for a Bank

- Various deposit products
- Types of bank financing – fund based and non fund based

- Cash, credit, bank overdraft, term loan, demand loan, export /import financing, rural/farm lending etc

Introduction to NPAs and its management

- Classification of NPAs and recovery strategy

Central Banking Concept

Functions and roles of RBI

- Money creator
- Credit regulator
- Supervision of banking sector

II Insurance – 15

Basic principles of insurance

Significance of insurance to business

Reasons for slow growth of Insurance business in India

Types of Insurance

III Special Purpose Institutions – NABARD, SIDBI **15**

Inclusive Banking

Trade Finance

Global Banking

IV Capital Markets **15**

Primary Markets

IPO and Book Building Process

Secondary Markets

Role of SEBI

Intermediaries of Capital Markets

Approach to capital markets for wealth creation

Continuous Internal Assessment :

Mid semester test

Project Work- Presentation

Reference books:

Sr. No.	Book	Author	Publisher
1	Risk management and Insurance	Trushmann, Gustavian, Hoyt	
2	Modern Communication Banking	H.R. Machiraju	New Age Int.

3	Elements of Banking and Insurance	Sethi and Bhatia	Prentice Hall
4	Indian Financial System	M Y Khan	TMG
5	Indian Financial System	Bharati Pathak	Pearson
6	Financial institutions and Market	L.M. Bhole	TMG
7	Retail banking	Raghu Palat	Cortland Rand
8	Indian Economy	K.P.M. Sundarain	S. Chand
9	Banking Theory and Practice	K. C. Shekhar Lekshmy Shekhar	Vikas Publishing House
10	Central banking in developing countries	Anand Chandavarkar	

T.Y.BMM (J) :Mass Media

Course Code: AMM0505

Title: Contemporary Issues

No of Lectures: 60

Learning Objectives:

- To introduce macro global issues with regional implications
- To orient students to action research
- To develop critical consciousness among the students

1. Global Issues (15)

- Emergence of Post Cold War National formations (the Ideas behind New states)
- New World Order
- Significant players- European Union, USA, Russia, Africa, West Asia, South Asia, South-East Asia
- Economics of geopolitics
- Global Commons
- Oceans – Law of the Sea – 1982 ratified in 1997
- Atmosphere – Montreal Summit and Kyoto Protocol
- Bio-diversity – UNESCO declared World Heritage Sites
- Wetlands – Ramsar Convention

2. Indian Context: challenges in the second decade of the 21st century (15)

- Poverty, health, nutrition, education
- Economic development
- Justice and accountability – PIL, RTI

3. Sites of Conflict: genesis, ideology, state and non state players, peace building (15)

- Economic – Naxalism
- Religion – Communal Violence
- Urban conflict

4. Understanding Maharashtra (optional) (15)

- Physical and political structure (culture and environment)
- Infrastructural development and displacement
- Issues of Urban spaces (institutionalized services)
- Any two commentaries of International and National scholars

Book list:

1. International theory of Human Rights – OUP
2. Social Ecology – Guha Ramachandra. – OUP
3. State of World Series – World watch institute series
4. State of India's environment – CSE – 2000
5. Branded by Law – Penguin – D'souza Dilip
6. Unheard voices – Mander, Harsh – Penguin, 2001

T.Y.B.MM (J)

Course: AMM0507

Title: Reporting

No of Lectures: 60

Learning Objectives:

- Certain basic principles: Accuracy, Objectivity, Clarity, Brevity and Speed
- The need to verify news, on the spot coverage, checking with sources, double checking for controversial stories

1. Understanding News Values

Writing reports: (2)

- Organize material as per its importance; the most important aspects should come first.
- Use simple style, short sentences and stick to facts without commenting on them. Talk to
- people, learn to use quotes effectively

2. Leads and its types: (7)

- A good lead is winning half the battle; the lead should convey the importance of the news items
- The Five W's and one H concept
- Leads need not be stereotyped, different type of leads, even the most ordinary stories can come alive with a lively lead, but avoid gimmickry.
- Leads should clearly explain what the story is all about

3. Gathering news; On-the-spot principle, talking to different people over eye (7)

witnesses to an incident, press conferences, the art of asking brief, pointed questions which can lead to newsy replies, the role of news agencies in providing news, unraveling and trying to make sense of cliché-laden government handouts, covering public meetings

and retaining only the newsy sections of the speeches.

4. New News Writing Style (7)

- 1) Using more actual quotes
- 2) Begin with individual case and expand generally
- 3) Basic news writing style

5. Beat Reporting and developing sources (7)

Beats are best sources of news. Gaining experience in beat understanding. The importance of sources, spotting, developing and retaining their confidences, regular presence at beats, group reporting and doing 'exclusives' without antagonizing group member and not go by obvious and what people tell you, look for news behind news. The role of major beats, government, police, political parties, Municipal Corporation, health and education, environment and law.

