



St. Xavier's College – Autonomous Mumbai

Syllabus For 6th Semester Courses of **MASS MEDIA** **(Journalism)** (June 2016 onwards)

CONTENTS:

Theory Syllabus for courses:

AMM0601- Introduction to Entrepreneurship

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AMM0609- Newspaper and Magazine Making

AMM0610 - Digital Media

TYBMM (J)

Course: AMM0601

Title: Introduction to Entrepreneurship

No of Lectures: 60

Learning Objectives:

- To expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

UNIT 1 (15)

Concept, meaning and definition of an entrepreneur

Concept of entrepreneurship

1. Evolution of Entrepreneurship, Corporate entrepreneurship
2. Importance and significance of growth of entrepreneurial activity.
3. Concept of entrepreneur.
4. Characteristics and qualities of entrepreneurs
5. Classification and types of entrepreneurs.
6. Women entrepreneurs
7. Theories of entrepreneurship
8. Contribution of Mc Clelland and Joseph Schumpeter

UNIT 2 (15)

Factors influencing entrepreneurial development and motivation.

1. Role of culture in entrepreneurial development.
2. Entrepreneurial development programme (EDP),
3. Managing the problems faced by entrepreneurs
4. Development of women entrepreneurs-with reference to SHGs
5. Options available to entrepreneurs, ancillarisation franchising and outsourcing.
6. Cases on takeover, mergers and acquisitions in India and at global level.
7. Social Entrepreneurship-Definition, importance and social responsibilities, NGOs

UNIT 3 (15)

Entrepreneurial Project Development

1. Idea generation – sources and methods
2. Identification and classification of ideas.
3. Environmental Scanning and SWOT analysis
4. Preparation of project plan
5. Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan.
6. Project formulation –project report significance and contents
7. Project appraisal –Aspects and methods :
 - (a) Economic oriented appraisal
 - (b) Financial appraisal

(c) Market oriented appraisal

8. Technological feasibility
9. Managerial competency

UNIT 4

(15)

Small and Medium Enterprises

1. Meaning and definition (evolution)
2. Role and importance
3. Policies governing SMEs
4. Organisational structure
5. Steps in setting up a small unit
6. SME funding. Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Working capital management, Sources of finance for SME's, Taxation benefits
7. SIDBI and SISI– Their role in the development of SMEs
8. Marketing mechanism in SMEs.
9. Export potential of SMEs
10. Problems of SMEs and prospects
11. Turnaround strategies for SMEs

Continuous Internal Assessment :

There will be a individual/group assignment of 40 marks. The end semester assessment will be a project based on floating ideas for entrepreneurship venture. This assignment will have internal as well as external evaluation followed by Viva Voce. This will be evaluated for 60 marks.

References Books

1. Dr. Vasant Desai, —Small scale industries and entrepreneurship, Himalayan Publishing House
2. Dr. Vasant Desai, —Management of small scale industries , Himalayan Publishing House
3. J.C. Saboo, Megha Biyani, —Management of small scale industries, Himalayan Publishing House
4. Dr. Vasant Desai, —Dynamics of entrepreneurial development and Management Himalayan Publishing House
5. Corporate Entrepreneurship – Paul Burns
6. The Oxford Handbook of Entrepreneurship

TYBMM (J)

Course: AMM0604

Title: Introduction to Public Relations

No of Lectures: 60

Learning Objective

To introduce the basics of PR and its practice to the students

1	Introduction to PR	Definition of PR, its role, difference from advertising, areas, tools, stakeholders, role in communications, problems, challenges, measurement.	(5)
2	History and evolution	PR over the ages, models of PR and their significance today. History of PR in India, PR scenario in India, Associations and PR consultancies in India.	(2)
3	Practicing PR	Careers in PR. Skill sets and competencies. Jobs undertaken by a PR person, corporate communication	(5)
4	Research in PR	Importance of research, research tools, easy research methods	(3)
5	Strategic PR	Need for planning, Basics of Planning, Case studies Stages of campaign planning,	(3)
6	Media Relations	Importance of media relations in PR, Intro to media – traditional, hybrid, social, owned, journalists and their role in PR. Maintaining relations with the media, media scenario in India tools	(5)
7	Getting stories published	Matching client brief, campaign plan and understanding of media to find suitable media slots. News sense. Smelling the news. Developing story angles. Packaging news.	(5)
8	Social media	Understanding the concept, importance and process	(2)
9	Use of events in PR	Online Reputation Management Importance. Execution. International case studies	(5)

