

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
SEMESTER VI
COURSE: ADVANCED BROADCAST MEDIA**

COURSE CODE: 03ABHAB17652

CREDITS: 04

1. GOAL

By the end of this course, the student will be able to perform in the following areas:

- Understand the nature and application of broadcast media.
- Students will learn to write for the ear and the eye (audio, audio- visual media).
- To know how and why commercial broadcasting is different from public service broadcasting.
- To learn about various formats of radio and TV programming.
- To familiarize with various production formats of radio and TV.

2. OBJECTIVES OF DEVELOPMENT

- Students will build upon basic broadcast writing, recording, shooting, editing, and reporting skills.
- Students will learn how to analyze and critique broadcast reporting and writing.
- Students will become more skilled at using editing software.
- Students will learn introductory skills associated with producing radio documentaries, Television documentaries, PSA's and commercials.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

- The course is offered to provide the fundamentals Advanced Broadcast Media.
- Familiarize student with different computer application software.
- Encourage interest in the techniques and principles of computer application.

3.2 CREDITS HOURS

Instruction Hours: 60

4 DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

At the end of the course, student will:

- Understand the functioning of Advanced Broadcast Media.
- Know how to use various characteristic of Advanced Broadcast Media.
- Determine the type of Broadcast Media and effect to be used in a given situation to understand the production output.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	0	1	1	1
1.3	0	0	1	1
Total for UNIT I	1	2	2	2
UNIT II				
2.1	1	1	0	1
2.2	1	1	0	1
2.3	1	1	0	1
Total for UNIT II	3	3	0	3
UNIT III				
3.1	1	0	1	1
3.2	0	1	1	1
3.3	1	0	0	1
3.4	0	1	1	1
Total for UNIT III	2	2	3	4
UNIT IV				
4.1	1	1	1	0
4.2	0	1	1	0
4.3	0	1	1	1
4.4	0	1	0	1
Total for UNIT IV	1	4	3	2

Weightage Calculation											
UNIT	K	Weight age of "K" in the unit	L	Weight age of "L" in the unit	A	Weight age of "A" in the unit	Ap	Weight age of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	1	0.9	2	1.1	2	3.5	2	2.5	8	15	23
2	3	2.6	3	1.6	0	0.0	3	3.8	8	15	23
3	2	1.7	2	1.1	3	5.3	4	5.1	13	15	28
4	1	0.9	4	2.2	3	5.3	2	2.5	11	15	26
	7		11		8		11		40		100

CDP = Course Designer Prerogative

UC = University Component

TW = Total Weightage

K = To know & Memorize

L = To Learn & Understand.

A = To Analyze

Ap = To Apply

5 TEACHING METHODS:

- Classroom lecture
- Individual Assignments
- Case studies
- Field visits
- Online classroom
- Videos based classes
- Quizzes and Peer Review Discussions
- Class Presentations and Seminars
- Hands on demonstrations
- Group Discussions

6 TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
1-4	Unit 1 -Public Service Broadcasting 1.1 Public Service Model in India (Policy and laws) (K,L) 1.2 Global Overview of Public Service Broadcasting (L,A,Ap) 1.3 Community Radio, Community Video, Participatory Communication, Campus Radio(A, Ap)	15 Hours 3 Hours per week	Classroom lecture with diagrams. Classroom lecture followed by practical assignment Classroom Discussion	23%
5-8	Unit – 2 - Private Broadcasting 2.1 Private Broadcasting Model in India; Policy and Laws (K,L,Ap) 2.2 Structure, Functions and Working of a Broadcast Channel (K.L,Ap) 2.3 Public and Private partnership in television and Radio programming (K,L, Ap)	15 Hours 4 Hours per week	Classroom lecture with demo Classroom Assignment Classroom lecture with diagrams.	23%
9-11	Unit – 3 - Broadcast Genres 3.1 Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre (K,A,Ap) 3.2 Various Evolving Contemporary Television genres (L,A,Ap) 3.3 Drama, soap opera, comedy,	15 3 Hours per week	Classroom lecture with video. Classroom lecture with diagrams. Classroom lecture	28%

	reality television, children's television, animation, prime time and day time. (K,Ap) 3.4 Mixing Genres in Television Production-Music Video for social comment/as documentary (L,A,Ap)		with demo. Classroom lecture with demo.	
12-15	Unit – 4 Advanced Broadcast Production 4.1 Writing and Producing for Radio, Public Service Advertisements (K,L,A) 4.2 Jingles, Radio Magazine shows (L,A) 4.3 Mixing ENG and EFP (L, A, Ap) 4.4 Reconstruction in News based Programming(L,Ap)	15 4 Hours per week	Classroom lecture with discussion. Classroom lecture with video. Classroom lecture with demo. Classroom lecture with video.	26%
16	End Semester Examination			

7. Teaching Material & Resources

Books for Reference:

1. News Now: Visual Storytelling in the Digital Age Susan C. Green Mark J. Lodato Carol B. Schwalbe
2. William B. Silcock, PH.D. Pearson, 2012
3. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London: British Film Institute, 2009)
4. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
5. Ambrish Saxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138, 271-307
6. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
7. Herbert Zettl, Television Production Handbook, (Delhi : Akash Press, 2007) 190-208
8. Vinod Pavarala, Kanchan K Malik, FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices (New Delhi: Sage, 2007)
9. Mc Leash, Robert, Radio Production (US: Taylor & Francis)

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
SEMESTER V
COURSE: NEWS ANALYSIS- II**

CODE: 03ASECO17631

CREDITS: 02

1. GOAL

By the end of this course, the student will be able to perform in the following areas:

- To Understand the Media Power around the world
- To understand the relationship between the Media and Politics.

2. OBJECTIVES OF DEVELOPMENT

- This course helps students to gain knowledge of Politics around the world.
- The course helps the student to understand the various phases of global media power.
- This course will enhance the students to understand the power politics of different country.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION: The course is offered to provide basic inputs International and National Politics-

- Stimulates an interest in the techniques in reading between the lines in the world of media.
- To impart the knowledge skills of connecting media and International politics

3.2 CREDITS HOURS

Instruction Hours: 30 hours

4 DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

At the end of the course, student will:

- Understand the working of different global issues.
- To help students in creating awareness on Political Communication.
- Develop the need in understanding the current scenario of World problems and issues.

FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

UNIT I				
1.1	1	1	0	0
1.2	1	1	0	0
1.3	0	0	1	0
1.4	1	0	0	0
Total for UNIT I	3	2	1	0
UNIT II				
2.1	1	0	1	0
2.2	0	1	0	0
2.3	1	0	1	1
2.4	0	1	0	1
Total for UNIT II	2	2	2	2
UNIT III				
3.1	1	1	0	0
3.2	0	1	0	0
3.3	1	0	1	0
3.4	1	0	0	0
Total for UNIT III	3	2	1	0
UNIT IV				
4.1	0	1	1	0
4.2	1	1	0	0
Total for UNIT IV	1	2	1	0

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6		8		12		14				
1	3	2.0	2	2.0	1	2.4	0	0.0	6	15	21
2	2	1.3	2	2.0	2	4.8	2	14.0	22	15	37
3	3	2.0	2	2.0	1	2.4	0	0.0	6	15	21
4	1	0.7	2	2.0	1	2.4	0	0.0	6	15	21
	9		8		5		2		40		100

5 TEACHING METHODS:

- Classroom lecture
- Individual Assignments
- Case studies
- Online classroom
- Videos based classes
- Class Presentations and Seminars
- Hands on demonstrations

Week	Topic	Hours	Teaching Methods	Weightage
01-Apr	Unit 1 1.1 Media and World War I. (K, L) 1.2 Media and World War II- Holocaust (K, L) 1.3 Media during Cold War –(K) 1.4 Gagging of Media during Emergency in India (Ann)	8 2 Hours per week	Classroom lecture and seminars Chart preparation on the basic structure. Holocaust Videos screening	21%
05-Aug	Unit – 2 2.1 Major Environmental Campaigns and Media Role , (K, A)	8	Classroom lecture and seminars Assignment of PCI	37%

	<p>2.2. Major International Agreements on Environment (L)</p> <p>2.3 UN and its agencies Unesco Mass media declarations(K, Ap)</p> <p>2.4 Major Global Political Campaigns (any 2 case Studies) (L, App)</p>	2 Hours per week	Gest Lecture on Right to Information.	
09-Nov	<p>Unit – 3</p> <p>3.1 Global Issues and Threats (K, L)</p> <p>3.2 Terrorism and Economics Reforms. (L)</p> <p>3.3 Bio War and Cyber War (K, Ann)</p> <p>3.4 Economic Inequalities and Media Attention (K)</p>	8 2 Hours per week	<p>Classroom lecture and seminars.</p> <p>Case Study on different case against media. Online Videos</p>	21%
Dec-15	<p>Unit – 4</p> <p>4.1 Case Study on any Major Global Threat (L, App)</p> <p>4.2 Case Study on any major Environmental threat (K,L)</p>	8 2 Hours per week	<p>Classroom lecture and seminars. Self-study on different issues related to media</p>	21%

	4.3 Case Study Environmental Issues 4.4 Human Rights story			
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher

8.2. Documents for further study

- Sean McBride , (Edt) .1980 . Many Voice One world new Delhi Oxford University
- Davidson W Philips (edt) 1965 International Political Communication New York Praegar
- Iyengar S (2011) Media Politics : A Citizen Guide NY USA : WW Norton & CO
- Foster S (2010) Political Communication – Politics Guides , Edinburgh University Press
- Graig G (2004) The Media , Politics and Public Life , Auckland : Allen and Unwin

8.3 Magazines and Journals

- ujpir-journal.com
- Science Publishing Group
- Taylor & Francis website

8.4 E-learning

Students must browse the following websites to enhance their knowledge :

- <http://journals.sagepub.com/home/ire>
- <http://www.springer.com/political+science/journal/41268>
- [http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1467-856X](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-856X)
- <http://www.tandfonline.com/toc/caji20/current>

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
VI SEMESTER
COURSE: MEDIA AND CULTURAL STUDIES**

COURSE CODE: 03ABAJH17612

CREDITS: 04

1. GOAL

By the end of this course, the student will be able to perform in the following areas:

- To create a community of journalists who are sensitive towards various cultures and their practices.
- To inculcate inclusiveness through a theoretical understanding and cultural epiphany.
- Make students aware of the various forms of cultural expressions.
- The students will know about cultural diversity.
- Prepare students for field visits and research on cultural studies.

2. OBJECTIVES OF DEVELOPMENT

- To develop a clear grasp of the key concepts of cultural studies and media studies through guest lectures and seminars.
- To help understand the cultural dynamics of society with the help of contemporary theory and to equip with students the analytical tools to study diverse media and cultural practices.
- To create an inclusive thinking amongst students and enhance effective expression.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

The course is offered to provide the basics of media and cultural studies and impart a critical perspective towards the culture and hegemony.

3.2 CREDITS HOURS

Instruction Hours: 60

4 DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

- Understand the various forms of cultural expression.
- Learn the theory and practices of media and cultural studies.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAP Assignment				
	K	L	A	Ap

UNIT I				
1.1	1	1	0	0
1.2	1	0	1	0
1.3	1	1	0	0
1.4	0	1	1	1
Total for UNIT I				
UNIT II				
2.1	1	1	1	0
2.2	1	1	0	0
2.3	1	1	0	1
2.4	1	0	0	1
Total for UNIT II				
UNIT III				
3.1	1	1	0	0
3.2	0	1	1	0
3.3	0	1	1	0
3.4	0	1	1	1
Total for UNIT III				
UNIT IV				
4.1	1	1	1	0
4.2	0	1	1	0
4.3	0	1	1	1
4.4	0	1	0	1
Total for UNIT IV				

Weightage Calculation											
UNI T	K	Weig htage of "K" in the unit	L	Weig htage of "L" in the unit	A	Weig htag e of "A" in the unit	Ap	Weig htag e of "Ap " in the unit	CD P (40)	UC (60)	TW (100)
	15 % of 40		15% of 40		35 % of 40		35 % of 40				
	6		6		14		14				
1	3	2.0	3	1.3	2	3.1	1	2.3	9	15	24
2	4	2.7	3	1.3	1	1.6	2	4.7	10	15	25
3	1	0.7	4	1.7	3	4.7	1	2.3	9	15	24
4	1	0.7	4	1.7	3	4.7	2	4.7	12	15	27
	9		14		9		6		40		100

