

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for Third Year

Program: Bachelor of Arts

Course/Subject: Multimedia and Mass
Communication
(TYBAMMC)

with effect from
Academic Year 2024-2025

ADVERTISING – SEMESTER V

Course Code	Course Title	Credits	Lectures /Week
KMMC24511	Copywriting	4	3
Learning Outcomes: After successful completion of this course, students would be able to • Relate with the concept of copywriting as selling through writing • Write basic formats of briefs and persuasive copies recognizing the process of creating original, strategic, compelling copy for various mediums • Analyse current trending advertising campaigns and learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression • Compose influential ideas to ensure maximum impact of various types of Advertising for various media and a variety of audiences • Generate, develop, and express ideas effectively			
Unit	Topics	No. of Lectures	
I	Foundation	10	
	1. <u>Introduction to Copywriting</u> : Basics of copy writing; Responsibility of Copy writer 2. <u>Creative Thinking</u> : How to inculcate a 'creative thinking attitude; The idea incubation process; What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative; Crafting the reasons why consumers should believe your brand and act 3. <u>Idea Generation Techniques</u> : Brainstorming; Triggered Brain-Walking; Questioning Assumptions; Picture Prompts; Scamper; Observation; Referencing; Interaction; Imagination; Dreams; Creative Aerobics 4. <u>Transcreativity</u> : Introduction; Purpose		
II	Writing for Advertising	08	
	1. <u>Briefs</u> : Marketing Brief; Creative Brief 2. <u>Writing Persuasive Copy</u> : Tone of Voice; What's the Tone?; Tonality and character matters; How to make your Writing walk, talk, and breathe; Creating Breakthrough Writing; How to Control the "Command Center" in Your Prospect's Mind; How to Change Perception; Emotionality, Storytelling		
III	Current Advertising Campaigns	12	

	1. <u>Copywriting Style of Current Advertising Campaigns of the best Advertising Agencies for their Clients</u>: Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the classroom: JWT; Ogilvy; Lowe Lintas; FCB Ulka; DDB Mudra; Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analysed and discussed in the classroom. 3. <u>Student to be taught the following when discussing the Campaigns</u>: Copywriting Style; Idea and Concept; How Copy is varied for different media; Copy for children, youth, women, Senior citizens, Executives, millennials, Baby Boomers, Gen X, Gen Y, Gen Z; Advertising Appeals; Tone of Voice; Story Telling	
IV	Media and Influences	10
	1. <u>Writing Copy for Various Media</u>: Print: Headlines, sub headlines, captions, body copy, and slogans; Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TVS's; Outdoor posters; Radio; Digital copy for social media like Facebook, Instagram etc.; Copy for web page 2. <u>Writing Copy for Various Audiences</u>: Children; Youth; Women; Senior citizen; Executives; Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
V	Writing Copies, Appeals, Execution Styles and Evaluation	08
	1. <u>How to Write Copy for</u>: Direct Mailer; Classified; Press Release; B2B; Email Copy; Advertorial; Infomercial 2. <u>Various Types of Advertising Appeals and Execution Styles</u>: Rational appeals; Emotional appeals: Humour, Fear, Sex appeal, Music; Various advertising execution techniques; The techniques Evaluation of an Ad Campaign 3. <u>The Techniques for Evaluation of an Ad Campaign</u>: Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
	Total	48
Reference Reading:		
1. Looking Away by Harsh Mandar 2. Copywriting by J. Jonathangabay Frsa 3. Copywriting: Successful Writing for Design, Advertising and Marketing Book by Mark		

Shaw

4. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters *by Joseph Sugarman*
5. The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy that Sells Book *by Robert Bly*

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24512	Advertising & Marketing Research	4	3
Learning Outcomes: After successful completion of this course, students would be able to • Memorize fundamental concepts of Research in the fields of Advertising and Marketing • Classify research methodologies – Qualitative Vs Quantitative • Analyze and process the data collected for research purposes in the fields of Advertising and Marketing • Prepare an accurate report of research conducted in the fields of Advertising and Marketing • Clarify the scope and techniques of Advertising and Marketing research, and their utility			
Unit	Topics	No. of Lectures	
I	Fundamentals of Research	05	
	1. What is Literature review? 2. Statement of the problem 3. Aims and objectives of the study 4. Relevant Research questions 5. Meaning, Definition, Need and Importance 6. Scope of Research Design 7. Types – Descriptive, Exploratory and Causal		
II	Data Collection	09	
	1. Survey instruments 2. Designing the questioning using projective technique for Qualitative research 3. Designing the Questionnaire using attitude measuring scale for Quantitative research 4. Meaning of Sample and Sampling 5. Process of Sampling 6. <u>Methods of Sampling</u> : <i>Non-Probability Sampling – Convenient, Judgment, Quota, Snowball; Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multistage</i>		
III	Data Processing & Analysis	06	
	1. Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool. 2. Data collected are to be presented and analyzed.		

	- Students will have to choose the methods that best suits the data collected. - Data could be presented using tables, pie charts, bar charts, histogram etc. - Data presented should be accompanied with the interpretation of the associations and relationships. - Among the data groups with the appropriate implication to the study or the unit of study. - The Summary of Interpretation should provide answers to the research questions. - The Interpretations based on Descriptive Statistics should include mode, mean, median, Range, Variance, Standard Deviation, Kurtosis, and Skewness. - Any of the following multivariate analysis may be used such as Regression, Correlation, T-test, Factor Analysis and Discriminant Analysis.	
IV	Report Writing	10
	<u>Format of Research Reports</u>: The research report shall have the following components – Title Page; Index; Introduction and Research objective; Industry Overview; Literature Review; Statement of the Problem; Statement of Hypothesis (Min. two hypothesis); Research Methodology and Research Design; Data Analysis and Interpretations; Findings; Suggestions; Annexure (questionnaires); Bibliography	
V	Advertising & Marketing Research	13
	- Introduction to Advertising Research <u>Copy Research</u>: Concept testing; Name testing; Slogan testing <u>Copy testing measures and methods</u>: Free Association; Direct Questioning; Direct Mail Tests; Statement Comparison Tests; Qualitative Interviews; Focus Groups <u>Pretesting</u>: Print Pretesting: Consumer Jury Test, Portfolio test, Paired comparison test, Order-of-merit test, Mock magazine test; Direct mail test; Broad casting Pretesting: Trailer tests, Theatre tests, Live telecast tests, Clutter tests; Challenges to pre-testing, Example: The Halo Effect <u>Post testing</u>: Recall tests; Recognition test; Triple association test; Sales effect tests; Sales results tests; Enquires test <u>Physiological Rating Scales</u>: Pupil metric devices; Eye-movement camera; Galvanometer; Voice pitch analysis; Brain pattern analysis <u>Market Research</u>: New product research; Branding Research; Pricing Research; Packaging Research; Product Resting	
	Total	48

Reference Reading:
1. Research for Marketing Decisions <i>by Paul E. Green, Donald S. Tull</i> 2. Business Research Methods <i>by Donald Cooper and Pamela Schindler</i> 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24513	Brand Building	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline the basic concepts of Brand Building • Express their understanding about what a Brand is and its positioning • Sketch strategies to get a Brand across to the Audience • Distinguish Brand Imperative and Global Brands • Build brands for CSR, Different Sectors and Life Cycles			
Unit	Topics	No. of Lectures	
I	Introduction to Brand Building	04	
	1. Meaning 2. Product vs Brand 3. Why Brand Matters 4. Process of Branding 5. Types of brands - National, Retails 6. Flanker, Distributor, Luxury, Global brands 7. Brand building blocks 8. Guidelines for effective branding 9. Brand Elements & their types		
II	Understanding the Brand	06	
	1. <u>Brand Identity and Brand Personality</u> : Consumer; Industrial; Retail; Classified; Corporate; Public service; Generic; National; Global; International; Social (CSR); Advocacy 2. <u>Brand Positioning</u> : Product class; Consumer segmentation; Perceptual mapping; Brand benefits and attributes; Corner stones of positioning strategy basis		
III	Getting your Brand across to the Audience	08	
	1. <u>Brand Leveraging</u> : Line; Brand extension; Types of Brand Extensions; their advantages and disadvantages; Moving up/ down; Co- branding 2. <u>Brand Strategies</u> : Multi- branding; Mix branding; Hierarchy-Building; Equity at Different Hierarchy Levels; Brand Product; Matrix; Brand Architecture- Breadth of a Branding Strategy; Depth of a Branding Strategy 3. <u>Brand Equity & Models</u> : Elements/Sources; Measurement (Brand Awareness, Brand Loyalty); Models: Yand R – Graveyard Model, Brand Asset Valuator, Brand Equity Ten, Inter Brand, Equity Brand		