6. Follow up every story which has public appeal needs to be followed by just reporting it once and giving it up is not enough. Find out what happened to the issues in question and the people involved in it, even after the main story had been published. (6)

7. News campaigns, interpretative and analytical reporting; Investigative Reporting (6)

8. What makes a good investigative reporter?

Explain investigative reporting using Watergate and Harshad Mehta as case study
Tenacity, ability to spot news and carry to its logical end, commitment to the best traditions in journalism (patience, painstaking, hard work)

9. Brief history of investigative journalism, abroad and India. (5)

- The hurdles facing Indian investigative journalism. Management attitude in regard to resources and man power, vested interests and political pressure, difficulties in getting confidential documents, elements of secrecy and passing the buck mentality among bureaucracy and men in power. How to get over these problems, sting operation?
- Crisis reporting with specific reference to terrorist attacks

10. Investigative reporting and how it differs from yellow journalism (8)

- Role of investigative journalism in bringing about changes in the establishment.
- Limitations in India White collar crime, cyber crime and need for technical knowledge being computer savvy. Investigations in the English and indigenous language pages

11. Some major case studies in investigative journalism, should be explained in the class like, Bofors scam Tehelka Exposes Cement scandal involving former Chief Minister of

Maharashtra, A. R. Antulay, Cobbler scam, J.J. death cases. (5)

Project:

Individual Assignment for 20 marks

References:

1. Inside Reporting, A Practical Guide to the Craft of Journalism. Tim Harrower.

T.Y.BMM (J)

Course: A.BMM.5.08

Title: Editing

No of Lectures: 60

Learning Objectives:

- To allow improvement in language skills
 - To impart skills required of a sub-editor
1. Specific language inputs (5)
(STRUNK AND WHITE to be used for this section)
 - Usage tips
 - Words and phrases to avoid
 - Specific grammatical problems
 2. Structure and functions of the editorial setup of a newspaper (5)
 3. Functions of a sub-editor – writing, editing, design (2)
 4. Editing (10)
 - Understanding the publication – its audience, ideology, raison d'etre
 - Stylebook (One from a reputed newspaper and one from magazine)
 - Editing syllabus and how the computer has revolutionized editing
 - Structuring, Restructuring and Cutting/Expanding the copy
 - Editing to fit available space – cutting or expanding copy to fill space

- Reorganizing or restructuring a story
 - Checking facts, names, figures
 - Checking for grammatical and other language errors or problems
 - Rewriting in style appropriate to publication
 - Writing headlines – structure, working, types, use of typography, do' and don'ts, role of punctuation in headings (3)
 - Writing effective captions
 - Intros and rewriting leads (Compulsory reading of newspapers and magazines in class) (3)
5. Typography and Design (10)
- Principles of layout – balancing grey matter and white space, understanding fonts, balancing visuals and / or ads and editorial content
 - Planning the page – deciding weightage of story, positioning for optimum effectiveness, balance in editorial content, preserving the format.
 - Selecting visuals – image energy, lines of force, impact + information. Ethical considerations when selecting visual for crime / death / grief stories
 - Cropping pictures
 - Formulating effective graphics
6. Editing in the computer using: (10)
- Photoshop
 - PageMaker

- Corel Draw
- Illustrator
- Quark express/ Indesign

Project:

Individual assignment of 20 Marks.

Book list:

1. Banerji, Sourin; New Editing in Theory and Practice; (1992)
2. Felsch: The Art of Readable Writing
3. Evans, Harold; Editing and Design; Heinemann
4. Moen, D.R; Newspaper Layout and Design; (1984); State University Press
5. Bowles and Borden; Creative Editing; 3rd edition; Wadsworth
6. Quinn, Stephen; Digital Subediting and Design
7. Strunk and White Elements of Style
8. Eats Shoots and Leaves, Lynn Truss
9. Chicago Manual of Style

T.Y.BMM (J)

Course: A.BMM.5.09

Title: Feature and Opinion

No of Lectures: 60

Learning Objectives:

- Commenting on differences between reporting and feature writing, special skills needed for feature/ opinion writing
 - Role of opinion writing the need for mature thinking and professional experience
1. 'Hard' news, 'soft' news, definitions and differences (5)
 2. 'Report' and 'Features' basic differences and roles in journalism. The news feature and how to develop it from news report. Do all reports lead to news features? Uses of news features, vital role in the city newspaper (5)
 3. The non-news feature; seasonal, institutional, nostalgia, city, writing skills needed, additional information, bits of color, effective leads, creating images for the readers, the role of human interest in feature writing, how to 'dig' for anecdotes and quotes. (5)
 4. Special types of features; The interview form, different types (third person, question answer type) preparing for interview, getting information on the subject, supplementary questions, attitude during an interview, special needs for a TV interview and differences with print, the importance of asking the right kind of questions, use of tape recorder, translation techniques (5)
 5. Obits a briefs history, origin of the obit form, the superior form of obits in western media, why are obits always flattering and restricted mainly to politicians, need to diversify subject and not much of sugar coating (5)
 6. Columns, their role in journalism, different types of columns, how they reflect public opinion, personal element in columns. Advisory columns and ethics involved in them, role of celebrities in Agony Aunt column (5)
 7. The Editorial page and op-ed page: History, evolution, how much editorials declined with the managements calling the shots, qualities of the good editorial page editor, the editorial page layout, any need for frequent changes? The 'Middle' and how it had been shifted around. (5)
 8. Editorial Writing, special skills and analytical power (5)
 9. Some famous editors in Indian journalism: S. Sadanand, K. R. Karanjia, M. J. Akbar, Kumar Ketkar, Talwalkar, Shekhar Gupta, Shyam Lal, Girilal Jain, N. Ram (5)