5 TEACHING METHODS:

- Practical Session on live projects
- Classroom discussion, case study and role play

- Research based assignments on contemporary topic
- Onsite student teaching
- Field visits
- Videos based classes
- Quizzes and Peer Review Discussions
- Guest Lectures
- Class Presentations and Seminars

6 TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
1-4	Unit 1-Introduction 1.1 The concept of media.(K, L) 1.2 The concept of culture. (K,A) 1.3 The concept of ideology. (K, L) 1.4 How does culture matter, culture and public action.(L, A, Ap)	15 4 Hours per week	Guest lecture and seminars. PPT presentation on the cultural diversity in India by students.	24%
5-8	Unit – 2 Mass Culture 2.1 Mass culture and media(K, L, A) 2.2 The public sphere in India, structure and transformation.(K, L) 2.3 Questions of Cultural Identity. (K, L, Ap) 2.4 Global culture – an introduction. (K, Ap)	15 4 Hours per week	Guest lecture and seminars. Group discussion on Global Culture. Chart Preparation.	25%
9-11	Unit – 3 Effects of media 3.1 Mass media as a culture manufacturing industry.(K,L) 3.2 Impact, effect of media and new technology on culture.(L,A) 3.3 Inter-cultural communication through folk media.(L, A) 3.4 Orientalism and Post-Colonialism; Nationalism and Post Nation.(L, A, Ap)	15 4 Hours per week	Research on the impact of media on culture. Fusion in Indian and Western music and dance. Fieldwork and Documentation.	24%
12-15	Unit – 4 Media Society and Communication 4.1 Marshall McLuhan’s Theory.(K,	15 4 Hours per	Chart preparation.	27%

	L, A) 4.2Marxism Ideology and the Media. (L, A) 4.3Semiology; Image, Myth and Power; Ways of Seeing; Media Frames: Meaning, Ideology and Contex.(L,A,Ap) 4.4 Audience: Characteristics of Audience, Audience of different Mass Media.(L,Ap)	week	Quizzes. Documentary screening.	
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher (i.e., comprehension quizzes, exams)

8.2. Documents for further study

- M.R Dua and T. Manonmani, ‘Communications and culture’, Galgotia PublishingHouse, New Delhi, 1997
- N.L. Gupta, Cross Cultural Communication : Global PerspectivesPublished by
- Concept Publishing House, 1998
- Denis Mcquail, Mass communication theory, sage pub. London, 1994
- William B. Gudykunst,Cross-Cultural and Intercultural Communication, Sage Publication, 2003
- Louw E. The Media and Cultural Production, New Delhi: Sage Publications, 2001
- AltheideD.L.,Media Power, New Delhi: Sage Publications, 1985
- Dr. Felipe Korzenny, ‘Mass Media Effects Across Cultures (International and Intercultural Communication Annual)’, Sage Pub. 1992
- UNESCO. (2005). UNESCO World Report: Investing in Cultural Diversity and Intercultural Dialogue. PARIS: UNESCO.

8.3 Magazines and Journals

- International Journal of Cultural Studies.
- Journal of Cross- Cultural psychology.
- Gender, Place and Culture.

8.4 E-learning

Students must browse the following websites to enhance their :

- <http://shodhganga.inflibnet.ac.in/>
- <http://journals.sagepub.com/>
- <https://www.researchgate.net/>

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
VI SEMESTER
COURSE: PR AND ADVERTISING**

COURSE CODE: 03ABAJH17611

CREDITS: 04

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- Understand the various characteristics and features of advertising and PR.
- Learn the various tools of advertising and the working of public relations.
- Acquire knowledge on function of advertising and PR agencies.
- Understand the creative aspect of advertising.
- Understanding the need of PR in the industry in modern times.

2. OBJECTIVES OF DEVELOPMENT

In this course, students will gain the historical perspective in:

- Introduce students to the PR and Advertising such functions of PR and role of Advertising.
- Provide a theoretical knowledge of the functioning of PR and Advertising agencies.

3. COURSE MANAGEMENT

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3.1 COURSE DESCRIPTION

This module aims to provide an integrated overview of PR and Advertising.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

- Students will gain an in depth knowledge of the industry's urgent need for advertising and PR.
- Have a thorough knowledge of different 'publics' of PR.
- Understand creative elements aiding PR campaign process and advertising.
- Understand and gain knowledge on function of advertising agencies.
- Develop a critical and analytical bent of mind needed to assess the advertising and PR industry.

4.1. FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment					
UNIT I		K	L	A	Ap
1.1		1	1	1	0
1.2		0	1	1	0
1.3		1	1	0	0
1.4		1	1	0	0
1.5		0	1	1	0
Total for UNIT I		3	5	3	0
UNIT II		K	L	A	Ap
2.1		0	1	0	1
2.2		1	1	0	0
2.3		1	1	0	0
2.4		1	1	0	1
2.5		1	1	0	0
Total for UNIT II		4	5	0	2
UNIT III		K	L	A	Ap
3.1		1	1	0	0
3.2		0	1	1	0
3.3		1	1	0	0
3.4		0	1	0	1
3.5		1	1	0	0
Total for UNIT III		3	5	1	1
UNIT IV		K	L	A	Ap
4.1		1	1	1	0
4.2		0	1	1	1
4.3		1	0	0	1
4.4		0	1	1	0
4.5		1	1	0	1
Total for UNIT IV		3	4	3	3

Weightage Calculation											
UN IT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6		8		12		14				
1	3	1.4	5	2.1	3	5.1	0	0.0	9	15	24
2	4	1.8	5	2.1	0	0.0	2	4.7	9	15	24
3	3	1.4	5	2.1	1	1.7	1	2.3	8	15	23
4	3	1.4	4	1.7	3	5.1	3	7.0	14	15	29
	13		19		7		6		40		100

5. TEACHING METHODS

- Classroom lecture
- Script Writing

- Case study and discussion
- Guest lectures by advertising professionals
- Practical training in creative writing
- Assignments