IV	Imperative, Global & Corporate Image	10
	1. Brand Imperatives: <i>Co-ordination Across Organization, Co-ordination Across Geography, Re-branding, Revitalizing, Rural Advertising and Brands</i> 2. Global Brands: <i>Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position, Globalization</i>	
V	CSR, Different Sectors & Life Cycle	
	1. Brand Building through CSR: <i>CSR as part of business environment management, How CSR activities can be used for Brand Building, Social activities other than CSR to enhance the brand</i> 2. Conception and Growth: <i>Important factors in conception and various stages of growth and maturity of brands with various case studies</i> 3. Brand Building in Different Sectors: <i>Customer, Industrial, Retail and Service Brands</i>	
	Total	48
Reference Reading:		
1. Building Strong Brands <i>by David A. Aker</i> 2. The 11 Immutable Laws of Internet Branding <i>by Al Ries and Laura Ries</i> 3. Brand Management: The Indian Context <i>by Y L R Moorthi</i> 4. Strategic Brand Management <i>by Kevin Keller, M.G Parameshwaran, Issac Jacob</i> 5. Brand Positioning: Strategies for Competitive Advantage <i>by Subroto Sengupta</i> 6. Marketing and Branding: Indian Scenario <i>by Kumar, Ramesh S.</i> 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation <i>by Damian Ryan</i> 8. What great brands do Building Principles that Separate the Best from the Rest <i>by Denise Lee Yohn</i> 9. What's in a Brand-Building Brand Equity Through Advertising <i>by John Philip Jones</i> 10. Brand Equity: An Indian Perspective <i>by Sangeeta Trott, Vinod V. Sople</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24514	Agency Management	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline how an ad agency works and what opportunities exist • Explain the concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign • Recognize the different aspects of running an ad agency • Employ their learnings into setting up an ad agency • Apply competencies thereby enabling to undertake professional work with advertising industry			
Unit	Topics	No. of Lectures	
I	Functioning of the Advertising Agencies	10	
	1. <u>Advertising Agencies</u> : Agencies role, Functions, Organisation and Importance, Different types of ad agencies 2. <u>Account Planning</u> : Role of account planning in advertising, Role of Account Planner, Account Planning Process 3. <u>Client Servicing</u> : The Client – Agency Relationship; 3P's of Service: Physical evidence; Process and People; The Gaps Model of Service Quality; Stages in the client-agency relationship; How Agencies Gain Clients; Why Agencies Lose Clients; The roles of advertising; Account executives 4. <u>Advertising Campaign Management</u> : Means-End chaining; Method of Laddering as guides to Creative; Advertising Formulation		
II	Analyzing Current Advertising Campaigns	08	
	1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analysed in the class 15 room: JWT, Ogilvy, Lowe Lintas, FCB Ulka, DDB Mudra, Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analysed and discussed in the classroom. The application questions are Expected on the latest campaigns.		
III	The Business of Advertising Agencies	10	

	1. <u>Entrepreneurship</u>: <i>Entrepreneurship - Definitions, Meaning, Concept, Functions, Need and Importance, Entrepreneurship as Innovation, Risk Taking and Problem Solving, Social Entrepreneurship</i> 2. <u>Sources of capital for start-up Company</u>: <i>Personal Investment, Family, Venture Capital, Angels Finance, Business Incubators, Government Grants and Subsidies, Bank Loans</i> 3. <u>Creating and Starting the Venture</u>: <i>Sources of new Ideas, Methods of Generating Ideas, Creating Problem Solving, Product Planning and Development Process</i>	
IV	Setting Up an Advertising Agency	10
	1. <u>Business Plan for Setting up an Agency</u>: <i>Business Plan Introduction, Various Stages in setting up a New Agency</i> 2. <u>Marketing plan of the client</u>: <i>The Marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan</i>	
V	Managing the Agency	08
	1. <u>The Response Process</u>: <i>Traditional Response Hierarchy Models: AIDA, Communications Objectives, DAGMAR: An Approach to Setting Objectives</i> 2. <u>Agency Compensation</u>: <i>Various methods of Agency Remunerations</i> 3. <u>Growing the Agency</u>: <i>The Pitch: request for proposal, speculative pitches, Pitch Process; References, Image and reputation, PR</i> 4. <u>Sales Promotion</u>: <i>The Scope and Role of Sales Promotion; Reasons for the Increase in Sales Promotion; Objectives of Trade-Oriented Sales Promotion; Techniques of Trade-Oriented Sales Promotion; Objectives of Consumer-Oriented Sales Promotion; Techniques of Consumer-Oriented Sales Promotion</i>	
	Total	48
Reference Reading:		
1. Advertising and Promotion <i>by G. Belch and M. Belch</i> 2. Advertising Promotion and Other Aspects of Integrated Marketing Communications <i>by Terence A. Shimp</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24515	Consumer Behaviour	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline the sociological & psychological perspective of consumer behaviour, • Discuss complexities of consumer behaviour and its importance in marketing & advertising • Examine the changing trends in consumer behaviour while understanding the relevance of learning there • Relate to the socio-economic & cultural determinants of consumer behaviour • Explain processes and models of decision making in consumer behaviour			
Unit	Topics	No. of Lectures	
I	Understanding Consumer Behaviour	10	
	1. <u>Introduction to Consumer Behaviour</u> : <i>Need to study Consumer Behaviour; Psychological & Sociological dynamics of consumption; Consumer Behaviour in a dynamic & digital world</i> 2. <u>Marketing & Consumer Behaviour</u> : <i>Segmentation Strategies – VALS; Communication process; Persuasion - Needs & Importance, ELM, Persuasive advertising appeals</i>		
II	Psychological Determinants & Consumer Behaviour	08	
	1. <u>Motivation</u> : <i>Types & Theories – Maslow</i> 2. <u>Attitude</u> : <i>Characteristics, Theories, Tricomponent</i> 3. Multi-attitude Model 4. Cognitive Dissonance 5. <u>Personality</u> : <i>Facets of personality – Theories: Freud & Jung; Personality traits & consumer behaviour; Self-Concept</i> Application of these theories in the marketing and consumer behaviour.		
III	Relevance of Learning in Consumer Behaviour	10	
	1. <u>Perception</u> : <i>Elements in perception - Subliminal perception; Perceptual Interpretation: Stereotyping in advertising</i> 2. <u>Learning</u> : <i>Elements in Consumer Learning</i> 3. Behavioural & Classical Theory 4. Cognitive Learning		

IV	Socio-Economic & Cultural Determinants of Consumer Behaviour	10
	1. <u>Family</u>: Role of family in Socialization & Consumption – FLC 2. <u>Culture</u>: Role & Dynamics - Subculture & its influence on consumption, Changing Indian core values, Cross culture consumer perspective 3. <u>Social Group</u>: primary and secondary and the role of Reference group & Consumer Behaviour 4. <u>Economic</u>: social class as the economic determinants of consumer behaviour	
V	Consumer Decision Making	10
	1. Process of decision making 2. Models of decision making 3. Opinion Leadership 4. Diffusion & adoption process	
	Total	48
Reference Reading:		
1. Consumer Behaviour by Leon. Schiffman, Joseph Wiserblit, S., Ramesh K. 2. Consumer Behaviour – Concepts & Applications by David L. Louder, Albert Jdello Bitta 3. Consumer Behaviour – Insights from Indian Market by Ramaniy Majumdar		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24516	Documentary and Ad Film Making	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline the various categories of Documentaries • Discuss the planning involved in making audio visual communication effectively • Demonstrate effective and ethical public communication • Practice basic skills in the practical aspects of Documentary and Ad Film making • Employ skills to write and shoot effective Documentary and Ad film			
Unit	Topics	No. of Lectures	
I	Category	08	
	1. Non-fiction (Limitation and Wonders) & Docu-drama 2. Anthropological & Ethnographic 3. Biographical & Historical 4. Arts & Cultural 5. Science and Technology 6. Promotional 7. Environment including Agricultural 8. Social Issues 9. Educational 10. Investigative 11. Family Values 12. Exploration or Adventure		
II	Writing	04	
	1. Formation of Concept 2. Research Modes: Library, Archives, Location, Life stories, ethnographic 3. Synopsis 4. Script and Visualization 5. Commentary 6. Subtitling or Translation		
III	Stages of Production	18	
	1. <u>Pre-Production</u> : Engaging technical team & equipment, Acquiring shooting permissions 2. <u>Production</u> : On locale and studio shooting, Technology involved 3. <u>Postproduction</u> : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording and Mixing, DI and Subtitling, Making final master & telecast copy		

IV	Ad Film Making	10
	1. Writing a selling concept 2. Budgeting 3. Preparing Storyboard (Using different formats of making) 4. Agency/Client approval	
V	Pre-Production to Postproduction	08
	1. Finalization of Cast and Crew 2. Set erection 3. Location 4. Scheduling 5. Shooting 6. Editing 7. Voice Over 8. Music 9. Foley 10. Special Effects & Graphics 11. Sound Re-recording & Mixing 12. DI & Subtitling 13. Making final master & telecast copy	
	Total	48