10 Reputation Management	Reputation audit, Rep Capital, Reputation management –need and process	(5)
11 Lobbying	Governors of opinion change- communication and censorship, generators of opinion change- political parties, press, propagandists, Case examples, principles of persuasion	(5)
12 Internal Communications	Understanding the concept, importance and process.	(5)
13 Crisis Communications	Understanding the concept, importance and process.	(2)
14 Corporate Communication	Introduction, Measuring Corporate identity, Creating identity, communication with corporate brand, developing a reputation platform, communication with key stakeholders, applying reputation research	(5)
15 Financial PR, Lifestyle and entertainment media.	Understanding the concept, importance and process	(3)
16 Ethics, code of conduct in PR	Code of Brussels	(5)

Methodology – guest lectures, student assignments and presentations. Tests, movies.

Book List

- *A handbook of Public Relations and Communication*-Lesle Philip
- *Public Relations in India*-Kaul J.M.
- *This is PR-Realities of PR*- Newson.Turk.Kurckeberg-Thomas Asia PTE Ltd.

TYBMM (J)

Course: AMM0607

Title: Press Laws and Ethics

No of Lectures: 60

Learning Objective

1. To provide a perspective on the legal environment in India
2. To guide students of the media through the various ethics connected to the Press

1. Law

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|----|--|-----|
| a. | Introduction to Laws | (2) |
| b. | Classification of Laws | (5) |
| c. | Copyright Act and Intellectual Property Rights | (3) |
| | Officials Secrets Act | (3) |
| b. | Press Council of India Act 1978 | (5) |
| | Contempt of Courts Act 1971 | (3) |
| | Other Laws aimed at curbing press freedom | (4) |
| c. | Newsprint supplies control | (3) |
| | Newspaper (Price and Page Act) of 1956 | (3) |
| | Newspaper (Price Control Act) of 1972 | (3) |
| d. | Introduction of the Indian Evidence Act 1872 | (2) |

2. Ethics

- | | | |
|----|---|-----|
| a. | Advertiser & Ownership influence and interference | (5) |
| b. | Conflict of interest | (5) |
| c. | How much shock value in Journalism | (5) |
| d. | Fakery and fabrication of news | (3) |
| e. | Cheque book Journalism | (3) |
| f. | Need to protect identity of sources | (3) |

Project:

Individual Assignment for 20 marks

Reference:

Laws of the Press by Durga Basu; 1996; Prentice Hall of India

Facets of Media Law by Madhavi Goradia Divan, Eastern Book Company

TYBMM (J)

Course: AMM0608

Title: Indian Regional Journalism

No of Lectures: 60

Learning Objectives:

- Study the evolution, growth and role in modern day India of Indian Newspapers other than in English
 - Case studies of Hindi, Marathi, Telugu, and Urdu newspapers
 - Role of language papers in fostering socio-cultural development in their areas of circulation
 - Study intimacy between readers and language newspapers
1. History and development of newspaper in Bengali, Hindi, Urdu, Marathi, Malayalam, Telugu, Tamil and Kannada (5)
 2. Overview and impact of important newspapers in Hindi, Marathi, Tamil, Telugu, Malayalam, Urdu and Kannada. (5)
 3. Use of common facilities like news pool, personnel, inputs and managerial expertise in media groups. (5)
 4. How Indian language newspapers have shaped outlook and cultural identities. (5)
(Example- Renaissance in Bengal, social reform in Maharashtra and Tamil Nadu)
 5. Rise of 'Hindi' newspapers and their dominance in North India (5)
 6. Comparison of the impact of regional journalism and English journalism. Differences in the reporting, editorial policy and readership between the two. Reason for the growth of regional journalism in times of declining newspaper circulations. (5)
 7. The language press and local polities, including rise of communalism, regionalism, and national beliefs. (5)
 8. Growth of regional newspapers like 'Dainik Bhaskar', 'Dainik Jagran', 'Malyalam Manorama', 'Dina Thanthi', 'Anand Bazar Patrika'. (5)
 9. Tendency to hunt for higher profits at sacrifice of standards of journalism (5)
 10. Political role of newspapers before and after Independence – 'Mathrubhummi', 'Anand Bazar Patrika', 'Samna', 'Tarun Bharat'. (5)
 11. The regional press and political patronage. Increasing ownership and dominance of families with political connections over regional newspapers. (5)
(Example Lokmat, Sakaal and Saamna)
 12. Role of editors in upholding standards of journalism e.g. Ramoji Rao, K.M. Mathew, Kumar Ketkar, Kundan Vyas etc. (3)
 13. Era of mass circulated regional newspapers. Necessary precautions against downslide of social commitment and objectivity. (2)

Project:

Individual Assignment for 20 marks

Book List

Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 200

TYBMM (J)

Course: AMM0609

Title: Newspaper & Magazine Making

No of Lectures: 60

Learning Objectives:

This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper – magazine making.