6. TEACHING PLAN

Wee k	Topic	Hours	Teaching Methods	Weightage
1-3	Unit I: Introduction to Advertising 1.1 Concept, Nature, definition and history (K, L, A) 1.2 Role, Objectives, Functions and significance (L, A) 1.3 Tools of advertising (K, L) 1.4 Role of advertising in Marketing (K, L) 1.5 Role of advertising in society (L, A)	15hrs 4hrs/week	1. Classroom Discussion followed by Videos showcasing the history of advertising. 2. Class assignment on tools of advertising. 3. Case study and discussion – role of advertising in society	24%
4-7	Unit II: Advertising Production 2.1 Advertising agencies, Function of advertising agencies (L, Ap) 2.2 Ethical Issues in Advertising(K, L) 2.3 Copy writing, slogan writing and visualization (K, L) 2.4 Script writing and storyboarding (K, L, Ap) 2.5 Ad film making (K, L)	15hrs 4hrs/week	1. Watch different types of advertisements in class and analyze its structure and content. 2. Practical training in ad film making 3. Class assignment to prepare script for a TV commercial 4. Guest Lecture on script writing. 5. Screen documentaries in class and conduct discussion.	24%

9-12	<p>Unit III: Introduction to PR 3.1 Concept, Nature, definition and history(K, L) 3.2 Role, Objectives, Functions and significance (L, A) 3.3 Brief history of Public Relation and Emergence of Corporate Communication (K, L) 3.4. Understanding various concepts – Publicity, Propaganda (L, Ap) 3.5 Digital PR(K, L)</p>	<p>15hrs 4hrs/week</p>	<ol style="list-style-type: none"> 1. Classroom discussion about Publicity and propaganda 2. Guest lecture by any eminent person from PR industry 3. Class room assignment to do PR activity in class 	23%
12-15	<p>Unit IV: 4.1 PR in brand building (K, L, A) 4.2. House journals, press conferences, press releases, exhibitions, advertising, media tour. (L, A, Ap) 4.3 Sports PR, Entertainment and Celebrity Management, Political PR (K, Ap) 4.4 Importance of public relations in contemporary societies; PR in changing social and political environment. (L, A)</p>	<p>15hrs 4hrs/week</p>	<ol style="list-style-type: none"> 1. Watch documentaries on brand building. 2. Classroom Lecture on House journals and press releases. 3. Discuss about innovative ways in public relation. 4. Guest lecture by any eminent celebrity manager. 	29%

	4.5 Laws and ethics in PR- PRSI and IPRA codes; Responsibilities of a PRO; Code of conduct for PR professionals.(K, L, Ap)			
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per the GCU – Multi Assessment Provision (MAP)

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecturer prepared materials (i.e. comprehension quizzes and exams)

8.2 Documents for further study:

- Keval J Kumar: Advertising in India
- Sandage and others: Advertising – Theory and Practice
- Sethia & Chunawala: Advertising – Principles and Practice
- Otto kleppner: Advertising Procedure
- Cutlip & center: Effective Public Relations
- Ravindran: Handbook of Public Relation
- Ahuja & Chandra: Public Relations
- Sam black: Practical Public Relations
- K. R. Balan: Applied Public Relations & Communication, Sultan Chand & sons, New Delhi, 2008

8.3 Magazines and Journals

- Advertising Age
- Brand Reporter
- Brand Equity (Economic Times)
- Campaign
- International Journal of Advertising
- Pitch

8.4. E-Learning:

Students have to browse the following web sites to enhance their knowledge in the subject and can take the exercises as advised from time to time in consultation with faculty member.

- <http://www.ddegjust.ac.in/>
- <https://ace.unl.edu/>
- <https://www.omicsonline.org/>

- <https://2012books.lardbucket.org/>
- <http://icm.education>

**SCHOOL OF MEDIA STUDIES
PROGRAMME: BA JOURNALISM (HONOURS)
SEMESTER: VI
COURSE: FILM STUDIES**

CODE: 03ABAJH17613

CREDITS: 04

1. GOAL

On completion of the syllabus student would be able to learn:

- Expose students to world cinema.
- Prepare students to analyze and appreciate cinema.
- Understand the relationship of film with other mass media.
- Have a grasp of both film theory and film history.

2. OBJECTIVES OF DEVELOPMENT

- This course requires that students engage actively with film read cinema.
- Through this active viewing, students will examine and analyze a series of films stretching across multiple genres, countries, and historical periods.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

The course focuses on helping the students to appreciate cinema by understanding its distinct language.

3.2 CREDITS HOURS

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

At the end of the course, student will:

- Appreciate good cinema and inculcate good insight for cinema.
- Understand the relationship of film with other mass media.
- Understand the different genres of films and various stages of filmmaking.
- Develop critical analysis of films.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	0	0	1	0
1.3	1	0	1	0
1.4	0	1	0	1

Total for UNIT I	2	2	2	1
UNIT II				
2.1	1	1	0	0
2.2	1	0	1	0
2.3	1	1	0	0
2.4	0	0	1	1
Total for UNIT II	3	2	2	1
UNIT III				
3.1	1	0	0	1
3.2	0	1	0	1
3.3	1	1	0	0
3.4	0	0	0	1
Total for UNIT III	2	2	0	3
UNIT IV				
4.1	1	1	0	0
4.2	0	1	1	0
4.3	0	1	1	0
4.4	0	0	1	1
Total for UNIT IV	1	3	3	1

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6		8		12		14				
1	2	1.5	2	1.8	2	3.4	1	2.3	9	15	24
2	3	2.3	2	1.8	2	3.4	1	2.3	10	15	25
3	2	1.5	2	1.8	0	0.0	3	7.0	10	15	25
4	1	0.8	3	2.7	3	5.1	1	2.3	11	15	26
	8		9		7		6		40		100

CDP = Course Designer Prerogative

UC = University Component

TW = Total Weightage

K = To Know & Memorize

L = To Learn & Understand

A = To Analyze

Ap = To Apply

5. TEACHING METHODS:

- Practical Session on live projects
- Classroom discussion and role play
- Case study

- Flow chart
- Quiz
- Research based assignments on contemporary topic
- Field visits
- Videos based classes
- Quizzes and Peer Review Discussions
- Guest Lectures
- Class Presentations and Seminars

6. TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
1 to 4	<p>Unit 1- Film and Its Impact on Society</p> <p>1.1 Film and Its Impact on Society; Film (K, L)</p> <p>1.2 Movies and Escapism (A)</p> <p>1.3 Censorship and Films; Television and Censorship; films; Identify concepts of film (K, A)</p> <p>1.4 Narrative Elements (L, Ap)</p>	15- 4 hours / week	<p>Classroom lecture and seminars.</p> <p>Screening Dil Chahta Hai, Screening Padmawat</p> <p>Recall how storytelling makes the audience care about movies.</p>	24%
5 to 8	<p>Unit – 2 Film Genres</p> <p>2.1 Semiotics (K,L)</p> <p>2.2 Theme, Symbolism Narrative (K, A)</p> <p>2.3History of Indian Cinema (K, L)</p> <p>2.4 Movie Genres: Westerns and Gangster Films; Mysteries and Film Noir; Horror, Fantasy and Science Fiction; Romantic Comedy; Musicals and Documentaries (A, Ap)</p>	15- 4 hours / week	<p>Classroom lecture and seminars.</p> <p>PowerPoint presentation on different types of films.</p> <p>Group discussion.</p> <p>Screening of film Casablanca (USA, 1942, Michael Curtiz, 102 mins).</p>	25%

			Screening of Inception, directed by Christopher Nolan. Video clips from Citizen Kane and Psycho.	
9 to 12	Unit – 3 Film Theory 3.1 Freudian Analysis (K, Ap) 3.2 Scopophilia (L, Ap) 3.3 Aparatus Theory (K, L) 3.4 Meme Theory (Ap)	15 4 Hours per week	Classroom lecture and seminars. Screening <i>Rear Window</i>	25%
13 to 15	Unit – 4 Criticism and Analysis 4.1 Charlie Chaplin (K, L) 4.2 Hitchcock (L, A) 4.3 Regional Indian Cinema (L, A) 4.4 Indian Diaspora Films (A, Ap)	15 4 Hours per week	Classroom lecture and seminars. Film analysis- <i>Kanchivaram</i> Case study of one of the films directed by any of the renowned filmmakers mentioned in the syllabus. Quizzes. Screening of major films from the renowned filmmakers- Meera Nair, Gurinder Chadha, Deepa Mehta.	26%
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8. TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher (i.e., comprehension quizzes, exams)

8.2. Documents for further study

1. Eric Barnouw and S. Krishnamurthy, 1980, Indian Film, New Delhi, Oxford University press
2. CrartyJowelt, James M Linton, 1986, Movies As Mass Communication, London, SAGE Publication.
3. Jhon W Hood: The Essential Mystery: Major Film makers of Indian Art cinema, New Delhi, McMillan Publications.
4. Jhon A Lent, 1990, The Asian Film Industry, London, Christopher Helm
5. Anananda Mitra, 199, Through the western lens, New Delhi, SAGE Publications
6. Fareed Kazmi, 2000, The Politics of Indian Conventional Cinema, New Delhi, SAGE Publications
7. M.Madhava Prasad, 1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
8. Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
9. T.G.Vaidyanath, (Ed.), 1990, Hours in the Dark, New Delhi, Oxford University Press
10. Gilles Dalluge (Ed.), 2006, Cinema - I, London, Continuum
11. Thames Monaco,(Ed.), 2004, How to read a Film, New Delhi, Oxford University Press 30
12. Mast &Cohen,(Ed.), 1990, Film theo~ & Practice, New Delhi, Oxford University Press
13. Gaston Roberge,(Ed.)2006, The Subject of Cinema, New Delhi, Oxford University Press
14. Christian Metz, 1982, The Imaginary Signgifier, Psychoanalysis and the Cinema, Bloomington, Indiana University.
15. Andre Brazin, 1967, What is Cinema, University of California Press, Berkely Vol.1&11

8.3 Magazines and Journals

- Cinema Journal
- Journal of Film and Video
- Film Quarterly
- Film and History
- Film International
- Film Criticism

8.4 E-learning

Students must browse the following websites :

- <http://www.cmstudies.org/>
- <https://filmandphilosophy.com/2013/02/26/what-is-film-studies/>
- <https://www.filmcriticismjournal.org/>
- <http://www.lib.berkeley.edu/MRC/filmstudies/filmreviewsintro.html>

- http://www.tlu.ee/~rajaleid/montaazh/*Screenwriting%20-%20J%20T%20Velikovsky.pdf
- http://und.edu/faculty/christopher-jacobs/_files/docs/screenwriting-hints.pdf
- <https://www.youtube.com/watch?v=zACGLjd9JNY>
- https://en.wikipedia.org/wiki/Satyajit_Ray
- <http://www.imdb.com/list/ls052807183/>

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
VI SEMESTER**

COURSE: BUSINESS JOURNALISM- I

COURSE CODE: 03ABHBJ17651

CREDITS: 04

1. GOAL

By the end of this course, the student will be able to perform in the following areas:

- To report and write a range of conventional business stories.
- To learn how to find and interpret basic sources such as balance sheets, economic statistics, stock market data, etc.
- To acquire knowledge to read and explain charts and tables clearly and accurately.
- To report and write an enterprise story worth of publication at a regional or national level.

2. OBJECTIVES OF DEVELOPMENT

In this course, students will gain the perspective in:

- Students will be given an introduction to the role of business by analyzing and writing on different companies.
- Student will get an overall perspective of private and public companies by conducting case studies.
- It will help students to get an idea about corporate press releases by writing basic business news stories and press releases.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

This module aims to provide the basic methods and tactics of a business journalist, regardless of what format the final story will be produced. It aims to –

- Evaluate how financial markets influence companies.
- Understand the unique ethical issues of being a business journalist.
- Write basic business news stories such as earnings and executive compensation.

