St. Xavier’s College – Autonomous
Mumbai

Syllabus
For 6th Semester Courses of
MASS MEDIA
(June 2013 onwards)

CONTENTS:

Theory Syllabus for courses:

A.BMM.6.04- Introduction to Public Relations
A.BMM. 6.06 Contemporary Issues
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A.BMM.6.09 Print Journalism
A.BMM.6.10 Digital Media
T.Y.BMM (J)  

Course: A.BMM.6.04

Title: Introduction to Public Relations

No of Lectures: 60

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

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<tr>
<th>No</th>
<th>Topic</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to PR</td>
<td>Definition of PR, its role, difference from advertising, areas, tools, stakeholders, role in communications, problems, challenges, measurement.</td>
</tr>
<tr>
<td>2</td>
<td>History and evolution</td>
<td>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.</td>
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<tr>
<td>3</td>
<td>Practicing PR</td>
<td>Careers in PR. Skill sets and competencies. Jobs undertaken by a PR person, corporate communication</td>
</tr>
<tr>
<td>4</td>
<td>Research in PR</td>
<td>Importance of research, research tools, easy research methods</td>
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<tr>
<td>5</td>
<td>Strategic PR</td>
<td>Need for planning, Basics of Planning, Case studies Stages of campaign planning,</td>
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<tr>
<td>6</td>
<td>Media Relations</td>
<td>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</td>
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<tr>
<td>7</td>
<td>Getting stories published</td>
<td>Matching client brief, campaign plan and understanding of media to find suitable media slots. News sense. Smelling the news. Developing story angles. Packaging news.</td>
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### 6th Semester Syllabus for Core and Applied Component Courses in Mass Media, St. Xavier’s College – Autonomous, Mumbai

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<th>Course</th>
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<td>8 Social media</td>
<td>Understanding the concept, importance and process (2)</td>
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<td>9 Use of events in PR</td>
<td>Online Reputation Management</td>
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<tr>
<td>10 Reputation Management</td>
<td>Importance. Execution. International case studies (5)</td>
</tr>
<tr>
<td>11 Lobbying</td>
<td>Governors of opinion change- communication and censorship, generators of opinion change- political parties, press, propagandists, Case examples, principles of persuasion (5)</td>
</tr>
<tr>
<td>12 Internal Communications</td>
<td>Understanding the concept, importance and process. (5)</td>
</tr>
<tr>
<td>13 Crisis Communications</td>
<td>Understanding the concept, importance and process. (2)</td>
</tr>
<tr>
<td>14 Corporate Communication</td>
<td>Introduction, Measuring Corporate identity, Creating identity, communication with corporate brand, developing a reputation platform, communication with key stakeholders, applying reputation research (5)</td>
</tr>
<tr>
<td>15 Financial PR, Lifestyle and entertainment media.</td>
<td>Understanding the concept, importance and process (3)</td>
</tr>
<tr>
<td>16 Ethics, code of conduct in PR</td>
<td>Code of Brussels (5)</td>
</tr>
</tbody>
</table>

**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.
T.Y.BMM (J) Course: A.BMM.6.06

Title: Contemporary Issues

No of Lectures: 60

Learning Objective
- 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
   - 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:
International theory of Human Rights – OUP
Social Ecology – Guha Ramachandra. – OUP
State of World Series – World watch institute series
State of India’s environment – CSE – 2000
Branded by Law – Penguin – D’souza Dilip
T.Y.BMM (J)  

Course: A.BMM.6.07  

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  
   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
T.Y.BMM (J)  
Course: A.BMM.6.08

Title: Broadcast Journalism

No of Lectures: 60

Learning Objective
- To understand the development of broadcast journalism in India.
- Learn skills and techniques required for broadcast journalism.
- To learn how to handle equipment – a camcorder and recorder – for a story.
- Regional language broadcast journalism to be examined as a growing and flourishing field.

1. History of the development of radio journalism; BBC as case study; radio boom to current decline; current development with FM and independent radio channels; the underdevelopment of radio with the coming of TV. (2)

2. The potential of radio as a broadcast medium-internationally and nationally; examining radio audiences in the region (AIR’s reach and popularity) and in the nation. (3)

3. Radio news formats-the spot, the report, feature, documentary, docudrama, talk show, and interview. (5)

4. Writing news for radio. (5)

5. Skills of speaking over the radio as reporter, presenter, interviewing, narrating, conversation, outside broadcasts and radio and conferencing. (5)

6. Principles of sound and production techniques in radio journalism. (5)

- History of the development of TV journalism-internationally and in India- DD and the satellite revolution.
- Prasar Bharati and broadcast regulations
- The proposed convergence bill (5)

8. TV journalism-local, regional, national and international; Exploring the potential of the local cable news network; studying CNN as case study. (5)

9. TV news in the regional languages-reach, popularity, special coverage. (5)
10. TV journalism formats; evolution and popularity of new forms on TV – the long feature or documentary, the panel discussion and its functions, the news talk show. (5)

11. Scripting news for TV (3)

12. Principles of video camera use (2)

13. Skills of anchoring or presenting - Voicing and delivery, on camera delivery. (2)

14. Videotape editing (2)

15. Examining Broadcast journalism and allegations of “dumbing down” of news as a whole; impact on print journalism. (3)

16. Understanding the power of the image and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories. (3)

Project
Individual Assignment/ Group assignment for 20 marks.