ADVERTISING – SEMESTER VI

Course Code	Course Title	Credits	Lectures/ Week
KUAMMC24611	Digital Media	4	3
Learning Outcomes: After successful completion of this course, students would be able to ● Outline the basic concepts related to Digital Media ● Discuss concepts of marketing through search engines and web analytics ● Practice marketing through online media ● Write content for various online media ● Explain various Cyber Laws catering to Digital Media			
Unit	Topics	No. of Lectures	
I	Introduction to Digital Marketing	04	
	1. Understanding Digital Media 2. Advantages of Digital Media 3. Principles of Digital Media Marketing 4. Key Concepts in Digital media 5. Traditional Vs Digital Media		
II	Marketing through Search Engines & Web Analytics	12	
	1. <u>Search Engine Optimization (SEO)</u> : How search Engine works; Introduction to SEO; On Page Optimisation; Off Page Optimisation; SEO Audit; Tools and Measurement; SEO Resources; Careers in SEO 2. <u>Search Engine Marketing (SEM)</u> : What is SEM?; Why SEM; What is Google Adwords?; Why Google Adwords; Google network; Adwords terminologies; Campaign types; Creation of Google Display NETWORK (GDN); Display Ads format; Conversion tracking; GDN Campaign creation (DEMO); Remarketing; What are Google shopping Ads 3. <u>Web Analytics</u> : Introduction to Analytics; Social CRM and Analysis; Google Analytics; Digital Analytics; Content Performance Analytics; Visitor Analysis; Social Media Analytics		
III	Marketing through Online Media	25	
	1. <u>Social Media Marketing (SMM)</u> : Introduction to Social Media; Facebook Marketing; Instagram Marketing; LinkedIn Marketing; Twitter Marketing; SMM Tools; Creating a successful social media strategy		

	2. <u>Email Marketing</u>: Key terms and concepts; Customer acquisition strategies; Best Practices – CRABS; Tools to enhance lead nurturing; Enhance better reach 3. <u>Affiliate Marketing</u>: Definition; Purpose; Resources required; Top Players in Affiliate Marketing; Segregation of Affiliate marketing 4. <u>Programmatic Marketing</u>: Evolution and growth of Programmatic Marketing; Real Time Bidding; Types of Programmatic Advertising; Advantages and Challenges; Myths of Programmatic Marketing	
IV	Content Writing	04
	1. Intro to content writing 2. Core Principles of Content writing 3. Why blogs matter? 4. Principles of writing blogs 5. How to write content for twitter and Mobile	
V	Cyber Laws	02
	1. Information Technology Act 2. Copyright Act 3. Cyber Ethics 4. Digital Security	
	Total	48
Reference Reading:		
1. Digital Marketing by Seema Gupta 2. Digital Marketing by Puneet Singh Bhatia		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24612	Advertising Design (Practical)	4	3
Learning Outcomes: After successful completion of this course, students would be able to • Recognise the basic concepts related to Communication Design and the various roles involved in the process of design • Identify various concepts of the language of visuals • Prepare various types of layouts required for ad / communication design • Employ the learnings of this subject to plan a professional advertising campaign • Design logos and various types of Ads			
Unit	Topics	No. of Lectures	
I	Advertising Design = Communication Design	10	
	1. <u>Project Paper</u> : Intro to Project paper & Campaign; Campaign outline; Elements to be produced; Viva voce 2. <u>Role of Agency Departments</u> : Accounts Department – Client handling, Strategy planning; Media Department – Media research, Media planning, Buying & billing; Creative Department – Prime calibre, All of visualisation, Creative thinking, Execution; Production Department – (in-house or outsource) Photography, TVC, Print of promotional material 3. <u>Process of Design</u> : Product (features & benefits); Market: (TA) Psycho & Demography; Message Strategy: What to say & How; Competition & claim; Visualisation & Copy; Illustration: Choosing one among; Execution: Graphic design 4. <u>Art Direction</u> : Role of art director in various media; Detailing in illustration; Detailing in TVC: Location, Models, Costume, Working on storyboard 5. <u>Analysing Ads & Logos</u> : Discussion of existing ads - Print ads: For layout, Colours, Message; TVCs: AV, Pace, Tone etc.; Innovative, Ambient, Transit for relevancy; PoS: For size, Place, Consumer Psychology		
II	Language of Visuals	08	
	1. <u>Elements of Design (Vocabulary)</u> : Point, Line, Shape, Size, Tone, Colours, Texture, Space 2. <u>Principles of Design (Grammar)</u> : Proportions, Contrast. Harmony, Balance, Rhythm, Unity 3. <u>Rules of Design</u> : Emphasis; Proximity; Alignment; Visual path; Syntax; Gestalt: Completion, Closure, Invariance,		

	<i>Multi-stability, Figure & ground etc.</i> 4. <u>Optical Illusions (Visual Influences)</u>: Shapes & proportions, Tones & contrast, Lines & length 5. <u>Type as Design Element (Typography)</u>: Classification: Serif, Sans serif, Decorative, Trendy etc.; Measurement: size, weight, Kern, Track, leading, Baseline etc.; Word Expression, Meaning expressed by appearance	
III	Layout – The Blue Print	10
	1. <u>Types of Layouts</u>: Mondrian, Picture window, Split, Big type, All text, All art, Circus etc. 2. <u>Stages of Layouts</u>: Thumbnail sketches, Rough layout, Finished layout, Comprehensive 3. <u>Choosing Picture</u>: Strong visual capable of selecting Target Group, Suitable with headline, Trial close 4. <u>Choosing Typo</u>: Sorting text into parts of copy, Choosing appropriate typeface for Headline, Subheads, Slogan, Body etc. 5. <u>Putting all Together</u>: Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	
IV	Planning a Campaign	10
	1. <u>Choosing a Product</u>: Finalizing what to sell; Designing a Logo: Type based, Shape based, combo, Symbolic etc.; Planning tagline 2. <u>Research</u>: Product/Service (features & benefits); Market: Wants & Needs, Psycho & Demography, What words may click their minds; Tone & Voice 3. <u>Idea Generation</u>: Coming to big idea, Trying various idea generation techniques 4. <u>Visualising Layout</u>: Choosing appropriate image/s & working on rough layout; Finalizing layout for highest effectiveness	
V	Execution: On System Work	10
	1. Logo Design: Working on system: Corel Draw/Illustrator; Designing Logo, Deciding colour scheme (Logo is vector based); Modifying Typo, Using glyphs, Considering shape as identity 2. Logo Manual: Creating a Logo design Philosophy; Explaining the logic behind choice of Type; Choice of colour; Reason for shape; Tagline as brand promise; Making all compact; Creating 4 diff sizes & also reverse 3. Print Ads/Press Ads: Press – Using finalized layout for creating series of three ads (Synergy maintained); Diff image same typo OR Diff expressions same model (brand ambassador) & same typo; Creating headlines suitable to image (syntax)	

	4. Outdoor Ads, Innovative/Transit/Ambient Point of Purchase: <i>Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines</i> 5. TVC: <i>Story line, Script, Floor plan, Camera plot, Storyboard with VFX, OSD, SFX, VO</i> 6. Web Ads: <i>Pop up, Scroll, Banner etc., Printing, Mounting & Preparing for viva</i>	
	Total	48
Reference Reading:		
1. <i>Art & Ideas by G. S. Rege</i> 2. <i>Art & Production by N. N. Sarkar</i> 3. <i>Advertising Design by Robin Landa</i> 4. <i>Elements of Graphic Design by Alexander White</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24613	Advertising in Contemporary Society	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline the changes that have taken place in the advertising environment over the years • Discuss the effects, criticism and social implication of advertising • Explain various types of advertising • Analyse the advertising environment of India and other foreign countries • Explain the various concepts of advertising on social marketing			
Unit	Topics	No. of Lectures	
I	Changes in Advertising Environment	10	
	1. Advertising Environment post-independence 2. Liberalization Privatization 3. Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy 4. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Lifestyle		
II	Effect, Criticism & Social Implication of Advertising	10	
	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy		
III	Types of Advertising	08	
	1. Political advertising 2. B to B 3. Consumer advertising 4. Retail advertising 5. Industrial advertising 6. Financial advertising 7. Internet Advertising and Digital Advertising – Upcoming different ways in New Media		
IV	The analysis of Advertising environment of India and other foreign countries	12	

