

ENCLOSURE TO ITEM NO. 4.46

21/04/2009

UNIVERSITY OF MUMBAI



**REVISED SYLLABUS
FOR THE
THIRD YEAR
(BACHELOR OF MASS MEDIA)
(SEM. V AND VI)
EXAMINATIONS
IN THE
SUBJECT OF
ADVERTISING AND JOURNALISM**

(with effect from the academic year 2009-2010.)

Semester-V

Subject : Advertising design

Paper: III

Objective:

To expose students to the creative and technical aspects of art direction

Syllabus

1. Introduction to the Art department in ad agency(2)
2. What is Art Direction –Making of an Art Director (2)
3. Introduction to colour(3)-colour harmonies
4. Introduction to Illusion (3)-Principles and elements of design
5. Introduction to Photography(2)
6. Introduction to Typography/Calligraphy(3)-Word expression , Layout designing Logo designing
7. Introduction to desktop publishing(4)
8. Introduction to Print Production(2)-stationary design
9. Working with copy –partner
10. Art direction in print media (3)
11. Art direction in outdoor (2)Transit/Ambient
12. Art direction in films /television(2)
13. Art direction in internet and new media (3)
14. Art direction in Direct Mailers (2)
15. Advertising campaign planning :Art (2)-Radio ,T.V, Newspaper, magazine outdoor
16. Corporate Identity systems(3)- Packaging , Brochure,P.O.P ,etc.
17. How to brief the art direction and get the best out of him(1)

The course material heavily depends upon examples. The examples should be collected by the instructor every academic year, since the trends in art direction change as quickly as fashion does

20 hours to be used to familiarise students with the concepts and theory of the subject and the rest 30 hours to be used to guide students in preparing professional campaigns for the project work

Sample format for campaign:

1. Logo design (black and white ,8-9 color design)
2. stationary
3. newspaper
4. magazine
5. T.V. campaign (story board)
6. Merchandising
7. Outdoor
8. packaging
9. synopsis
10. sketch book
11. radio

There will be no written exam for this paper The student will be evaluated on the basis of the quality of campaign prepared. With 50 marks evaluation to be done by the internal faculty and 50 marks allotted to viva which will be conducted by two external examiners (One faculty of the BMM Ad design department from any other college and second a professional from an Ad agency). The viva shall contain questions on the Ad campaign prepared by the candidate.

Booklist

- Ed.Andre ,graphic design in computer age – series of 8 books
- Illustration –Vicky Squires
- Color –Andre Jute
- Video graphics –Hugh Skinner
- Publications-Andre Jute
- Presentations-BillMurphy
- Design Solutions –Linda Reed
- Typography-Grant Shipcott
- Corporate image- Amanda Barrett
- Conway Lloyd Morgan.Packaging design – rotovision 1997
- G.S.Rege ,Advertising –art and ideas
- Kathleen Ziegler and Nick Greco- Digitalink- digital design and advertising –Dimensional
- Jeanne Allen Designers guide to color –volumes 1,2 and 3-chronicle books 1986
- Mike Quon –Business graphics –PBC international publications 1995
- Prints best logos and symbols –R.C publications 2005
- The design library series –Rockport publishers 1996
- Hugh Marshall –Art directing Photography quarts publishing p/c

Advertising

Semester V

Subject : Advertising in contemporary society

Paper-I

Objectives

To recognize the roles of advertising in modern society

To understand the current developments and problems concerning advertising as an economic and social force.

Appreciate the increasingly international nature of advertising.

To analyze the interdependent nature of advertising and popular culture.