3.2 CREDITS HOURS

Instruction Hours: 60

4 DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	1	1	0	0
1.3	0	0	0	1
1.4	0	0	1	0
1.5	0	0	1	0
Total for UNIT I	2	2	2	1
UNIT II				
2.1	1	1	0	0
2.2	1	1	0	0
2.3	0	0	0	1
2.4	0	0	1	0
2.5	1	1	0	0
Total for UNIT II	3	3	1	1
UNIT III				
3.1	1	1	0	0
3.2	0	0	0	1
3.3	1	0	0	0
3.4	1	0	0	0
3.5	0	0	1	0
Total for UNIT III	3	1	1	1
UNIT IV				
4.1	1	0	0	0
4.2	0	1	0	0
4.3	0	0	0	1
4.4	1	1	0	0
4.5	0	0	1	0
Total for UNIT IV	2	2	1	1

Weightage Calculation											
UNIT	K	Weight age of "K" in the unit	L	Weight age of "L" in the unit	A	Weight tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40						
	6		6		14		14				
1	2	1.2	2	1.5	2	5.6	1	3.5	12	15	27
2	3	1.8	3	2.3	1	2.8	1	3.5	10	15	25

3	3	1.8	1	0.8	1	2.8	1	3.5	9	15	24
4	2	1.2	2	1.5	1	2.8	1	3.5	9	15	24
	10		8		5		4		40		100

5 TEACHING METHODS:

- Practical Session on live projects
- Classroom discussion, case study and role play 3
- Research based assignments on contemporary topic
- Flipped classes
- Onsite student teaching
- Field visits
- Model making
- Online classroom
- Videos based classes
- Quizzes and Peer Review Discussions
- Class Presentations and Seminars

6 TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
1-4	<p>Unit 1 Business Reporting</p> <p>1.1History of business reporting.(K,L)</p> <p>1.2Business journals, 24- hour television networks for business such as CNBC, Fox Business. (K,L)</p> <p>1.3Public and private companies (Ap)</p> <p>1.4 Forms of market and their working(A)</p> <p>1.5Current business reporting issues (A)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Review a news organisation's business section.</p> <p>Assignments on different types of business reporting.</p> <p>Study on small business organisation in bangalore.</p> <p>Interview the CEO of a startup company.</p>	27%
5-8	<p>Unit – 2 Economics</p> <p>2.1 Definition and scope of economics (K,L)</p> <p>2.2 Fundamentals of Economics – Demand, Supply, Equilibrium, price mechanism and elasticity. (K, L)</p> <p>2.3 Money – Demand for Money and Measures of money supply.(Ap)</p> <p>2.4Inflation and deflation – types, causes, effects and control.(A)</p> <p>2.5 Bankruptcy or Bailouts(K,L)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Review business magazines and writing reviews.</p> <p>Craft an 8 to 10 paragraph story on economic condition in India</p>	25%
9-11	<p>Unit – 3 Public Finance</p> <p>3.1Growth and effects of Public expenditure. (K,L)</p> <p>3.2Source of public revenue. (Ap)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Preparing chart on different types of taxes in India.</p>	24%

	3.3 Direct and indirect taxes. (K) 3.4 Justice in taxation, Evaluation of Indian Tax structure. (L) 3.5 Public v/s private finance(A)			
12-15	Unit – 4 Rural Economy 4.1 Role of small-scale industry and public sector (K) 4.2 Agriculture, Agrarian Policy and Land reforms. (L) 4.3 Changing proportion of Agriculture, Industry, Services(Ap) 4.4 Changing Industrial Culture – emerging industrial sectors, high-tech industries including information technology. (K,L) 4.5 Foreign exchange and Balance payment problems.(A)	15 4 Hours per week	Field trip to a small-scale industry Documentry screening on Indian Small Scale Industry.	24%
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher

8.2. Documents for further study

- Understanding Financial Statements: A Journalist's Guide, Jay Taparia, Marion Street Press, 2004.
- Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, Terri Thompson, editor, Columbia University Press, 2001.
- The New York Times Reader: Business and Economics, Mark Tatge, CQ Press, 2011.
- Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat, Robert Reed and Glenn Lewin, 2005, Marion Street Press.

- Show Me the Money: Writing Business and Economics Stories for Mass Communication, Chris Roush. Routledge, 2010 (second edition).
- The Financial Writer's Stylebook, Chris Roush and Bill Cloud, Marion Street Press, 2010.

8.3 Magazines and Journals

- Reckless Endangerment, Gretchen Morgenson, Times Books, 2011
- The Big Short, Michael Lewis, Norton, 2011
- All the Devils Are Here, Bethany McLain and Joe Nocera, Portfolio, 2010

8.4 E-learning

Students must browse the following websites to enhance their knowledge :

- www.theseus.fi
- <http://download.nos.org>
- <http://home.fa.utl.pt>
- <http://www.listeninglistening.com/uploads/6/4/4/8/6448263/crew-roles-and-departments-guide.pdf>

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
SEMESTER VI**

ADVANCED NEW MEDIA

CODE: 03ABHAN17651

CREDITS: 04

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- To know the role of New Media within the media ecology.
- To provide a broader context for understanding the importance that new media has acquired.
- To understand and analyse the uses and effect of new media on the audience through news dissemination and storytelling.
- To reflect on the ubiquitous nature and digitalisation of new media.

2. OBJECTIVES OF DEVELOPMENT

In this course, students will gain different perspective in the inception of new media and the changes it brought about.

- Students will be introduced to various concepts of new media.
- Students will gain an insight into the different technologies incorporated in new media.
- Students will understand the benefits of new media over journalism.

3. COURSE MANAGEMENT

3.1. COURSE DESCRIPTION

This module aims to provide an integrated overview of new media and the digitalization of journalism in our society.

3.2. CREDIT HOURS

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

- Have a thorough knowledge of the evolution of new media.
- Demonstrate knowledge of the various technologies in new media.
- Understand various aspects of internet and writing methods in new media.
- Apply theoretical frameworks to understand new media.