	1. <u>National, International and Global Advertising & Marketing</u>: <i>The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND</i> 2. The use of this analysis in marketing and Advertising (CASE STUDY)	
V	Social Marketing	08
	1. Social Marketing: Definition, Need for Social Marketing 2. The difficulties of Social Marketing 3. The various subjects for Social Marketing 4. Effects of social marketing. (CASE STUDY)	
	Total	48
Reference Reading:		
1. Advertising <i>by Amita Shankar</i> 2. Advertising <i>by London & Britta</i> 3. Advertising <i>by Ramaswamy & Namakeeman</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24614	Brand Management	3	3
Learning Outcomes: After successful completion of this course, students would be able to • Define the basic concepts of Brand Management • Discuss planning and implementation of Brand Marketing programs • Classify growing and sustainability Brand Equity • Outline Brand Performance, Management and Communication • Describe the managing of Brands over geographical boundaries			
Unit	Topics	No. of Lectures	
I	Introduction to Brand Management	12	
	1. <u>What is Brand Management</u> : Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities 2. <u>Models</u> : Strategic Brand Management Process, Customer Based Brand Equity model (CBBE) 3. <u>Brand Positioning</u> : Meaning, Importance, Objectives, Scope, Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences		
II	Planning and Implementing Brand Marketing Programs	12	
	1. <u>Brand Elements</u> : Meaning, Criteria for choosing Brand Elements, Types of Brand Elements, Integrating Marketing Programs and Activities 2. <u>Personalising Marketing</u> : Experiential Marketing; One to One Marketing; Permission Marketing; Product Strategy – Perceived Quality and Relationship Marketing; Pricing Strategy: Setting Prices to Build Brand; Equity Channel Strategy: Direct, Indirect Channels, Web Strategy 3. <u>Cause Marketing to Build Brand Equity</u> : Meaning of Cause Marketing, Advantages, Green Marketing, Building Global Customer Based Brand Equity		
III	Growing and Sustainability Brand Equity	12	
	1. <u>The Brand Value Chain Model</u> : Value stages and implication, What to track, designing brand tracking studies 2. <u>Brand Equity</u> : Meaning, Importance, Objectives, Sources of Brand Equity, Steps of Brand Building including Brand		

	<i>Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity</i> 3. <u>Measuring Sources of Brand Equity</u> : <i>Qualitative Research Techniques – Projective Techniques (Completion, Comparison, Brand; Personality and Values: The Big Five, Free Association); Quantitative Research Techniques – Brand Awareness (Recognition, Recall, Brand Image, Brand Responses)</i>	
IV	Brand Performance, Management and Communication	08
	1. Global Branding Strategies 2. Brand Audit 3. Role of Brand Managers 4. Online Brand Promotions 5. Role of Brand Ambassadors 6. Celebrities 7. Loyalty Program	
V	Managing Brands over Geographical Boundaries	04
	1. Global Marketing Program 2. Advantages and Disadvantages 3. Cultivate Brand Partnership	
	Total	48
Reference Reading:		
1. Strategic Brand Management – Building Measuring and Managing Brand Equity <i>by Kevin Lane Keller, M. G. Parmeswaran, Issac Jacob</i> 2. Brand Management – Text and Cases <i>by Harsh Verma</i> 3. Strategic Brand management – Indian Edition <i>by Richard Elliot and Larry Percy</i> 4. Brand Management – Principles and Practices <i>by Kirti Dutta</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24615	Rural Marketing & Advertising	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. State the basic concepts of rural marketing 2. Explain concepts related to the rural environment in India 3. Employ their knowledge to prepare marketing mix strategies for rural consumer 4. Explain rural communication methods and rural advertising 5. Prepare advertising strategies for rural marketing			
Unit	Topics	No. of Lectures	
I	Introduction to Rural Marketing	10	
	1. Introduction, Scope, and an overview of Rural Marketing 2. Evolution of Rural Marketing in India 3. Emerging trends of Rural Marketing in India 4. Rural Market Research 5. <u>Agricultural Marketing</u>: <i>Marketing of Agricultural Produce</i> 6. <u>Rural Economy</u>: <i>Concept and characteristics of Rural Economy</i> 7. Factors affecting rural economy 8. Basic needs of rural economy 9. Rural-Urban disparities and Policy interventions 10. Role of Agriculture in the economic development of India 11. Channels of Distribution like ITC E-Choupal, Godrej Adhar, HUL, Shakti and Trade Management, Rural Retailing		
II	Rural Environment	08	
	1. <u>Demography of Rural Marketing</u>: <i>Population, Occupation Pattern, Literacy Rate</i> 2. Income source, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Infrastructure Housing, Education, Electricity, Roads 3. <u>Understanding Rural Consumer Behaviour</u>: <i>Rural Society – Demographic Sociological, Cultural Perspective and Lifestyle of Rural India</i> 4. <u>Factors Affecting Rural Consumer Behaviour</u>: <i>Globalization/Modernization and Technological factors</i> 5. <u>Rural Consumer v/s Urban Consumers</u>: <i>Understanding basic difference between Rural and Urban consumers behaviour, Understanding nature of competition in Rural marketing</i>		

III	Marketing Mix Strategies for Rural Consumer	10
	1. Rural market strategies with special reference to segmentation, targeting and positioning 2. <u>Product and service strategies</u>: Rural Product categories (FMCGs, Agriculture Goods and Service), Importance of Branding, Packaging and Labelling 3. Pricing strategies, Promotional strategies, Segmentation, Targeting and Positioning for Rural marketing 4. Challenges and Innovative measures for Rural marketing	
IV	Rural Communication Methods and Rural Advertising	10
	1. <u>Rural Communication</u>: Meaning and scope, Communication strategies for rural market, Advertising and Sales Promotion Strategies, New Product launch Techniques for Rural Markets 2. <u>Different approaches of Rural communication in contemporary Rural Society</u>: Rural radio, Community based Radio, Television, Audio Visual Media 3. <u>Rural Advertising</u>: Meaning and definition of Advertising, Objectives of Advertising, Characteristics of Advertising, Effects of advertising on Society 4. <u>Traditional Media</u>: Puppetry, Dance-Drama, Rural, Specific Art forms like 'Harikatha' etc., Decorated Bullock Carts, Folk Theatre, Demonstration house to house, Hats and Mela, Wall paintings, Posters, Agricultural Games 5. <u>Modern Media</u>: Selecting Media mix – Radio, Television, Print Media, Cinema Hall, Outdoor, POPs, Music Records, Study Classes	
V	Advertising Strategies for Rural Marketing	10
	1. Understanding Rural Consumer 2. Effective use of Language and content 3. Copy writing and creative advertisement for Rural Consumer, Designing the Message 4. Determining Communication objects, Effective use of, Conventional and Non-Conventional media, Branding and Positioning 5. <u>Case study</u>: TATA Namak, Coco-Cola, Colgate toothpaste, Dabur Dantmanjan Tooth powder, Case study – Rural and Urban Babool Tooth Pest 6. <u>Case study</u>: Rural and Urban Babool Tooth Pest, Navratan Hail Oil	
	Total	48
Reference Reading:		
1. Rural Economics by Chaudhuri C. M. 2. Indian Economy by Dutt, Rudra and Sundaram		

3. Rural Marketing *by Kashyap Pradeep and Raut Siddhartha*
4. Rural Marketing Concepts and Practices *by Dogra B. and Ghuman K.*
5. Rural Marketing Text and Case *by Krishnamacharyulu C. S. G. and Ramakrishnan Lalitha*
6. Agricultural Marketing in India *by S. S. Acharya and N. L. Agarwal*

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24616	Entertainment Media & Marketing	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Explain what marketing is and the latest entertainment marketing strategies 2. Discuss the various concepts related to the Indian media industry 3. Practice entertainment marketing on television, film and radio industries 4. Practice entertainment marketing on the niche media 5. Practice entertainment marketing on the online and social media			
Unit	Topics	No. of Lectures	
I	Introduction to Marketing	12	
	1. <u>What is Marketing</u>: Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon; 7Ps of Marketing; Brand Basics; Case Studies 2. <u>Latest Entertainment Marketing Strategies</u>: Integrated Marketing Communications; Experiential Marketing; Advertiser Funded Programming; Why Entertainment Marketing; The Scope and Growth of Entertainment Marketing Practice; The Effect of Entertainment Marketing on Consumers		
II	Overview of Indian Media Industry	08	
	1. Explore various media in terms of size and impact 2. Media characteristics 3. Compare various media 4. Opportunities for cross-promotions		
III	Marketing in the Traditional Media	20	
	1. <u>Marketing in Television Industry</u>: Structure and function of TV; TV Planning & Marketing; Future trends in TV; Maintaining aggressive promotion and packaging approach for all programmes; Hold on to the leadership position in prime-time slot through timely innovations based on audience feedback; Expand the market by launching programmes that are relatable to all generations' audience; Advertisement of programmes by print media; Celebration of festivals; Broadcasting famous TV show for full day 2. <u>Marketing in Film Industry</u>: Marketing and Distribution Structure of films (Domestic & International); Create Film Marketing Plan; Research for reach to target market; Set		