Syllabus

1. Advertising in the Indian economy(10 lectures)
 - Role of advertising in the Indian economy
 - Liberalization and the resultant changes in buying patterns.
 - Impact of global competition in the field of advertising.
 - Present day economic issues & Policies & their effects on advertising
2. Advertising and culture(10 lectures)
 - Role of advertising in bringing about changes in culture, customs and traditions.
 - The interdependent nature of advertising and popular culture (i.e., fashion, music, films, slang).
 - Effects of globalization on the Indian advertising
 - The impact of advertising on commercialization of culture
 - Making messages culture-specific
 - Cross cultural psychological segmentation
 - Need and benefits of for assimilation of universal ideas with local flavour.
 - Cross-cultural Advertising
3. Advertising and the audience(6 lectures)
 - Market power
 - Marketer's control on the media
 - Impact of advertising on attitudes, behaviour, societal norms, perception, needs, lifestyles
 - Controversial advertising discuss with the help of current examples
 - Social implications of advertising
 - Gender, diversity issues, Generational issues-children, youth, elders
 - Growing influence of advertising and its criticism

4. Global advertising (16 lectures)
 - The scope and challenges of International advertising
 - Current global trends
 - Multinational competition and its impact
 - Product packaging for international markets
 - Promotion for international markets
5. Internet marketing (6 lectures)
 - WWW as an advertising tool
6. Social marketing (2 lectures)
 - What is social marketing?
 - Need for and objectives of social marketing
 - Tools and components of social marketing

✓ Books list

1. Philip R Cateora and John L. Graham, *International marketing*-Irwin McGraw Hill 1999
2. D.Lamont *Handbook of global marketing*-Identify books 2000
3. William F arens and Courtland L Bovee, *Contemporary advertising*-Irwin 1994
4. Philip Kotler and Eduardo L Roberto, *Social marketing-strategies for changing public behaviour*-The free press-1989
5. Paul Timmers, *Electronic commerce – strategies and models for business to business trading*-John Wiley and sons 1999
6. Dave Chaffey, Richard Mayer, Kevin Johnston and Fiona Ellis Chadwick, *Internet marketing* –Financial times-Prentice Hall
7. Mica Nava, Andrew Blake, Iain Macrury and Barry Richards, *Buy this book- Studies in advertising and consumption*-Routledge 1997
8. Jib Fowles, *Advertising and Popular Culture*. –Sage Publications 1996
9. Mary Cross, *Advertising and Culture*-Prentice Hall 2001
10. Elioise Coupey, *Marketing and the internet*-Prentice Hall 2001
11. Roxanne Hovland and Gary B. Wilcox Lincolnwood *Advertising in Society : Classic and Contemporary Readings on Advertising's Role in Society*, NTC Business Books. 1989.
12. Neil Barrett, *Getting your message across the World Wide Web*
13. *Advertising in Contemporary Society* by Kim B Rotzoll, James E Haefner, University of Illinois Press 1994.

Semester V

Subject : Brand Building

Paper : VI

Objectives

To provide an introduction to the concepts and practices of contemporary brand management.

To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.

To learn to plan an effective advertising campaign.

Syllabus

The Brand (Lectures 04)

What is a Brand

Brand Vs. Product

Why Brands Matter?

Can anything be Branded?

Process of Branding

Advantages And Limitations of Branding

Brand Building Blocks (Obstacles To/Difficulties In Building Strong Brands)

Brand Vision with Respect To Generic Brand Status

Product Vs. Corporate Branding

Branding Strategies (Lectures 06)

Manufacturer Branding (National Brand) And Distributor Branding (Private/store Brand)

Multi-Product Branding Strategy

Multi-Branding Strategy

Mixed Branding

Brand Licensing

Co-Branding

Composite Co-Branding

Ingredient Co-Branding

Brand-Product Matrix

Brand Hierarchy

Introducing And Naming New Brands and Extensions (Lectures 02)

Physical And Psychological Dimensions

Cognitive And Emotional Benefits

Developing Brand Identity And Personality

Brand Personality Vs. User Imagery

Brand Positioning (Lectures 08)

Four Components

Product Class

Consumer Segmentation

Perceptual Mapping

Brand Benefits And Attributes

Cornerstones of Positioning Strategy

Brand Equity (Lectures 08)