10. Reviews- mainly film, arts, dance, music, theatre and books. (Contemporary and emerging trends) Qualities of a good critic - knowledge, passion, keen interest, proper background, understanding the audiences and role of commercial art in chasing away the blues. Specially needed for reviews. (5)

11. Trend stories, New Journalism (Example- Technology, Cultural, Cuisine Features), lifestyle journalism, focus on academic campus, youth style and layout, growing importance of environmental features, the dangers of imitating the West, strides in Business Journalism (5)

Projects:

Individual assignment for 20 marks

References:

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

T.Y.BMM (J)

Course: A.BMM.5.10

Title: Journalism and Public Opinion

No of Lectures: 60

Learning Objectives: To examine critically the relationship between the media and the public, how much does the media influence Public opinion which are the agencies manipulating this process of Influencing public opinion.

1. What is Public Opinion? Who constitutes the Public? Which are the tools to gauge Public opinion? How reliable are they? (5)
2. Examining the processes where the media is said to have a role in influencing Public opinion? How far is this true? Examine the diversities in the media, the prejudices, and vested interests of the managements and how far they manipulate the media? How then can the public trust the opinion floated by media? (5)
3. Same issues are discussed are discussed by opinion makers like Walter Lippman, Noam Chomsky and Lazarsfeld, their views on Public Opinion. Discuss Foucault, Gramsci and Derri da as social scientists. Discuss Spiral of Silence. Military industrial complex, big corporations and think tanks set up by them. The right wing money power and how they influenced Public Opinion in the Vietnam and Iraq wars. (5)
4. The increased use of comment in reporting, the highly bias methods in the choice of news selection and their presentation through headlines and photographs (Illustrate these with examples from the Indian media) Provocative editorials, News analysis during communal riots, how all influence Public Opinion. (5)
5. Political opinion as formed by the media (10)
 - The manner in which our media portray our political parties, Leaders and events, how often these opinion change and why. The unhealthy closeness between journalists and politicians leading to rewards like Rajya Sabha rewards, etc
 - Election Coverage, pre and post election, opinions of arm-chair experts, importance of going on the field and doing on the spot coverage. Influence of caste and religion, money and muscle power, the changing role of Monitoring agencies, role of PR in advancing election mandate/political mandate.
 - Role of opinion and exit polls, media comments and important policies matter, Indo-US Nuclear treaty, reservations, Annual Budgets, Role of Vested interest in writing, for or against such policies

6. Role of Media in times of War and how government tries to influence the media, embedded journalism, manipulating intelligence reports, wrong body counts, why does some sections of the media succumb to these case studies Vietnam and Iraq wars, Bangladesh liberation, Conflict at Gaza, Terrorist v/s freedom fighter controversy. (10)

7. Internal conflicts and media reactions to these: (10)
 - a. State terrorism- Is the media too much in sympathy with the view of Human rights experts as in Kashmir and Khalistan conflicts, secessionism, the demand of a greater Tamil Nadu, the Tamil sympathies for the LTTE.
 - b. Media approach to the Naxalite Problem covering communal rights, ethnic problems, and the temptation to take sides and how to avoid them.
(Refer to coverage done by magazines like Tehelka and Open)

8. Shaping trends how does media react to changing times, Society more influenced by money power, obsession with celebrity trivia, media portrayal of women in cinema, TV serials. (5)

9. The effect and impact of Fox networks. Coverage of 2008 US Presidential election and the coverage of Barack Obama and how it helped him to lead his rivals. (5)

Project:

Individual assignment for 20 marks

Reference:

1. Chomsky and Herman; Manufacturing Consent
2. Parenti, Michael; Inventing Reality
3. Chomsky; Spectacular Achievements of Propaganda
4. Graber, Doris; Media Power in Politics, second edition; (1990); University of Illinois
5. Press Bennett, Lance; Politics of Illusion; 2nd edition; (1988); Longman
6. Arya, Sunanda; Mass Media and Public Opinion in India, (1989); Printwell Publications

7. Barnett and Gaber; Westminster Tales, (2001); Continuum Men, Messages and Media; (1973); Harper and Row
8. Lemert, James. B; Does Mass Communication change public opinion after all?; (1981); Nelson-Hall
9. Altschull, J; Agents of Power; (1984); Longman
10. Ed. Denton, Robert; The media and the Persian Gulf War; (1993); Praeger
Fowler, Roger; Language in the News; (1991); Routledge