	<i>up marketing schedule; Film marketing budget; Designing EPK (Electronic Press Kit)</i> 3. <u>Marketing in Radio Industry</u>: <i>Exploring the Radio industry in India; Radio channels and radio programs; Marketing case studies; Strengths of Radio in Communicating a Message niche market and listening demographic; Variety of promotional activities by Radio stations; Radio advertising works as an everywhere medium; Cost-effectiveness of advertising on radio</i>	
IV	Niche Marketing	02
	1. Sports TV 2. Lifestyle TV 3. Kids TV 4. Regional TV	
V	Marketing in Online and Social Media	06
	1. Strategy and Case studies of social media marketing in India 2. Using Social Media Marketing for Entertainment Industry 3. YouTube Marketing for Entertainment Industry 4. Facebook Marketing for Entertainment Industry 5. Instagram Marketing for Entertainment Industry 6. Launch Trailers, Teasers, Snippets 7. Keep Sharing Across Social Media Platforms 8. Actively Engage with Your Audience 9. Post A Variety of Content 10. Capitalize on The Power of Reels	
	Total	48
Reference Reading:		
1. The Insider's Guide to Independent Film Distribution <i>by Stacey Parks</i> 2. The Complete Independent Movie Marketing Handbook <i>by Mark Steven Bosko</i> 3. Marketing to Moviegoers: A Handbook of Strategies and Tactics <i>by Robert Marich</i> 4. Movie Marketing: Opening the Picture and Giving It Legs <i>by Tiiu Lukk</i> 5. Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers <i>by John Durie, Annika Pham and Neil Watson</i>		

JOURNALISM – SEMESTER V

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24521	Reporting	4	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Describe the basic concepts of News 2. Discuss concepts related to news gathering 3. Explain the various beats in reporting 4. Identify nuances related to the coverage of disasters 5. Discuss reporting case studies			
Unit	Topics	No. of Lectures	
I	Concept of News	10	
	1. Definition Of News, types of news, elements of news, collection of facts 2. Newswriting 3. How to write a news story 4. Basic Principles of Reporting 5. ABC of Reporting Accuracy 6. Balance/Brevity and Clarity 7. Objectivity as the basic principle 8. Is it possible to adhere to the principle? 9. Other basic principles such as Verification, Attribution of Sources, Speed 10. Do these principles clash with each other?		
II	News Gathering	10	
	1. How do reporters gather news? 2. Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs 3. Incident/On the spot coverage 4. Sources – Primary and Secondary 5. Citizen journalism 6. Role of anonymous sources 7. New age technological sources – RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover		
III	Beats System in Reporting	10	
	1. What is beat system, why it is necessary, how does it help, what are requirements of various beats		

	- The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defence. <u>New upcoming beats:</u> <i>Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer</i>	
IV	Coverage of Disasters	08
	- Do's and Don'ts - Role of Reporters - Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities - Imminent Dangers or threats in Reporting <u>Study these with special in-depth reference to:</u> <i>Pulwama attack; Gadchiroli Naxal attack; Return of Abhinandan Varthaman; The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied</i>	
V	Case Studies	10
	- Ethical Issues in reporting/ Credibility of Reporters - Follow-up Story - Yellow Journalism and its comparison with other forms - Rafale scam - Agusta Westland case - PNB scam (Nirav Modi) - National Herald - Panama Case - Bofors Scam - Watergate Scam <u>Note:</u> <i>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</i>	
	Total	48
Reference Reading:		
- Essentials of Practical Journalism <i>by Vir Bala Aggarwal</i> - Understanding Journalism <i>by Brunus, Lynette Sheridan</i> - News Reporting and Writing <i>by Lawrence, Alders Lorenz and Jhon Vivan</i> - Dimensions of Modern Journalism <i>by Pant N.C. and Jitenderkumar</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24522	Investigative Journalism	4	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Outline the basic concepts related to investigative journalism 2. Explain concepts related to sources in investigative journalism 3. Employ their learnings to find and write a story 4. Relate to the security of sources and data 5. Generate an effective news story			
Unit	Topics	No. of Lectures	
I	Introduction to Investigative Journalism	10	
	1. Who is an Investigative Reporter, Role of an Investigative Report 2. Qualities and essentials for becoming an investigative journalist, career, and opportunities 3. Centre for Investigative Journalism (CIJ) 4. Ethical/unethical use of sting operations		
II	Sources	10	
	1. Records and the Confidentiality of Source 2. Issues of contempt, defamation 3. Right to Privacy and Official Secrets Act 4. What is evidence? 5. Case Study: Panama Papers and Watergate Scandal		
III	Finding and Writing your Story	10	
	1. Observation 2. Planning techniques 3. Cultivating sources 4. Developing the project		
IV	Security of Sources and Data	08	
	1. Protection of sources 2. Safety of journalists 3. Criticism of Investigative Journalism		
V	Generation of the Story	10	
	1. Research methods 2. Insight knowledge 3. Asking the right questions 4. Libel and fact checking 5. Writing and rewriting the report		

	Total	48
Reference Reading:		
1. A Manual For Investigative Journalism – <i>Edited By Syed Nazakat And The Kas Media Programme</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24523	Business and Finance Journalism	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Outline the role of a business journalist and the concepts related to business journalism 2. Discuss the reporting of various major Indian scams 3. Explain beats and audiences in business and financial journalism 4. Describe financial markets and institutions 5. Discuss concepts related to global trade and finance			
Unit	Topics	No. of Lectures	
I	Business and Finance Journalist	04	
	1. Who is a Business Journalist? 2. Skills for Business Journalism 3. Role of a Business Journalist 4. Careers and opportunities in 5. Business and Financial Journalism 6. Analysis of Major Business and Financial media in India		
II	Reporting of Major Indian Scams	10	
	1. Satyam Corporate Fraud 2. Cement Scandal 3. 2G Scam / Neera Radia Tapes 4. Ketan Parekh Scam 5. The Coalgate Scam 6. Adarsh Housing Society scam 7. ICICI Bank - Chanda Kochar 8. Kingfisher – Vijaya Mallaya 9. Nirav Modi Scam 10. Rafale Deal		
III	Beats and Audiences in Business and Financial Journalism	18	
	1. <u>Banking Sector in India</u>: Functions of commercial banks; Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion; Government schemes related to banking; Topics such as foreign exchange reserves, functioning of the World Bank, BRICS BANK and Asian Development Bank; Business and Financial terminologies used in Media 2. <u>Union Budget</u>: Components of the Union Budget; Why is India running a budget deficit and a fiscal deficit, Populism and budget; Media presentation of Budget		

	3. <u>Aviation</u>: FDI policy for aviation in India; Why Indian carriers are making losses; Regulatory structure for civil aviation; Can any airline start international flights; Media Coverage 4. <u>Technology</u>: Growth of India's IT service exports; Why India's engineers are sought after; Are India's engineers qualified; The government's STPI framework for boosting tech innovation; Media coverage of technology 5. <u>Startups</u>: VC funding – a big driver of the startup ecosystem; India's unicorns – Startups valued at over \$1 billion; Working in a corporate v/s working in a startup; Rise of tech and startup journalism; Startup India plan	
IV	Financial Markets and Institutions	10
	1. <u>Stock Exchange</u>: Bombay Stock Exchange, National Stock Exchange, SENSEX, NIFTY and impact of their volatility, Retail Market – the Indian Scenario 2. <u>Understanding the Equity Market</u>: Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined, How to read stock tables for business journalism, Currency Regulation, De-monetization, Commodities 3. <u>Role, Objectives and Functions</u>: Reserve Bank Of India, SEBI - Securities And Exchange Board Of India, Niti Aayog	
V	Global Trade and Finance	06
	1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis	
	Total	48
Reference Reading:		
1. Introduction to Business and Economic Journalism by Pandeli Pani, Ulrike Fischer-Butmaloiu 2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures by Tamal Bandyopadhyay 3. Bandhan: The Making Of A Bank by Tamal Bandyopadhyay 4. Sahara: The Untold Story by Tamal Bandyopadhyay 5. Indian Economy by Rudra Dutt And Sundhram 6. Indian Financial System by M.Y. Khan 7. Financial Journalism: Money Matters by Marie Kinsey 8. Introduction To Business And Economic Journalism by Pandeli Pani, Ulrike Fischer-Butmaloiu 9. Business Journalism: A Critical Political Economy Approach by Ibrahim Seaga Shaw 10. Newspaper Business Management by Frank Thayer		

11. Business Journalism: How To Report On Business And Economics *by Keith Hayes*

12. List of Websites:

- a. bloomberg.com
- b. reuters.com
- c. business-standard.com
- d. financialexpress.com
- e. thehindubusinessline.com
- f. thequint.com
- g. outlookindia.com

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24524	Mobile Journalism and New Media	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Discuss the state of journalism through mobile phone 2. Explain the concepts related to the working of mobile journalism 3. Executing a design suitable for mobile phone experience 4. Prepare a mobile news product 5. Evaluate the future of mobile journalism and e-learning			
Unit	Topics	No. of Lectures	
I	The State of Mobile	08	
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications		
II	Mobile Journalism	12	
	1. <u>News Workflow and Mobile Journalism</u>: How to identify the seven basic steps of mobile reporting; How to create and share branded mobile journalism content; How to use two simple mobile apps to make an audio or video documentary, or a narrated photo essay; How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. 2. Introduction to Mobile Applications (News generation and Uploading process – techniques of generating audiences) 3. Blog set-up 4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc		
III	Designing for the Mobile Experience	10	
	1. <u>Designing</u>: How good design is intuitive, making something immediately usable; About the importance of satisfying expectations of tactile interaction and content – tap, flick, pinch, drag, etc.; How mobile design differs from established desktop design (options and choices for your content); About best practices for process – How design, development and content best work together; About Mobile Analytics – What is your audience using?		