Concept of Brand Equity

Sources of Brand Equity

Brand Loyalty

Brand Awareness

Perceived Quality

Brand Associations

Other Brand Assets

Benefits of Brand Equity

Choosing Brand Elements To Build Equity

Managing Brand Equity

Brand Equity Measurement Systems

Brand Equity Ten

BAV/Y & R

Equi-trend

Inter Brand

Brand Assets – How To Find Them Equity

Brand Leveraging (Lectures 04)

Leveraging Process

Line Extensions

Brand Extensions

 Creating Range Brands

 Ad Hoc Brand Extension

Moving The Brand Down

Moving A Brand Up

The Process of Brand Orientation

Managing Brands Over Time (Lectures 04)

Reinforcing Brands

Revitalizing Brands

Consistency Plan

Re Branding

Entering New Markets

Building Brand On Internet (Lectures 04)

Comparing Brand Building In Cyberspace And In Brick & Mortar World

Internet User Segments

Website Objectives

Brand Building Dimensions

Corporate Branding (Internal Assessment Only) (Lectures 04)

Visual and Verbal Identities

Name, Term, Sign, Symbol, Logos, Design, Phrase, Slogan Or Combination of These
More Visual Outputs

Packaging

Showrooms

Advertising

Employee Uniforms

The Company's Reputation Through Publicity

Campaign Planning (Internal Assessment Only) (Lectures 04)

Marketing Operations For The Campaign

Target Audience Selection And Advertising Objectives

Planning Strategies And Media Characteristics

Creative Execution Of The Campaign

Campaign Evaluation And Measuring Effectiveness

Reference Book List:

1. David, A Aker, Building Strong Brands, The Free Press, 1996
2. Deirdre Breakenridge, Cyber branding – Financial Times – Prentice Hall 2001
3. John Philip Jones, What's in a brand? – Building brand equity through advertising, Tata MacGraw Hill: 2001
4. Al Ries and Laura Ries, The 11 Immutable Laws Of Internet Branding, Happer Coolins; 2001
5. Susannah Hart and John Murphy, Brands The New Wealth Creators, Macmillan Business; 1998
6. Kumar, Ramesh S, Marketing and Branding : Indian Scenario; Pearson 2007
7. Keller, Kevin Larie- Strategic brand management, Prentice Hall of India 2003
8. ICFAI Unv Press – Corporate Branding; Concepts and Cases; ICFAI 2005
9. Parmeswara,, M.G. – Building Brand Value : 5 Steps To Building Powerful Brands; Tata Mcgrawhill; 2006
10. Harsh V Verma – Brand Management; 2nd; Excel Books; 2006
11. Brad VanAuken – The Brand Management; Kogan Page

Subject: Consumer Behaviour

Objectives:

To introduce the students to the complexities of consumer behaviour

Syllabus:

1. Introduction to Consumer Behaviour (2)
 - The Concept of Consumer Behaviour
 - Need to Study Consumer Behaviour
 - External and Internal variables influencing Consumer Behaviour (Diagrammatic representation)
2. Communication (5)
 - Components of Communication
 - Communication Process (model)
 - Communication strategy
 - Message Factors (Structure, Order Code, appeal)
 - Types of Appeals
 - Rational/emotional fear/Humour/Sex/Prestige/Ego
 - Persuasion
 - Central and Peripheral Route
 - ELM
3. Perception : Physical Psychological : Subliminal perception (3)
4. Cultural – Subculture (concepts and its impact on consumer behaviour) (2)
5. Learning - Cognitive Theory, Conditioning Theory (5)
6. Attitude (7)
 - Concept and Characteristics of Attitudes
 - Formation of Attitudes
 - Relationship between Attitudes and Behaviour
 - Attitude Models -Cognitive Dissonance, Tricomponent Theory, Multi attribute model
7. Motivation (5)
 - Definition
 - Needs and motives
 - Types of motives
 - Arousal of motives
 - Need Theories – concept and application
 - Maslows. Alderfer, Herzberg
8. Personality (5)
 - Nature and Characteristics
 - Theories of personality – concept and application
 - Freudian theory, Trait theory, Jungian theory
 - Self and self image concept