4.1. FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Weightage Calculation											
UNIT	K	Weightage of "K" in the	L	Weightage of "L" in the	A	Weightage of "A" in the	Ap	Weightage of "Ap" in the	CD P (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				

	6	unit	8	unit	12	unit	14	unit			
1	3	1.6	3	2.2	1	2.0	1	4.7	10	15	25
2	3	1.6	3	2.2	1	2.0	1	4.7	10	15	25
3	3	1.6	3	2.2	2	4.0	0	0.0	9	15	24
4	2	1.1	2	1.5	2	4.0	1	4.7	11	15	26
	11		11		6		3		40		100

CDP = Course Designer Prerogative

UC = University Component

TW = Total Weightage

K = To Know & Memorize

L = To Learn & Understand

A = To Analyze

Ap = To Apply

Sub Unit KLAAp Assignment				
	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	1	1	0	0
1.3	1	1	0	0
1.4	0	0	0	1
1.5	0	0	1	0
Total for UNIT I	3	3	1	1
UNIT II				
2.1	1	1	0	0
2.2	1	1	0	0
2.3	0	0	0	1
2.4	0	0	1	0
2.5	1	1	0	0
Total for UNIT II	3	3	1	1
UNIT III				
3.1	1	1	0	0
3.2	0	0	1	0
3.3	1	1	0	0
3.4	0	0	1	0
3.5	1	1	0	0
Total for UNIT III	3	3	2	0
UNIT IV				
4.1	1	0	1	0
4.2	0	0	0	1
4.3	1	1	0	0
4.4	0	1	1	0
Total for UNIT IV	2	2	2	1

5. TEACHING METHODS

1. Classroom lecture.
2. Classroom discussion on case study.
3. Research based assignments on contemporary topic.
4. Presentations on the media representations.
5. Guest Lectures by industry experts.
6. Quizzes and Peer Review Discussions.
7. Class Presentations and Seminars.

6. TEACHINGPLAN

Week	Topic	Hours	Teaching Methods	Weight age
1 -4	<p>Unit 1- Introduction to New Media Frameworks: Genres & Environments</p> <p>1.1. Defining new media, terminologies and their meanings. (K, L)</p> <p>1.2. Digital media, new media, online media. New Media Ecology and Installations & Screens. Computer-mediated-Communication (CMC), Networked Society (K, L)</p> <p>1.3. Elements of Transmedia Narratives across multiple media platforms (K, L)</p> <p>1.4Gaming & Storytelling; digital games, player cultures, online games & their impact (Ap)</p> <p>1.5New Media Art(A)</p>	15 4 Hours / Week	<p>Classroom Discussion and lectures</p> <p>Sharing the key concepts of new media with live examples in the classroom.</p> <p>Classroom readings on the emergence of new media.</p>	25%

5 - 8	<p>Unit 2 – New Media: Impact, Technologies, Practice and Forms:</p> <p>2.1. New media practitioners (K, L)</p> <p>2.2. New media practice & convergence: Radio: Satellite , Online (Web), Podcasting, Mobile Content, Advertising Integrating Social Media & USG Content. (K, L)</p> <p>2.3. Disseminating Digital Content – The Web Project: Online broadcasting technologies, webcasting, Social TV, Video conferencing, Skype (Ap)</p> <p>2.4. Digital Cinema: New Media Fiction & New Media Documentary: Research and Development for New Media Documentary ideas (A)</p> <p>2.5. Interactive Story telling: Strategies and Debates (K, L)</p>	15 4 Hours / Week	<p>Class assignment in finding out the most popular podcast</p> <p>Classroom activity in making an online/live video in new media</p> <p>Watching the movie ‘HER’.</p> <p>Storytelling by students on their favorite topic.</p>	25%
9 to 12	<p>Unit 3- New Media Governance & Social Shaping</p> <p>3.1. Understanding Internet Governance & Regulatory Frameworks. (K, L)</p> <p>3.2. Institutions & Forums - ICANN, ITU, ISOC, UN, WSIS, IGF, APRICOT 1L (K, L)</p> <p>3.3. Conflicts & discourses: Freedom of Speech & Expression. Cybersecurity (A)</p>	15 4 Hours / Week	<p>Classroom discussion and lecture on the latest trends in new media.</p> <p>Class assignment on the new media institutions and forums</p> <p>Class assignment of finding out the Cybersecurity issues/cases in India</p>	24%

	<p>3.4. Conventional media Vs new media; Introduction to Blogs and Vlogs.(A)</p> <p>3.5. Authorship in digital age: Piracy, Copyright, Copyleft and Open Source, Digital archives Online Databases, Surveillance & Cyber terror (K, L)</p>			
12 to 15	<p>Unit 4 – Digitization of Journalism -Web writing, Visual and Content Design</p> <p>4.1. Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures. (K, A)</p> <p>4.2. Cyber activism – definition and concept. Scope of New Media in Socio-Economic Development. (Ap)</p> <p>4.3. Concept and theory of design and graphics. Basic elements and principles of graphics. Design and layout: Use of colours.(K, L)</p> <p>4.4. Barriers to New Media: Economy, Gender, Geography, Caste. The Internet & the Public Sphere (L, A)</p>	15 4 Hours / Week	<p>Classroom discussion and Case study analysis on online writing techniques.</p> <p>Focus Group Discussion</p> <p>Watching videos related cyber activism</p> <p>Case studies related to the area of new media</p>	26%
16	End Semester Examination			

7. EVALUATION PLAN

As per the GCU – Multi Assessment Provision (MAP)

8. TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Documents

Lecturer prepared material (i.e. comprehension quizzes and exams)

8.2. Documents for further study:

1. Van Dijk, J. A. G. M. "The Network Society : Social Aspects of New Media", Sage Publications, 2005
2. V. Rajaraman, Fundamentals of computer, Prentice Hall of India.
3. G K Parthasarathy, Computer Aided Communication, Authors Press, 2006 6.
4. R. Singhal, Computer Application for Journalism, Ess Publishers.
5. Chetan Shrivastava, Introduction to Information Technology, Kalyani Publishers, Delhi.
6. T. C. Bartee, Digital Computer Fundamentals, Mc Graw Hill Publication.
7. New Media: A Critical Introduction; Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly; Routledge, 2009.
8. Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging" New Media & Society, Vol. 6, No. 1, 87- 95 (2004)

8.3. Magazines and Journals

1. Media Watch
2. New Media and Society
3. The Journal of Communication
4. Journal of Communication Inquiry

8.4. E-Learning:

Students have to browse the following web sites to enhance their knowledge :

- www.online.seu.edu/what-is-new-media/
- www.reutersinstitute.politics.ox.ac.uk/our-research/journalism-media-and-technology-trends-and-predictions-2017
- www.reutersinstitute.politics.ox.ac.uk/our-research/role-journalism-digital-age
- www.slideshare.net/EngineeroBono/principles-of-design-graphic-design-theory
- www.myassignmenthelp.com/blog/traditional-media-versus-new-social-media-differences-impact-and-outcome/

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
VI SEMESTER**

COURSE: BUSINESS JOURNALISM- II

COURSE CODE: 03ABHBJ17652

CREDITS: 04

1. GOAL

By the end of this course, the student will be able to perform in the following areas:

- To critically read a range of conventional business stories.
- To learn how to find and interpret basic sources such as balance sheets, economic statistics, stock market data, etc.
- To acquire knowledge into media economics.