	2. <u>Social Newsgathering and Listening</u>: <i>creation of story ideas, News Sources and Content</i> 3. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) 4. <u>Going Viral</u>: <i>being the Scavenger and Mobile Journalist</i> 5. <u>M-learning</u>: <i>learning the Art of News Audit</i>	
IV	Mobile News Product Development	10
	1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized sites 3. <u>How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.):</u> <i>The Digital Skeleton – understanding placing, timing and generation of News Story; Fake News; Social Media Policies and Ethics; Verification and Authenticity of Information</i>	
V	Future of Mobile Journalism and M-Learning	10
	1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. <u>About augmented reality storytelling and journalism:</u> <i>Emerging Forms of News management – 360 degree videos, wearable, accessories etc.; Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning; Studying Social Media Analytics; M-learning the future of Newsrooms</i>	
	Total	48
Reference Reading:		
1. A Textbook of Internet and Web Page Design <i>by Srivastav Rajkumar</i> 2. Web Masters Handbook <i>by Galgotia</i> 3. Computer Graphic Software Construction <i>by John R Rankin</i> 4. The Internet Book <i>by Comer Douhlaas E.</i> 5. The Information Society: An Introduction <i>by Arm and Mattelart</i> 6. Designing Interactive Websites <i>by Mohleo James L and Thompson Learning</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24525	News Media Management	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Outline the basic concepts of making news and news media as a business enterprise 2. Describe the organizational structure of a news agency 3. Identify the resource and supply chain, and marketing techniques in a news agency 4. Practice the use of disruptive Technologies and media business models 5. Discuss case studies and understand the structure of various well known news agencies			
Unit	Topics	No. of Lectures	
I	Introduction	10	
	1. <u>Making News</u>: Truth, Ideology and News work 2. <u>Legacy Media</u>: Broadcast Media Overview and Print Publishing Overview 3. <u>A Comparative Analysis with Electronic Media</u>: Contemporary Elements, Dimensions, and Image of Print Media 4. <u>News media as business enterprise</u>: Proprietary concerns; Types of ownership		
II	Organizational Structure	14	
	1. Hierarchy, Decision Making, Inter-relationship between Departments 2. <u>Human Resource Development</u>: Specialized training for skilled workers 3. Financial Management 4. <u>Cost and Profitability</u>: Costing classification and allocation; Nature of cost; Factors affecting cost; Fixed and variable costs 5. <u>Challenges of Globalization and Liberalisation</u>: Foreign Direct Investment; Cross Media Ownership; Commercialization of Media 6. <u>Understanding Company Law</u>: Press and Registration of Books Act; Relevant aspects of Company Law		
III	Resource and Supply Chain and Marketing Techniques	12	
	1. <u>Resources and supply chain</u>: Newsprint, Technology and Production Process 2. <u>Managing Resources</u>: Advertising revenue building and maintenance, Circulation revenue, Ways to cut cost and boost revenue		

	3. <u>Marketing Techniques</u> : Brand building; Public Relations (Newspaper's relation to its community, Understanding the target audience, Building goodwill, Promoting the newspaper's / site's services, Sales promotional activities - Role of research and readership surveys, Sales forecasting and planning, Advertising the newspaper / website I channel, Becoming a digital media brand)	
IV	Disruptive Technology and Media Business Models	06
	1. The role of advertising 2. From Web 1.0 to 2.0 3. Yahoo, Craigslist, Google, Facebook, Twitter, WhatsApp, Pinterest	
V	Case Studies	06
	1. Case studies – Eenadu and Network 18 2. Expansion of Sky Network (Star Network in India) 3. Relevance of TAM Ratings in News 4. Channels along with IRS Studies	
	Total	48
Reference Reading:		
1. Media Monopoly <i>by Ben Badgikian</i> 2. India's Communication Revolution from Bullock Carts to Cyber Carts <i>by Arvind Singhal, Everett M Rogers</i> 3. Advertising and Integrated Marketing Communications <i>by Kruti Shah</i> 4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement <i>by Daniel Rowles</i> 5. Disruptive Innovation: Strategies for Enterprise Growth <i>by Jayanta Bhattacharya</i> 6. Understanding Company Law <i>by Alstair Hudson</i> 7. Newspaper organization and Management <i>by Rucket and Williams</i> 8. The paper tigers <i>by Nicholas Coleridge</i> 9. News Media Management <i>by Mr P.K Ravindranath</i> 10. Print Media Communication and Management <i>by Aruna Zachariah</i> 11. News Culture <i>by Stuart Allan</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24526	Journalism and Public Opinion	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Describe the basic concepts and theories related to public opinion in journalism 2. Explain concepts related to political opinion and policy making 3. Express views on wars and conflict by learning through various well know case studies 4. Discuss the socio-economic issues pertaining to various minority classes in India 5. Classify the impact of new media on the Indian society			
Unit	Topics	No. of Lectures	
I	Understanding Public Opinion and Theories	10	
	1. <u>Defining Public Opinion</u>: Its functions in society; Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media; Role of Media in influencing Public Opinion 2. <u>Media Theories</u>: Walter Lippman – Modern Media and Technocracy; Juergen Habermas – The idea of Public Sphere; Paul Lazarsfeld – Research, Two Step Flow of Information; Noam Chomsky – Manufacturing Consent, Propaganda Model; Agenda Setting Vs Uses and Gratifications		
II	Political Opinion and Policy Making	10	
	1. Coverage of Political Parties; Personalities and General Elections by national and international media, media biases; Use of Media for election campaigns – The Donald Trump Elections; BJP campaign in India 2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy		
III	Wars and Conflicts	10	
	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan 2. War on terror-International conflicts in Syria, Israel, Afghanistan and Europe		
IV	Socio-Economic Issues	10	
	1. Portrayal of Women in Media 2. Representation of LGBTQ community in media 3. Representation of Dalits, Tribals and Economically weaker sections of Society		
V	Impact of New Media	08	

	1. Digital media and its impact on Political culture 2. Use of WhatsApp, Twitter and Facebook to promote fake news 3. Social media and its impact on culture	
	Total	48
Reference Reading:		
1. The Taliban <i>by Ahmed Rashid</i> 2. Women and Journalism <i>by Chambers Deborah, Fleming Carole</i> 3. Seeking equity for women in Journalism and Mass Communication Education: A 30-year Update <i>by Rush Ramona, Oukrop Carole, Creedon Pamola</i> 4. 2014: The Election that Changed India <i>by Rajdeep Sardesai</i> 5. Public Opinion <i>by Herman Edward S. and Chomsky Noam</i> 6. Nature and Opinion of Public Opinion <i>by Lalles John</i> 7. Study of the Print News Coverage of Narendra Modi @ 014 Lok Sabha Elections <i>by Tiwari Arpit Rakesh</i> 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies 9. Conflict, Terrorism and Media in Asia <i>by Coleman Benjamin</i> 10. Indian media in a Globalised World <i>by Ranganathan Maya; Rodrigues Usha</i> 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 12. Using Media Effectively; Barack Obama's Election Campaign <i>by Alexanrova Ekaterina</i> 13. Covering the Arab Spring: Middle East in the Media <i>by Ehab Galal and Riem Spielhans</i> 14. Arab Spring Media Monitor Report: One year of Coverage <i>by Babla Maya</i> 15. How Barack Obama Won the Social Media Battle in 2012 Presidential Election <i>by Rutledge Dr. Pamela</i> 16. Online Arab Spring: Social Media and Fundamental Change <i>by Jamali Reza</i>		