9. Market Segmentation (2)
Psychographic Profile SRI Vals II
10. Social Class (2)
Concept
Classification
Influence of social class on purchase behaviour
11. Groups (3)
Reference Groups
Influence factors
Consumer related reference groups
Reference group appeal
12. Family (2)
Definition (Traditional and Non Traditional)
Family Life Cycle
Its importance to advertisers
Family decision making and consumption related roles.
13. The Consumer Decision making Process (2)
Consumer decision about brands and products
Influence of opinion leadership on consumer decision making
14. Adoption and Diffusion (3)
Concept
Adoption process
Diffusion process
15. Indian Core Values (2)
What are our Core Values
Its influence on decision making process
Effect of changes in the economic policies on our Core values

Book list:

1. Leon G. Schiffman, Consumer behaviour ; Leslie Lazar Kanok
2. Loudon. David and Dela Consumer Behaviour – Bitá Albert
3. Max Sutherland and Alice K. Sylvester. Advertising and the mind of the consumer Krogen page 2000

4. Brief
 - Taking the brief
 - Product brief
 - Marketing brief
 - Agency brief
 - Converting into creative brief
5. The big idea
 - Arriving at the proposition
 - From proposition to head line
 - Understanding tone of voice
 - The positioning statement
6. Writing for print media
 - Head lines
 - Base line
 - Sub headlines
 - Body copy
 - Slogan
 - Captions
 - Structuring the copy
7. Understanding the medium and writing for TV, Cinema, Radio, Innovative medium, Internet, SMS
8. Principles of writing press release copy.
9. Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising
10. Different types of copy
 - Advertorial
 - Infomercial
 - Comparative copy
 - Copy for different languages

Booklist

1. Hey Whipple Squeeze this – A guide to creating great ads by Luke Sullivan
2. Cutting Edge Advertising – Jim Aitchison
3. One Show Annuals
4. D&AD Annuals
5. Luerzer's Archive
6. Campaign Brief Asia

Semester V

Subject : Media planning and buying
Paper : V

Objectives:

To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

Syllabus

1. Media planning (10)
 - The function of media planning in advertising
 - Role of Media planner
 - Challenges in media planning
 - Media Planning process
 - Media Planning for Consumer Goods
 - Media Planning for Industrial Goods

2. Sources of media research(6)
 - Audit bureau of circulation
 - Press audits
 - National readership survey/IRS
 - Businessmen's readership survey
 - Television
 - Audience Measurement
 - TRP
 - National television study
 - ADMAR satellite cable network study
 - Reach and coverage study
 - C/B listener ship survey

3. Selecting the suitable media options (12)
 - TV
 - Advantages of television
 - Disadvantages of television
 - Buying Television Space/Air time
 - Radio
 - Advantages of radio
 - Disadvantages of radio
 - Buying Radio slot
 - Magazines
 - Strengths of magazines

- Weaknesses of magazines
 - Types of magazines
 - Buying magazine space
 - Newspapers
 - Strengths of newspapers
 - Weaknesses of newspapers
 - Types of newspapers
 - Buying newspaper space
 - Buying media space for other medium like
 - The internet
 - Billboards
 - Yellow pages
 - Direct response and direct mail
 - Stadium
 - In-store
 - Types of out-of-home advertising
 - Place-based media
 - Newer Media Options
4. Criteria for selecting the media vehicles (3)
 - Reach
 - Frequency
 - GRPs
 - Cost efficiency
 - Cost per Thousand
 - Cost per rating
 - Waste
 - Circulation
 - Pass-along rate(print)
 5. Media timing (2)
 - Flight
 - Pulsing
 - Scheduling
 6. Comparing and Evaluating continuity of media options/choices(1)
 7. Deciding the ideal media mix(2)
 8. The communications mix(2)
 9. Media buying and negotiation(4)
 10. Competitive media expenditure analysis
 11. The concept of aperture(1)
 12. Scheduling and budgeting allocation(3)
 13. Media plan evaluation(1)
 14. Media presentations to the client(1)
 15. Media audit(2)

