

**UNIVERSITY OF**

No. UG/ 2

**CIRCULAR:-**

A reference is invited to the syllabi related to the (B.M.M.) Programme vide this office Circular No. 1/2015 and the Principals of the affiliated Colleges. The Director, Institute of Distance and Open Learning has accepted the recommendation made by the Board of Studies on 8<sup>th</sup> December, 2016 has been accepted by the Board of Studies held on 28<sup>th</sup> February, 2017 vide item No.4.2 a revised syllabus as per the (CBCS) for the Bachelor of Mass Media (Sem. VI), which is available on the University website and that the same has been brought into force from the year 2016-17.

MUMBAI – 400 032

3<sup>rd</sup> April, 2017

To

The Principals of the affiliated Colleges in Andhra Pradesh  
Institute of Distance and Open Learning (IDOL)

**UNIVERSITY OF MUMBAI**  
No. UG/ 2 of 2017

**CIRCULAR:-**

A reference is invited to the syllabi relating to the Bachelor of Mass Media (B.M.M.) Programme **vide** this office Circular No.UG/94 of 2015, dated 5<sup>th</sup> October, 2015 and the Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL) are hereby informed that the recommendation made by the Board of Studies in Mass Media at its meeting held on 8<sup>th</sup> December, 2016 has been accepted by the Academic Council at its meeting held on 28<sup>th</sup> February, 2017 **vide** item No.4.2 and that in accordance therewith, the revised syllabus as per the (CBCS) for the Bachelor of Mass Media (Issues of Global Media) (Sem. VI), which is available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032  
3<sup>rd</sup> April, 2017  
To

*(Signature)*  
(Dr.M.A.Khan)  
REGISTRAR

The Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL).

**A.C/4.2/28/02/2017**

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No. UG/ 2 -A of 2017

MUMBAI-400 032

9<sup>th</sup> April, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Offg. Director of Board of Examinations and Evaluation,
- 3) The Director of Board of Student Development.,
- 4) The Chairperson, Board of Studies in Bachelor of Mass Media,
- 4) The Co-Ordinator, University Computerization Centre,

*(Signature)*  
(Dr.M.A.Khan)  
REGISTRAR

...PTO

# BMM Semester VI

## Issues of Global Media

### Objectives :

- To study the evolution, role, structure and impact of the global media.
- To develop a critical eye for global media coverage and comparison with regional media.
- To study the role of new media specially social media.

### Syllabus :

#### **Module -1 :**

- Evolution of global news dissemination - Origin and development of technology - Advent of satellites – ISDN. DBS - Emergence of internet as a global medium.
- Global media's coverage of Third World countries -Quantitative bias, Qualitative bias, Cultural bias.

#### **Module -2 :**

- Emergence of the New World Communication and Information Order [NWICO] - Role of the NAM.
- MacBride Report. Its recommendations and impact.
- Attempts by NAM countries to meet the global challenge - Non-Aligned News. Agencies Pool, (NANAP) - Non-Aligned News Network (NNN).

#### **Module- 3 :**

- Challenges in reporting from conflict zones - Personal risks - Trauma and burn out - Parachute journalism - Death knock syndrome - Changing role of war/foreign correspondents.
- Global media's coverage of natural disasters - Comparison between coverage of First World and Third World Countries - Differences in focus between global and regional media.
- Global media's coverage of terrorism - Bias: Western countries vis a vis Third World countries.

#### **Module- 4 :**

- Global media conglomerates and their impact on global news flow. Impact on national and regional media/market/politics.
- Development of new media and social media as channels of global journalism. Role of Citizen Journalists.
- Profiles of leading news agencies and channels - BBC, CNN – the rivalry in South Asia - AP, AFP, Reuters - Emergence of Al Jazeera as an alternate voice.

**Module- 5 :**

- State of the media indifferent countries: China, Japan, USA, North Korea, Malaysia /Singapore.
- Global media's coverage of specific issues in India and the world. *This would involve 7 or 8 specific case studies of current issues to be covered in detail. The case studies would vary from year to year and would be communicated to the faculty members during the semester.*

**Bibliography :**

- Why NWICO Never had a Chance – Joseph Mehan, Columbia University.
- Global Media journal – spring 2013.
- New War Journalism Trends and Challenges, Stig A Nohrsedt.
- Dynamics of Social Media – David C. Coulson.
- Al Jazeera Advocacy and Media Values Mamoud M.
- Media Imperialism – Oliver Boyd=- Barrett.
- Practising Global Journalism—John Herbert.
- International Journalism –Kevin Williams.

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