JOURNALISM – SEMESTER VI

Course Code	Course Title	Credits	Lectures/ Week
KUAMMC24621	Digital Media	4	3
Learning Outcomes: After successful completion of this course, students would be able to ● Outline the basic concepts related to Digital Media ● Discuss concepts of marketing through search engines and web analytics ● Practice marketing through online media ● Write content for various online media ● Explain various Cyber Laws catering to Digital Media			
Unit	Topics	No. of Lectures	
I	Introduction to Digital Marketing	04	
	1. Understanding Digital Media 2. Advantages of Digital Media 3. Principles of Digital Media Marketing 4. Key Concepts in Digital media 5. Traditional Vs Digital Media		
II	Marketing through Search Engines & Web Analytics	12	
	1. <u>Search Engine Optimization (SEO)</u> : How search Engine works; Introduction to SEO; On Page Optimisation; Off Page Optimisation; SEO Audit; Tools and Measurement; SEO Resources; Careers in SEO 2. <u>Search Engine Marketing (SEM)</u> : What is SEM?; Why SEM; What is Google Adwords?; Why Google Adwords; Google network; Adwords terminologies; Campaign types; Creation of Google Display NETWORK (GDN); Display Ads format; Conversion tracking; GDN Campaign creation (DEMO); Remarketing; What are Google shopping Ads 3. <u>Web Analytics</u> : Introduction to Analytics; Social CRM and Analysis; Google Analytics; Digital Analytics; Content Performance Analytics; Visitor Analysis; Social Media Analytics		
III	Marketing through Online Media	25	
	1. <u>Social Media Marketing (SMM)</u> : Introduction to Social Media; Facebook Marketing; Instagram Marketing; LinkedIn Marketing; Twitter Marketing; SMM Tools; Creating a successful social media strategy		

	2. <u>Email Marketing</u>: Key terms and concepts; Customer acquisition strategies; Best Practices – CRABS; Tools to enhance lead nurturing; Enhance better reach 3. <u>Affiliate Marketing</u>: Definition; Purpose; Resources required; Top Players in Affiliate Marketing; Segregation of Affiliate marketing 4. <u>Programmatic Marketing</u>: Evolution and growth of Programmatic Marketing; Real Time Bidding; Types of Programmatic Advertising; Advantages and Challenges; Myths of Programmatic Marketing	
IV	Content Writing	04
	1. Intro to content writing 2. Core Principles of Content writing 3. Why blogs matter? 4. Principles of writing blogs 5. How to write content for twitter and Mobile	
V	Cyber Laws	02
	1. Information Technology Act 2. Copyright Act 3. Cyber Ethics 4. Digital Security	
	Total	48
Reference Reading:		
1. Digital Marketing by Seema Gupta 2. Digital Marketing by Puneet Singh Bhatia		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24622	Newspaper and Magazine Design (Practical)	4	3
Learning Outcomes: After successful completion of this course, students would be able to • Outline the basic concepts of design and layout • Employ editing skills and the appropriate terminology in newspaper and magazine designing • Practice various forms of typography and visual ads • Prepare a project on Quark or InDesign • Design a Newspaper Broadsheet and a Magazine			
Unit	Topics	No. of Lectures	
I	Design and Basic Layouts	10	
	1. <u>Elements of design</u> : Point, Line, Shape, Size, Tone, Colour, Texture, Space 2. <u>Principles of Design</u> : Proportion, Contrast, Harmony, Balance, Harmony, Unity 3. <u>Rules of Layout</u> : Alignment, Proximity, Emphasis, Syntax, Visual path 4. <u>Grid and Page Setup</u> : Page size, Space division, Creating template, Margins 5. <u>Master Pages</u> : Creating master pages, Margins, Page numbering, Columns, Footer space, Folio		
II	Editing and Terminology	08	
	1. <u>Page Division</u> : National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) 2. <u>Rewriting / recomposing headlines, Creating decks</u> : Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts 3. <u>Terminology</u> : Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers 4. <u>Type of Content</u> : Anchor story, Lead, Tomb stoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback 5. <u>Errors</u> : Widow, Orphan, Dog leg, Burries story		
III	Typography and Visual Ads	06	
	1. <u>Type classification</u> : Serif, Sans serif, Decorative, Trendy, Distress, Handwriting 2. <u>Measurements</u> : Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense 3. <u>Visual indicators</u> : Indentation, Dropcap, Inset, Alignment, Hyphenation		

	4. <u>Text path</u> : Curvelinear, Baseline, Shift, Warp text, Text in shapes 8. <u>Text to Box</u> : Picture in text, Texture in text, Text effects, Shadow, outline	
IV	Working on Project Quark or InDesign	12
	1. <u>Workspace</u> : Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking 2. <u>Toolbox</u> : Text, Picture, Shape, Table, Transparency, Line 3. <u>Panels</u> : Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text 4. <u>Picture treatment</u> : Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement 5. <u>Creating Type</u> : Type templates i.e. Style sheets	
V	Planning and Production of Magazine	12
	1. <u>Content Plan/Varied Content (Cover story, Interview, Feature, Sp. report, Tips)</u> : Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads 2. <u>Flat plan</u> : Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction 3. <u>Rough Layout</u> : Rough idea of layout, Conceptualization, Judging weightage of pictures and text 4. <u>Logic of Cover design</u> : Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story 5. <u>Pagination and Print ready</u> : Sequencing for printing, Form, Cut marks, Alley	
	Total	48
Reference Reading:		
1. Visual Journalism <i>by Rajesh Pandey</i> 2. Newspaper Layout and Design <i>by Daryl Moen</i> 3. The Magazine Handbook <i>by NcKay J.</i> 4. Editorial Art and Design <i>by Randy Stano</i> 5. Art and Production <i>by N. N. Sarkar</i> 6. Digital Editorial Experience <i>by Sue Apfelbaum</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24623	Contemporary Issues	3	3
Learning Outcomes: After successful completion of this course, students would be able to - Describe social movements in India and the progress pertaining to them for Indian society - Discuss the economic growth and development in India - Express views on Indian politics and its impact on the Indian society - Outline various social welfare schemes offered by the Government of India			
Unit	Topics	No. of Lectures	
I	Social Movements and Progress for Society	12	
	1. Define Social Movements, Elements, Types and Stages of Social Movements 2. Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”) 3. Developmental issues- displacement and rehabilitation		
II	Economic Growth and Development	14	
	1. Economic issues in India. 2. Industry and Economic Growth – Factors, challenges, industrial robots and employment 3. Agriculture and economic development – Factors, challenges and measures. 4. New age skills – Make in India, trends and challenges 5. Entrepreneurship and its relevance. 6. Tourism-trends and challenges 7. Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’ 2013		
III	Politics and Society	12	
	1. Crime and Politics 2. Role of whistle blower 3. Corruption- causes and remedial measures 4. Role of political parties and its impact on political system 5. Changing trends in politics- Functions, features, agendas, majority vs coalition government 6. Terrorism – causes, consequences, remedial measures		
IV	Social Welfare Schemes by the Government of India	10	
	1. With reference to women and child (any five)		

	2. Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India 3. Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK" 4. Rural (any three Schemes)	
	Total	48
Reference Reading:		
1. Seeking equity for women in Journalism and Mass Communication education: A 30 year Update <i>by Rush Ramona, Oukrop Carole, Creedon Pamola</i> 2. Conflict, Terrorism and Media in Asia <i>by Coleman Benjamin</i> 3. Indian media in a Globalised World <i>by Ranganathan Maya; Rodrigues Usha</i> 4. Women, Violence and Media: Readings from Feminist Criminology, UPNE <i>by Humphries Drew (Ed)</i> 5. Framing the Victim: Domestic Violence, Media, and Social Problems <i>by Berns Nancy</i> 6. Encyclopedia of North-East India: Assam <i>by Bareh Hamlet</i> 7. Media and Terrorism: Global Perspectives <i>by Freedman Des, Thussu Daya</i> 8. Media and Gender in Post-Liberalisation India <i>by Frank and Timmy</i> 9. Courting Injustice: The Nirbhaya Case and Its Aftermath <i>by Talwar Rajesh</i> 10. An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London <i>by Praveen Swami</i> 11. Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women <i>by Kak Manju, Tripathy Prajnashree, Lal Manjula</i> 12. Indian Economy: Performance and Policies <i>by Uma Kapila (Ed)</i> 13. Indian Economy <i>by V. K. Puri and S. K. Misra (Ed)</i> 14. Child Rights in India: Law, Policy, and Practice <i>by Asha Bajpai</i> 15. Human Rights: Principles and Practices <i>by Dr. B Ramaswamy and Nitin Shrirang Mane</i> 16. Commentary on Human Rights <i>by R P Kataria and Salah Uddin</i> 17. Human Rights: Concepts and Issues <i>by J. Shivanand</i> 18. Indian Social Problems <i>by Ram Ahuja</i> 19. Social Movements in India <i>by Ghanashyam Shah</i> 20. Rural Sociology <i>by A.R Desai</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24624	Photo and Travel Journalism	4	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Identify the basics of Travel Journalism 2. Employ the knowledge received from this course to write good travel stories 3. Discuss various types of travel writing 4. Explain what photojournalism is and the basic concepts related to it 5. Describe the concepts related to writing travel stories for niche market, internet, and print			
Unit	Topics	No. of Lectures	
I	Introduction to Travel Journalism	10	
	1. <u>Writing about destinations</u>: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience. 2. <u>Compelling beginnings and endings</u>: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity 3. <u>Building a theme and narrative structure</u>: What makes a travel narrative feel whole? 4. <u>Drawing characters from real life</u>: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories. 5. <u>Submitting writings for publications</u>: How do we catch the interest of an editor?		
II	Creation of the Story	10	
	1. What is good travel writing? Salient examples. 2. Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions. 3. Bring your story to life – characters and descriptions 4. Show don't tell – exercises in enlivening your writing 5. Elements of style – use of first person, developing your voice, rewriting and self-editing 6. The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers. 7. The dos and don'ts from professionals		
III	Types of Travel Writing	08	
	1. Freelance Travel writing		