Book list

1. Jack Z. Sissors and Jim Surmanek, *Advertising Media Planning*-Crain Books 1976
2. James R Adams, *Media planning*-Business books 1977
3. Advanced M.P.-John R Rossister, Kluoer Academic Publications 1998
4. Advertsing M.P., Jack Z Sissors McGraw Hill 6th Edission

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Semester VI

Paper VI

Newspaper – Magazine making

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

Introduction to the theoretical aspects:

1. Graphic Communication – Past and Present (3)
 - Present
 - Planning Stage
 - Preparation Stage
 - Production Stage
 - Past
 - Improvements in Presses over the period of time
 - Improvements in Typesetting
 - 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
 - Prepress Operations
 - Fundamentals of Letterpress
 - Prepress Operations
 - Special Requirements of Rotary Letterpress
 - Fundamentals of Gravure
 - Fundamentals of Screen Printing
 - Fundamentals of Flexography
 - Computerised Imaging Systems – Jet and Electrostatic Printing
4. Type and Typesetting (3)
 - Typesetting Terminology
 - Typeface Terminology
 - Typeface Classification
 - Type and Typesetting Measurements
 - The Point

- The Pica
- The Em
- The Unit
- The Agate Line
- The Metric

Introduction to the practical aspects

- | | |
|--|------|
| <p>5. Using Type Creatively</p> <ul style="list-style-type: none"> • Visual Syntax • The New Typography • Placing emphasis • The Layout • Headline Size • Initial Letters | (6) |
| <p>6. Electronic Copy Processing Systems</p> <ul style="list-style-type: none"> • Bits and Bytes • Input/Output Devices • Fonts and Font Sizes | (2) |
| <p>5. Preparation for Printing</p> <ul style="list-style-type: none"> • Pasteups • Positives and Negatives • Plates – types • Graphics and half tone | (4) |
| <p>7. Principles of Magazine Layout</p> <ul style="list-style-type: none"> • Planning the Layout • Preparing the Dummy • Designing the Template • Balance and Simplicity | (6) |
| <p>8. Newspaper Design and Layout</p> <ul style="list-style-type: none"> • 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 | (12) |

Internal Assessment : Individual Project

A Minimum of 10 to 15 hrs of Lectures should be devoted to discuss the newspaper design. 30 to 32 hrs to be dedicated for preparing the layouts, preparing dummies, 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

There will be no written examination for this paper The student will be evaluated on the basis of the quality of newspaper/magazine prepared. With 50 marks evaluation to be done by the internal faculty and 50 marks allotted to viva which will be conducted by two external examiners (One faculty of the BMM Journalism department from any other college and second a professional from the news making field). The viva shall contain questions on the newspaper/magazine prepared by the candidate.

Revised Syllabus for TY BMM (Journalism) from June 2009
Semester V Subject: Reporting Paper I

Objectives:

Certain basic principles: Accuracy, Objectivity, Clarity and speed

The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories

Understanding New Values

Writing reports:

Organise material as per its importance, the most important aspects should come first

Use a simple style, short sentences and stick to facts without commenting on them

Talk to people, learn to use quotes effectively

Leads and its types:

A good lead is winning half the battle, the lead should convey the importance of the news item

The Five W's and one H concept

Leads need not be stereotyped, different types 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

Gathering news: On – the – spot principle, talking to different people who were eye witnesses to an incident, press conferences, the art of asking brief, pointed questions which can lead to newsy replies, handling press notes and rewriting them in journalistic style without missing the news aspect, 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 speeches

New news writing style; 1) Using more actual quotes 2) Begin with individual case and expand generally

Beat Reporting and developing sources

Beats are best sources of news. Getting experience in beats through long tenures. The importance of sources, spotting, developing and retaining their confidences, regular presence at beats, group reporting and doing 'exclusives' without antagonizing group members and not go by the 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

Follow up Every story which has public appeal needs to be followed up Just reporting it once and giving it up are 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.

