



Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, Malad (West), Mumbai- 400 064
ISO 9001: 2015 Certified

Program Name: Bachelor of Mass Media

October 2020 Exam Portion For Semester VI Exam

1. Broadcast Journalism

History & Development of Broadcast Journalism

- Evolution & Development of Radio
- All India Radio
- Private FM Channels, Digital broadcast & Satellite radio

Evolution & Development of TV

- Doordarshan
- Private & Satellite channels
- The Case Studies: BBC, CNN

Regional Journalism

[News channels and Radio channels]

Broadcast Formats

[News, Features, Other programs]

Writing for Broadcast Media- (Radio& Television)

Current & Emerging Trends in Broadcast Journalism

[24/7 news broadcast, Ethics, Convergence, Emerging Trends]

2. Press laws and ethics

- Introduction to law: A brief introduction to Indian Constitution related to press freedom- (Salient features, Fundamental Rights) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. Brief Overview of IPC (Indian Penal Code) and (The Criminal Procedure code)
- Press Council of India: Its organizational structure, functions, history and rationale behind its establishment. Powers – the debate over punitive powers PCI's intervention in cases of communal rioting and protection of Press freedom. Code of conduct for journalists Comparison with the News Broadcasting Standards Authority (NBSA) Laws regulating the media: Laws related to freedom of the Press — Article 19 clause (1) sub clause (a) of Indian Constitution and how it guarantees freedom of the press. 1. b) Clause 2 of article 19 and reasonable restrictions. 2. c) Defamation –sections 499,500 3. d)

Contempt of Courts Act 1971 4. e) Public Order – sections 153 A&B,295A,505 5. f) Seditious (124A) 15 L 4 6. g) Obscenity (292,293) Introduction to laws connected with internet: Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet

- Article 21 of the constitution and Right to Privacy: Right to Privacy versus Right to Know Right to Information Act 2005 Official Secrets Act and conflict with RTI Whistle Blowers Protection Act 2011-Implications and challenges. Indian Evidences Act: Primary, Secondary, Direct and Indirect evidence Confession and its evidentiary value Copyright Act 1957: A Discussion on Intellectual Property Rights in the context of changing Global environment. Contempt of Parliament: Breach of Privilege rules. Clash between Judiciary and Legislature. It's a threat to media freedom? Breach of Privilege rules. Clash between Judiciary and Legislature. It's a threat to media freedom?
- Working Journalists Act-Its effectiveness in current scenario. Press and Registration of Books Act 02 Introduction to Ethics: Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. Conflict of Interest Paid News Trial by Media Ethical Issues related to Television debates: Confidentiality of sources. Ethics of Sting Operations. Fakery and Fabrication of news. Using Shock value in language and visuals. 15L 5 Role of corporate ethics

3. Issues of Global Media

Module -1 :

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

Module -2 :

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

Module- 3 :

- Challenges in reporting from conflict zones - Personal risks - Trauma and burn out -

Parachute journalism - Death knock syndrome - Changing role of war/foreign correspondents.

- Global media's coverage of natural disasters - Comparison between coverage of First World and Third World Countries - Differences in focus between global and regional media.

- Global media's coverage of terrorism - Bias: Western countries vis a vis Third World countries.

4. News Media Management

Chapter 1 —Making News: Truth Ideology and News work

Chapter 2 —News, Audiences and Everyday Life:

- a) Ideal Management Structure
- b) Role of Management in ensuring editorial freedom

Chapter 3 —Legacy Media: Broadcast Media Overview and Print Publishing Overview

Chapter 5 —Specialised Training for skilled workers, HRD.

Chapter 10 — Challenges of globalisation and liberalisation:

- a) Foreign Direct Investment
- b) Cross Media Ownership
- c) Commercialisation of Media

Chapter 12 — Case Studies:

- a) Eenadu and Network 18
- b) Expansion of Sky Network (Star Network in India)
- c) Relevance of TAM ratings in News Channels along with IRS Studies

5. Business and Magazine Journalism

SECTION 1 - BUSINESS JOURNALISM

1. Introduction to Business Journalism

2. Indian Financial System

Planning Commission, NITI Aayog, RBI, SEBI, Banking

3. Union Budget

4. Indian Economy

Agriculture, Manufacturing, Services, Economic Reforms, 2008 Financial Crisis

5. Foreign Exchange Reserves

Fiscal Deficit, Current Account Deficit, International Trade

6. Scams in India

Satyam Scam

7. Stock Exchanges and Development Banks

BSE, NSE, Micro Cap, Small Cap, Mid Cap, Large Cap, IPO, FPO, Investment Avenues.

World Bank, Asian Development Bank, International Monetary Fund.

8. Business Journalism

Business Dailies (Economic Times, Financial Express, Mint), Business Magazines

(Capital Market, Business Today), Evolution of Business Journalism in India. Electronic

Media (CNBC TV18, ET NOW, NDTV PROFIT)

SECTION 2 - MAGAZINE JOURNALISM

1. Introduction

2. Modern Magazines

Business of Magazines, Difference between Dailies and Magazines, Circulation,

Readership, Types of Magazines.

3. Women's Magazines

Portrayal of Women in Media, Employment of Women, Women in Media

4. Sports Journalism

Sports Channels, Sports Magazines, Important Sporting Events, Coverage by Media, Eg.

Sportstar, CrickInfo, GOAL.

6. Digital Media

- Introduction to Digital Media

- Search Engine Optimization
- Social Media
- Tools & Trends
- Features of Website
- Cyber Law (Partial completed)

7. Contemporary Issues

Module -I

Ecology and its related concerns: (10) -

- Climate Change: Causes , consequences and remedial measures
- Deforestation: Causes, consequences and remedial measures e- need and
- Sustainable Development: Importance, CRZ Act - concept, need and significance.

Module- 2

(a) Human Rights: (12)

-UDHR

-CRC

-CEDAW

-DRD

Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013,

The Criminal Law (Amendment) Act of 2013 Child: Protection of Children from sexual offence Act -2012 (POCSO),

Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.

Education : Right to Education Act 2009 16 Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002,

Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004

Module-3

Political concerns and challenges (10)

- Whistle Blowers protection act 2011.

- State violence- Naxalism and its Impact.

Reference to North East – Issues involved,

ULFA,

Nagas,

Manipur issue,

AFSPA and its impact.

- causes, consequences and remedial measures

Module 4:

Economic development and challenges: (08)

Role of MIDC

Special economic zone

Food security

Agrarian Issues

Note: Kindly get in touch with the coordinator if you have any queries.