	2. Travel blogging 3. Books 4. General Tips and guidelines 5. Travel writing for guidebooks and apps	
IV	Photojournalism	12
	1. Introduction to Photojournalism 2. Basic Concepts of photography and photo editing 3. Fields of Photojournalism 4. Digital Photography, Camera Topology and Operations 5. Analysis of Photojournalist's work, Photojournalism Ethics, Case Studies in Photojournalism	
V	Niche Market, Internet, and Print	06
	1. Online Travel Journalism 2. Networking, niche markets, travel trends, market research 3. Communicating with editors of different media, preparing the manuscript for submission	
	Total	48
Reference Reading:		
1. How To Be A Travel Writer (Lonely Planet) <i>by Don George</i> 2. The Writer's Handbook Guide To Travel Writing <i>by Barry Turner (Editor)</i> 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6 th Edition <i>by Jacqueline Harmon Butler, Louise Purwinzobel</i> 4. Travel Writing: See The World. Sell The Story (2nd Edition) <i>by L. Peat O'neil</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24625	Fake News and Fact Checking	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Outline the basic concepts related to Fake News 2. Discuss the factors surrounding information disorder in journalism 3. Explain the nuances of Media and Information Literacy (MIL) 4. Describe basic concepts related to fact checking while reporting 5. Practice social media verification			
Unit	Topics	No. of Lectures	
I	Introduction	06	
	1. <u>Concepts</u>: Definition – News and Fake News 2. <u>News Integrity</u>: Journalistic Integrity and News Production 3. <u>Propaganda</u>: Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda		
II	Information Disorder	06	
	1. News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory 2. <u>Digital Technology</u>: Digital convergence transforming content – commissioning, production, publication, and distribution 3. <u>Social Media Platforms</u>: Different Social Media Platforms 4. <u>Role of News Organization</u>: Covering 'fake news' and countering 'information disorder' 5. <u>Source credibility</u>: Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content		
III	Media and Information Literacy (MIL)	10	
	1. <u>Requisite Literacy</u>: Importance of acquiring the requisite literacy 2. <u>Detection Method</u>: Detection of both flawed journalism and fraudulent news in various media 3. <u>Healthy Skepticism</u>: Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, infographics, and statistics within appropriate contexts		
IV	Fact Checking	14	
	1. <u>Fact-checking organizations around the world</u>: Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario		

	2. <u>Basic image verification</u>: Common types of false imagery and basic verification steps 3. <u>Advanced verification</u>: Approaches for content analysis, including metadata analysis and Geolocation of News 4. <u>Reverse Image Search</u>: Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
V	Social Media Verification	12
	1. <u>Verification Tools</u>: YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check 2. <u>Account Analysis</u>: Facebook and Tweeter account analysis – fake news generated on social media platforms 3. <u>EXIF Viewer</u>: EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	
	Total	48
Reference Reading:		
1. Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality <i>by Philip N. Howard</i> 2. The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money <i>by Peter Pomerantsev and Michael Weiss</i> 3. Winning the Information War <i>by Edward Lucas and Peter Pomerantsev</i> 4. Totalitarian Propaganda <i>by Hannah Arendt</i>		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC24626	Television Journalism	3	3
Learning Outcomes: After successful completion of this course, students would be able to 1. Describe the history and development of television journalism in India, from Doordarshan to regional channels 2. Describe various formats of content and presentation on television 3. Practice various skills required to be a television journalist 4. Discuss current and emerging trends in television journalism 5. Discuss news features, service and the concept of 24x7 journalism			
Unit	Topics	No. of Lectures	
I	An Overview of Television Journalism in India	10	
	1. <u>History and Development</u>: Brief History of the development of TV journalism- Globally and in India; Emerging Trends in journalism; The International Scenario- John Baird (Inventor of TV) till date- Timeline 2. <u>Indian Scenario (Doordarshan)</u>: News; Entertainment, Culture, Sports and Films 3. <u>Private and Satellite Channels</u>: Growth of Private International, National and Regional TV Networks 4. <u>Regional Channels</u>: Impact and critical study of News Channels – Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak		
II	Television Formats: Content and Presentation	10	
	1. <u>News</u>: Main characteristics of News as against news in other media; Spot news, News Bulletins and News analysis 2. <u>Features on TV</u>: Talk Shows (Reviews, Interviews, Discussions, Documentaries, Docudramas, Commentaries) 3. <u>Other Programs</u>: Music, Sports		
III	Developing Skills	10	
	1. <u>Anchoring</u>: Reporting or shooting anchor links in public – How and what to give in PTC or piece to camera, How to approach people for sensitive stories 2. <u>Beat Reporting</u>: Educational, Crime, Science, Court, Environmental, Political 3. <u>Reporting</u>: Reporting national and International events 4. <u>Scripting and Presentation</u>: Scripting for Interviews/Documentary/Feature/Drama/Skits o TV, Story idea, development and Presentation- Web series 5. <u>Editing</u>: Skills of editing, online and offline		

IV	Current and Emerging Trends in Television Journalism	08
	1. <u>24x7 News Broadcast</u>: Features, Audience effectiveness, advertisements and Dumbing down of News; TV v/s online streaming catering to infotainment genre majorly targeting the youth; Fake News on Internet v/s news on broadcast 2. <u>Ethics</u>: (Including Censorship) in presentation of News	
V	Evolution, Organization, Policies and Programming	10
	1. News Service 2. Features 3. Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion	
	Total	48
Reference Reading:		
1. Live, Direct and Biased: Making TV news in the Satellite Age <i>by MacGregor, Brent</i> 2. Here is the news <i>by Parthasarthy, Ramaswamy</i> 3. Journalism in the Digital Age <i>by Herbert, John</i> 4. Writing for TV, Radio and New Media <i>by Hillard</i> 5. Television Production <i>by Phillip Harris</i> 6. Broadcast Journalism <i>by David Keith Cohler</i> 7. Here's The News: A Radio News Manual <i>by De Maeseneer, Paul</i> 8. Broadcasting in India <i>by Awasthi, G. C.</i>		

Evaluation Scheme for Second Year (UG) under AUTONOMY

I. Internal Evaluation for Theory Courses – 40 Marks

- (i) Continuous Internal Assessment (Individual Assignments) – 20 Marks
- (ii) Continuous Internal Assessment (Group Project & Presentation) – 20 Marks

II. External Examination for Theory Courses – 60 Marks

Question Paper Pattern for T.Y.B.A.M.M.C.

With Effect From 2024 – 2025

(Time: 2 Hours)

Note: All questions are compulsory.

Q. No.	Based On	Question Options	Marks
Q.1.	All Units	Compulsory Case Study or Project Related (1 x 12 Marks)	12
Q.2.	I & II	(a) Based on either Unit I or II (1 x 12 Marks) OR (b) Based on Unit I (1 x 6 Marks) (c) Based on Unit II (1 x 6 Marks)	12
Q.3.	III & IV	(a) Based on Unit III (1 x 6 Marks) (b) Based on Unit IV (1 x 6 Marks) OR (c) Based on Unit III (1 x 6 Marks) (d) Based on Unit IV (1 x 6 Marks)	12
Q.4.	V	(a) Based on Unit V (1 x 12 Marks) OR (b) Based on Unit V (1 x 12 Marks)	12
Q.5.	All Units	Short Notes (3 x 4 Marks) Any 3 out of 5	12
		Total	60

- All question shall be compulsory with internal choice within the questions
- Except first question, each question may be sub-divided into sub questions as a, b, c, d, etc. & allocation of Marks depends on the weightage of the topic.
- Any combination of optional questions may be used by the paper setter for Q.s 2, 3 & 4.