News campaigns interpretative and Analytical Reporting

Investigative Reporting:

1. Explain investigative reporting using Watergate and Harshad Mehta as a case study
2. What makes a good investigative reporter? Tenacity, ability to spot news and carry it to its logical end, commitment to the best traditions in journalism (Patience, painstaking, hard work)

3. Brief history of investigative journalism, abroad and India. 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, element 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
4. Investigative reporting and how it differs from yellow journalism
5. Role of investigative journalism in bringing about changes in the establishment. Limitations in India
6. White collar crime, cyber crime and need for technical knowledge, being computer savy
7. Investigations in the English and indigenous language pages.

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

Cobblar Scam

J. J. Death cases

(Interview 5 awardees of Patrakar Sangh for best investigative stories or Analyse this award winning stories)

1. Yamunabai Khadilkar investigative journalism award
2. Raikar Bose investigative journalism award

SEMESTER - V

Subject : Editing

Paper : II

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

Syllabus:

1. Specific language inputs

- Usage tips
- Words and phrases to avoid
- Specific grammatical problems

2. Structure and functions of the editorial set-up of a newspaper

3. Functions of the sub-editor – Writing, editing, design

4. Editing

- Understanding the publication – it's audience, ideology, raison d'être
- Style book
- Editing symbols and how the computer has revolutionized editing
- Editing to fit available space – cutting or expanding copy to fill space
- Reorganising 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's and don'ts, role of punctuation in headings.
- Writing effective captions
- Intros and rewriting leads

5. Typography and design

- 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 visuals for crime/death/grief stories
- Cropping pictures
- Formulating effective graphics

6. Editing on the computer using:

- Photoshop
- Pagemaker
- Corel Draw
- Illustrator

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*;

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Semester - V
Paper III Feature and Opinion

Objectives: Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing

Role of opinion writing the need for mature thinking and professional experience

Syllabus:

- 1 'Hard' news, 'soft' news, definitions and differences. (2)
- 2 'Report' and 'features' basic differences and roles in journalism. The News feature and how to develop it from a 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 colour, effective leads, creating images for the readers, the role of human interest in feature writing, how to 'dig' for anecdotes and quotes, more intense research than for a news report eye for off beat facts (5)
- 4 Special types of features: The Interview form, different types (third person, qn-answer type) preparing for an interviews, 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 brief history, origin of the obit form, the superior form of obits in western media why our obits are always flattering and restricted mainly to politicians need to diversify subjects and not too much of sugar coating (3)
- 6 Reviews, mainly film, arts, dance, music, theatre, and books Qualities of a good critic knowledge, passion, keen interest proper background, understanding of the audiences and the role of commercial art in chasing away the blues special skills needed for reviews (5)
- 7 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 columns (5)
- 8 Trend stories, Life style journalism, focus on campus, youth style and layout New Journalism, growing importance of environmental features, the dangers of imitating the West, strides in Business Journalism (briefly) (3)
- 9 The Editorial page and op-ed page: History, evolvment, how much do editorials declined with managements calling the shots, qualities of a good editorial page editor, The editorial page layout, any need for frequent changes? The 'Middle' and how it had been shifted around (5)
- 10 Editorial writing, special skills and analytical power (2)
- 11 Some famous editors in Indian journalism: S. Sadanand, R.K.Karanjia, M.J.Akbar, Kumar Ketkar, Talwalkar, Shekhar Gupta, Shyam Lal, Girilal Jain, N. Ram (3)