2. OBJECTIVES OF DEVELOPMENT

In this course, students will gain the perspective in:

- Students will be given an introduction to the working of the Indian Economy.
- Student will get an overall perspective of private and public companies by conducting case studies.
- It will help students to get an idea about corporate press releases by writing basic business news stories and press releases.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

This module aims to provide the basic methods and tactics of a business journalist, regardless of what format the final story will be produced. It aims to –

- Evaluate how financial markets influence companies.
- Understand the unique ethical issues of being a business journalist.
- Write basic business news stories such as earnings and executive compensation.

3.2 CREDITS HOURS

Instruction Hours: 60

4 DEVELOPMENT OF STUDENTS LEARNING OUTCOME:

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAP Assignment

	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	1	1	0	0
1.3	0	0	0	1
1.4	0	0	1	0
1.5	0	0	1	0
Total for UNIT I	2	2	2	1
UNIT II				
2.1	1	1	0	0
2.2	1	1	0	0
2.3	0	0	0	1
2.4	0	0	1	0
2.5	1	1	0	0
Total for UNIT II	3	3	1	1
UNIT III				
3.1	1	1	0	0
3.2	0	0	0	1
3.3	1	0	0	0
3.4	1	0	0	0
3.5	0	0	1	0
Total for UNIT III	3	1	1	1
UNIT IV				
4.1	1	0	0	0
4.2	0	1	0	0
4.3	0	0	0	1
4.4	1	1	0	0
4.5	0	0	1	0
Total for UNIT IV	2	2	1	1

Weightage Calculation											
UNIT	K	Weight age of "K" in the unit	L	Weight age of "L" in the unit	A	Weight tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40						
	6		6		14						
1	2	1.2	2	1.5	2	5.6	1	3.5	12	15	27
2	3	1.8	3	2.3	1	2.8	1	3.5	10	15	25
3	3	1.8	1	0.8	1	2.8	1	3.5	9	15	24
4	2	1.2	2	1.5	1	2.8	1	3.5	9	15	24

	10		8		5		4		40		100
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5 TEACHING METHODS:

- Practical Session on live projects
- Classroom discussion, case study and role play 3
- Research based assignments on contemporary topic
- Flipped classes
- Onsite student teaching
- Field visits
- Model making
- Online classroom
- Videos based classes
- Quizzes and Peer Review Discussions
- Class Presentations and Seminars

6 TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
1-4	<p>Unit 1 Business Reporting</p> <p>1.1History of business reporting.(K,L)</p> <p>1.2Business journals, 24- hour television networks for business such as CNBC, Fox Business. (K,L)</p> <p>1.3Public and private companies (Ap)</p> <p>1.4 Forms of market and their working(A)</p> <p>1.5Current business reporting issues (A)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Review a news organisation's business section.</p> <p>Assignments on different types of business reporting.</p> <p>Study on small business organisation in bangalore.</p> <p>Interview the CEO of a startup company.</p>	23%
5-8	<p>Unit – 2 Economics</p> <p>2.1 Definition and scope of economics (K,L)</p> <p>2.2 Fundamentals of Economics – Demand, Supply, Equilibrium, price mechanism and elasticity. (K, L)</p> <p>2.3 Money – Demand for Money and Measures of money supply.(Ap)</p> <p>2.4Inflation and deflation – types, causes, effects and control.(A)</p> <p>2.5 Bankruptcy or Bailouts(K,L)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Review business magazines and writing reviews.</p> <p>Craft an 8 to 10 paragraph story on economic condition in India</p>	23%
9-11	<p>Unit – 3 Public Finance</p> <p>3.1Growth and effects of Public expenditure. (K,L)</p> <p>3.2Source of public revenue. (Ap)</p>	<p>15</p> <p>4 Hours per week</p>	<p>Preparing chart on different types of taxes in India.</p>	28%

	<p>3.3Direct and indirect taxes. (K)</p> <p>3.4 Justice in taxation, Evaluation of Indian Tax structure. (L)</p> <p>3.5Public v/s private finance(A)</p>			
12-15	<p>Unit – 4 Rural Economy</p> <p>4.1Role of small-scale industry and public sector (K)</p> <p>4.2Agriculture, Agrarian Policy and Land reforms. (L)</p> <p>4.3Changing proportion of Agriculture, Industry, Services(Ap)</p> <p>4.4Changing Industrial Culture – emerging industrial sectors, high-tech industries including information technology. (K,L)</p> <p>4.5Foreign exchange and Balance payment problems.(A)</p>	15 4 Hours per week	<p>Field trip to a small-scale industry</p> <p>Documentary screening on Indian Small Scale Industry.</p>	26%
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Lecture materials provided by the teacher

8.2. Documents for further study

- Understanding Financial Statements: A Journalist's Guide, Jay Taparia, Marion Street Press, 2004.
- Writing about Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, Terri Thompson, editor, Columbia University Press, 2001.
- The New York Times Reader: Business and Economics, Mark Tatge, CQ Press, 2011.
- Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat, Robert Reed and Glenn Lewin, 2005, Marion Street Press.

- Show Me the Money: Writing Business and Economics Stories for Mass Communication, Chris Roush. Routledge, 2010 (second edition).
- The Financial Writer's Stylebook, Chris Roush and Bill Cloud, Marion Street Press, 2010.

8.3 Magazines and Journals

- Reckless Endangerment, Gretchen Morgenson, Times Books, 2011
- The Big Short, Michael Lewis, Norton, 2011
- All the Devils Are Here, Bethany McLain and Joe Nocera, Portfolio, 2010

8.4 E-learning

Students must browse the following websites to enhance their knowledge :

- www.theseus.fi
- <http://download.nos.org>
- <http://home.fa.utl.pt>
- <http://www.listeninglistening.com/uploads/6/4/4/8/6448263/crew-roles-and-departments-guide.pdf>