References:
MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age
Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling
Herbert, John; Journalism in the Digital Age; 2000, Focal Press
Ahuja; Audiovisual Journalism; Surjeet
Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth
T.Y.BMM (J)  

Course: A.BMM.6.09

Title: Print Journalism

No of Lectures: 60

Learning Objective

- To introduce students to a fundamental understanding of the areas each niche covers and the media vehicles in existence catering to these niche areas.

1. Environment Journalism
   Print and broadcast media dealing with the issue
   How environment is covered in the mainstream press
   The need for specialized reporting of the area

2. Cultural journalism
   An introduction to the development and current trends in
   Visual Arts
   Dance
   Drama
   Music
   Entertainment and Lifestyle
   Developmental Journalism – Civic journalism, public journalism
   Alternate media and people’s issues

3. Magazines for Women
   Writing for women’s magazine. The difference between ‘serious’ and other
   women’s magazines

4. Basic knowledge of the Finance system in India; gathering, distribution and allocation of revenue vis-à-vis the Central and State Governments; Finance and Planning commission,

5. Financial Journalism:
   Central and State budgets; budget-making exercise. How to read a budget, concept of zero budgets, importance of Public Account Committees.
6. Introduction to tax laws, FERA, Industrial relations acts, companies act. Sources of news of business, finance and industry-governments, chambers of commerce and industries, corporate, trading and industrial executives, share markets commodities, markets, money market.  

7. Analysis of decisions, company reports and statements, AGMs Satellite network and new trends in business journalism; new information technology; commercial database, ethics in business reporting, servant or watchdog; concept of social audit.  

8. Introduction to major industries-electronics, heavy engineering, chemical, steel, cement, power, bio-technology, agro-industries, service and agriculture; their role in the economy  

9. Covering stock markets, commodity markets, company meetings, industrial developments, industrial production, exports, imports, financial companies, foreign capital investment, investigating the innumerable tie-up agreements with foreign countries, poor infrastructure development, bureaucracy and business tie-ups.  

Project:  
Individual Assignment for 20 marks  

References:  
Bathla, Sonia; Women, Democracy and the Media; 1998; Sage Publication  
Hollie and Klug; Guide to Economic and Business Journalism; 1991; Columbia University Press  
Venkateswaran, R.J; How to Excel in Business Journalism; Sterling  
Davis, Anthony; Magazine Journalism Today; 1998; Heinemann  
Baird, Click; Magazine Editing and Production; 4th Edition  
Ed. Glasser, Theodore; The Idea of Public Journalism; Guilford Press
T.Y.BMM (J)  

Course: A.BMM.6.10

Title: Digital Media

No of Lectures: 60

Learning Objective

- Examine global journalism as a newly emerging reality – its implications, strengths and weaknesses.
- To examine the journalistic scene in South Asia.
- Learning about the internet as a news medium.
- Equipping students with basic skills required for internet reporting and editing.

A] Internet Journalism

- Journalism in ‘real time’
- Interactivity
- Global – problem of global audiences
- Opportunity with global audience- linked by language, social values or specific interest that cuts across culture
- Democratizing communication- vertical to horizontal communication
- Shift from news gathering to news packaging / information packaging.

Reporting and editing for the net

- Difference between newspaper writing and writing for the net.
- Elegancy and providing appropriate links.
- Special internet writing on the net.

Internet design

- How to target your consumer and design for impact and frequency of visits.

Issues of authenticity, propaganda and regressive communication on the net, failure of regulatory laws

Access to primary documents of government and international agencies: global platform for activist groups.

B] News Agencies

6. Headlining news

7. International news flow

The global news agencies
Growing global monopolies and their impact on news
NWICO, Mac Bride report
Non- Aligned news agencies and their downfall
Policies of representation of the ‘third world’ in international press (5)
Political or ideological bias
Cultural bias

8. International reporting
Content co-creation by the readers (5)

9. Reporting International politics (4)
International conflict - Bosnia
Disasters
Poverty- Ethiopian famine
Reporting national events internationally

10. Challenges to International Journalism (3)
Problems of parachute journalism
The need for depth research
Operating in hostile conditions

11. International law and the role of Western media in defining human rights and
rethinking the concept of human rights from a Third World media perspective. (4)

12. Asian region and the need for greater connectivity (4)
Focus on agencies in Asia
Case study of Japan which has the greatest rate of news diffusion world wide
China and state control of news
India – mixed pattern

Project: Individual assignment of 20 marks

Booklists:
Bagdiken, Ben; Media Monopoly, 6th edition, Beacon press
Herbert John; Practicing global journalism; 2001; focal press
Yadava, J.S. Politics of news- third world perspectives, (1984); concept publication
Hall, Stuart; online journalism; (2001), Focal press
Merrill, JCl; Global journalism; (1983); Longman
World Communication and Information report (1999-2000); UNESCO Publication
Barrett and Tunstall; Studies on the Press; (1977); Royal Commission on the Press
Media Monitors in Asia; Asian Media Information Centre and Communication (1996)
Chakravarty, Suhas; Press and Media; the Global dimensions (1997); Kanishka
Media and Democracy in Asia (2000); Asian Media Information and Communication Centre.
Masterton, Murray; Asian Values in Journalism; (1996) Asian Media Information and Communication Centre.