INDIAN REGIONAL JOURNALISM

Objective

- ❖ 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

Syllabus

1. Overview of impact of important newspapers in Hindi, Marathi, Tamil, Telugu, Malayalam, Urdu and Kannada
2. Use of common facilities like news pool, personnel, inputs and managerial expertise in media groups.
3. History and development of newspaper in Bengali, Hindi, Urdu, Marathi, Malayalam, Telugu, Tamil and Kannada
4. How Indian language newspapers have shaped outlook and cultural identities. Renaissance in Bengal, Social reform in Maharashtra and Tamilnadu
5. Rise of 'Hindi' newspapers and their dominance in North India
6. The language press and local politics, including rise of communalism, regionalism, irrational beliefs.
7. Growth of regional newspapers like 'Dainik Bhaskar', 'Dainik jagran', 'Malayala Manoram', 'Dina Thanthi', 'Anand Bazar Patrika' and 'Lokmat'
8. Tendency to hunt for higher profits at sacrifice of standards of journalism.
9. Political role of newspapers before and after Independence – 'Kesari', 'Mathrubhummi', 'Ananda Bazar Patrika', 'Eenadu', 'Saamna', 'Tarun Bharat'
10. Role of editors in upholding standards of journalism e.g. Ramoji Rao, K.M.Mathew, Kumar Ketkar, Kundan Vyas etc.
11. Study the role of Editor- campaigners like Raja Ram Mohan Roy, Bal Gangadhar Tilak, Acharya P.K.Atre, K.P.Kesava Menon, H.R. Mahajani Dharam Vir Bharati, Maulana Abul Kalam Azad, Abdul hamid Ansari etc.
12. Era of mass circulated regional newspapers. Necessary precautions against downslide of social commitment and objectivity.

BOOK LIST

Jeffrey, Robin: India's Newspaper Revolution, Oup, 2000

Semester-V

Journalism and Public Opinion Paper IV

Objective: To examine critically the relationship between the media and 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? (2)
2. Which are the tools used to gauge public opinion? How reliable are they? (2)
3. Examining the process 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, vested interests of the managements and how far they manipulate the media? How then, can the public trust the opinions floated by the media (5)
4. Same issues as discussed by opinion makers like Walter Lippman, Noam Chomsky and Lasarsfeld Their views on public opinion, role of military industrial complex, big corporations and the Think Tanks set up by them, the right wing money power and how they influenced public opinion in the Vietnam and Iraq wars (5)
5. Agenda setting v/s Uses and Gratifications model (2)
6. The increased use of comment in reporting, the highly biased methods in the choice of news selection and their presentation through headlines and photographs (illustrate these with examples from the Indian media). Provocative editorials and news analysis during communal riots How all these influence public opinion (5)
7. Political opinion as formed by the media (10)
The manner in which our media portrayed political parties, leaders and events how often these opinions changed and why? The unhealthy closeness between journalists and politicians leading to rewards like Rajya Sabha nominations etc
Election coverage, pre and post election, opinions of arm chair experts, the importance of going on the field and doing on the spot coverage, influence of factors like caste, religion, money and muscle power, the changing role of the Election Commission and the Chief Election Commissioner starting from T. N. Seshan, role of opinion and exit polls
Media comments on important policy matter Indo-US Nuclear treaty, Reservation, Annual Budgets Role of vested interests in writing for or against such policies
- 8 Role of media in times of war and how government tries to influence the media, (10)
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, the conflict at Gaza, Terrorist vs Freedom fighter controversy

- 9 Internal Conflicts and media reactions to these (5)
State terrorism, is media too much in sympathy with the views of human rights experts as in Kashmir and Khalistan conflicts Secessionism, the demand for a greater Tamil Nadu, the Tamil sympathies for the LTTE media approach to the Naxalite problem
Covering communal riots, ethnic problems, the temptations to take sides and how to avoid them
- 10 Shaping Trends how does media react to changing times, a society more influenced (5)
by money power, obsession with celebrity trivia media portrayal of women in cinema, TV serials
- 11 The CNN effect impact, does it still continue? Coverage of 2008 US presidential (4)
election and the coverage of Barack Obama and how it helped him to lead his rivals

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