There will be no written examination for this course. The student will be evaluated on the basis of quality of newspaper/magazine prepared. 60 mark evaluation to be done by the internal faculty and 40 marks allotted to viva which will be conducted by external examiner. The viva shall contain questions on the news paper/magazine prepared by the candidate.

Introduction to the Theoretical Aspects

1. Graphic communication-past and present (3)

Present

- Planning stage
- Preparation stage
- Production stage

Past

- Improvements in the printing presses over a period of time
- Improvement in type setting
- Reproduction of photographs

2. Why and how we read (2)

- Reading and information
- Human information processing

3. Graphic reproduction processes and presses (5)

- Fundamentals of offset
 - Pre press operations
- Fundamentals of letter press
 - Pre press operations
 - Special requirements of rotary letter press
- Fundamentals of Gravure
- Fundamentals of screen printing
- Fundamentals of flexography
- Computerized imaging systems-jet and electro static printing

4. Type and type-setting (5)

- Type-setting terminology
- Type-face terminology
- Type face classification
- Te and type-setting measurements
- The point
- The pica
- The em
- The agate line
- The metric
- The unit

Introduction to the practical aspects

5. Using type creatively (10)

- Visual syntax
- The new typography
- Placing emphasis

- The layout
- The headline size
- Initial letters

6. Electronic copy processing systems (5)

- Bits and bytes
- Input/output devices
- Fonts and font sizes

7. Preparation for printing (5)

- Paste-ups
- Positives and negatives
- Plates-types
- Graphics and half-tone

8. Principles of magazine layout (10)

- Planning the layout
- Preparing the dummy
- Designing the template
- Balance and simplicity

9. Newspaper design and layout (15)

- Problems of format
- Changes in approach to newspaper design
- Contemporary/modular design
- Arrangement of ads in newspapers
- Preparing/ using the stylesheet
- Effects of new production technology
- Preparing the dummy
- Appearance and character of the newspaper

Internal Assessment- individual project

A minimum of 15 to 20 hours of lectures should be devoted to discuss the newspaper design. 40 to 45 hours to be dedicated for preparing the layout and the dummy, visit various print houses and screen printing workshops.

Project description-individual project

Students will prepare following types of news-formats using **Quark Express** as the main designing software and **Adobe Photoshop** as a supporting software.

Faculty shall guide the students on the content of the newspaper and magazine. Emphasis should be laid on the **design and layout**.

- 1) Four page local newspaper-A3 size-tabloid
- 2) Four page national newspaper-broadsheet
- 3) Thirty two page magazine-A4 size

TYBMM (J)

Course: AMM0610

Digital Media

No. of lectures: 60

Learning Objectives:

- To help students understand the various aspects of digital media and its growth in recent time.
- To help students understand its use for commercial and social enterprise and enable them to manage their own individual/company vocation.

Unit 1 (10)
Concept and forms of digital media

- 1.1 What is digital media?
- 1.2 Forms of digital media.
- 1.3 Scope/nature, advantages/disadvantages of digital media.
- 1.4 Research tools- Google trends in digital media.

Unit 2 (10)
Use of mediums

- 2.1 Study of various mediums in digital media
- 2.2 Use of podcasts, web shows, talk show and FB live to promote content on various subjects/issues.

Unit 3 (18)
Insights to use digital media

- 3.1 Feature article/ blogs to create information.
- 3.2 Concept of Fake news- key words, authenticity and headlines
- 3.3 Social Media Journalism
- 3.4 Ways of using digital media- Case study- Vinod Dua's Show-Voice over of characters.
- 3.5 Scope of Photographs, Infographs and videos on digital media.

Unit 4 (15)
Application of digital media

- 4.1 Importance of updating content on digital media
- 4.2 Advantage/disadvantage of digital news
- 4.3 News app and live news- concept, reach and accessibility
- 4.4 Digital reporting- Ethics and Principles of News reporting
- 4.5 Credentials and Attribution of sources

Continuous Internal Assessment

The students will be given individual/group assignment for 40 marks based on Unit 1 and Unit 2. The End Semester Assessment will involve creating and promoting content based on the entire

syllabi. The submission of this assignment will be online along with Viva Voce.

Reference:

- 1) An Introduction to Digital media, Fieldman Tony.
- 2) Digital Media and Society, Lindgreen Simon, Sage Publication
- 3) Youth Identity and Digital Media, Buckingham David, The MIT Press