

M.L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: BAMMC

Class: TYBAMMC (Journalism)

Semester: 6

Subject: CONTEMPORARY ISSUES

Name of the Faculty: Sanskruti S.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	Define Social Movements, Elements, Types (12) AND PROGRESS FOR and Stages of Social Movements. SOCIETY • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) • Developmental issues- displacement and rehabilitation.		16
January	Economic issues in India. (14) AND DEVELOPMENT • Industry and Economic Growth – Factors, challenges, industrial robots and employment, • Agriculture and economic development Factors, challenges and measures. • New age skills – Make in India, trends and challenges. • Entrepreneurship and its relevance. • Tourism-trends and challenges • Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act’2013		16
February	Crime and Politics (12) SOCIETY • Role of whistle blower • Corruption-causes and remedial measures • Role of political parties and its impact on •		08

	political system. Changing trends in politics- Functions, features, agendas, majority vs coalition • government. Terrorism – causes, consequences, remedial measures.		
March	<ul style="list-style-type: none"> • With reference to women and child (any five) SCHEMES BY THE • Commerce and Industry (start-up India GOVERNMENT OF hub, scheme for IPR-creative India and INDIA innovative India. 80 • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". • Rural (any three Schemes) 		08
		Total	48

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M.L. Dahanukar College of Commerce

Teaching Plan: 2023-24

Department: BAMMC

Class: TYBAMMC (Journalism)

Semester: 6

Subject: CRIME REPORTING

Name of the Faculty: Saylee N.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	The ethics of crime and justice coverage: 10 • Fairness and objectivity, sensationalism and integrity • conflicts of interest • Interesting versus important. • Balancing justice: • justice to victim and the accused • No assumption of guilt or innocence. ➤ Contemporary crime journalism: 10 • Crime shows on TV. • Emphasis on crime reporting in • Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media.		16
January	➤ Law enforcement machinery: 10 • Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. ➤ Understanding the Police system : • Introduction to IPC • Important sections of IPC. ➤ Sensitive law and order situation: 90 • Agitations, congregations for various reasons, elections. • Deployment of extra forces. ➤ Case studies on Indian Crime Reporting • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose		16

	<ul style="list-style-type: none"> • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 		
February	<p>Covering Crime: 10</p> <ul style="list-style-type: none"> • Types and definitions. ➤ Police Investigation techniques: <ul style="list-style-type: none"> • From conventional to Modern techniques • Cognizable and non-cognizable offences. ➤ Basic principles of crime reporting: <ul style="list-style-type: none"> • News values: <ul style="list-style-type: none"> • New, unusual, interesting, significant and about people. ➤ Sources of Crime Reporting: <ul style="list-style-type: none"> • Collecting and cross checking information • Developing sources, verifying facts. Reporting agitations, riots. • Possible risks and precautions. 		08
March	<p>Covering Courts: 08</p> <ul style="list-style-type: none"> • Structure of judicial system in India. • Hierarchy, functions and jurisdictions of each court. • Granting of bail to accused. • Types of cases heard in courts. • Tribunals, consumer and family courts. PILs, appeals etc. 		08
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Teaching Plan: 2023-24

Department: BAMMC

Class: TYBAMMC (Journalism)

Semester: 6

Subject: DIGITAL MEDIA

Name of the Faculty: Rashmi W.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	a. Understanding Digital Media 4 Digital b. Advantages of Digital Media Marketing c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media. a. How search Engine works 8 Optimization b. Introduction to SEO 74 (SEO): c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO. a. What is SEM? 8 marketing b. Why SEM (SEM) c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads		16
January	a. Introduction to Social Media 08 Marketing b. Facebook Marketing (SMM) c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy. 1. key terms and concepts 3 2. Customer acquisition strategies 3.		16

	Best Practices : CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach.		
February	a. Introduction to analytics 6 b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics a. Affiliate Marketing 3 Marketing and b. Definition, Purpose, Resources required, Top Programmatic Players in Affiliate Marketing, Segregation of Marketing Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing		08
March	Intro to content writing 6 b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile, information Technology Act 2 b. Copyright Act 756 c. Cyber Ethics d. Digital Security		08
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Teaching Plan: 2023-24

Department: BAMMC

Class: TYBAMMC (Journalism)

Semester: 6

Subject: MAGAZINE JOURNALISM

Name of the Faculty: Saylee Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	<ul style="list-style-type: none">• A brief history of magazine journalism, global scenario and current trends in History of magazineModule I magazine journalism in India; Magazine boom in India and 10 journalism the glorious years of the news magazine magazine journalism versus newspaper journalism, Survival of Magazines in digital era – issues , challenges , prospects, • Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Module II Definition and Children , Diwali issues , travel Genres of ,environment , education , B2B magazines 10 Magazines magazines, literary magazines, Sunday magazines and journals; online magazines-zines, • webzines, web-edition magazines; a review of leading general interest magazines in English , • Hindi and Marathi. Magazine formats		16

January	Organizational structure of a magazine – editorial, Organizational advertising, circulation, promotion and Module III structure business departments; reporting and editing 05 operations in a magazine; magazine journalism terminology		16
February	Cover and cover story – functions of the coverCover Story cover design formats – cover blaze - coverlines; Module IV contents page; cover story selection criteria: 10 length, strength, importance, promotability and illustratibility, –format, layout, typography, colour, photos, Module VI Design illustrations, info graphics and 08 Blurbs		08
March	Magazine articles- features, film reviews, book Articles reviews, profiles, columns, cartoons, regulars 05 and fillers , interviews		08
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Teaching Plan: 2023-24

Department: BAMMC

Class: TYBAMMC (Journalism)

Semester: 6

Subject: NEWSPAPER and MAGAZINE DESIGN

Name of the Faculty: Arvind Parulekar

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	Point, Line, Shape, Size, Tone, Colour, 02 Texture, Space • Principles of Design Proportion, Contrast, Harmony, 02 Balance, Harmony, Unity • Rules of Layout Alignment, Proximity, Emphasis, 02 Syntax, Visual path • Grid and Page set up Page size, Space division, Creating 02 template, Margins, • Master Pages Creating master pages, Margins, Page 02 numbering, Columns, Footer space, Folio, National Page, City/Local, World, 01 Economy, Sports, Entertainment, Editorial (OpEd) • Rewriting / Considering length of Head, Using 02 recomposing synonyms, Abbreviations, Popular headlines, Creating terms, Units and Counts decks, • Terminology Head, Deck, Body, Boost, Callout, Slug, 02 Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers • Type of Content Anchor story, Lead, Tomb stoning, , 02 Short stories, Feature, Editorial, Reviews, Interviews, Feedback, • Errors Widow, Orphan, Dog leg, Burries story		16

January	<p>Type classification Serif, Sans serif, Decorative, Trendy, 01 Distress, Handwriting • Measurements Size, Weight, Posture, Kerning, 01 Tracking, Leading, Expand, Condense • Visual indicators Indentation, Dropcap, Inset, Alignment, 01 Hyphenation • Text path Curvelinear, Baseline, Shift, Warp text, 01 Text in shapes • Text to Box Picture in text, Texture in text, Text 02 effects, Shadow, outline,</p>		16
February	<p>• Workspace Grouping required panels and assigning 02 default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking, • Toolbox Text, Picture, Shape, Table, 02 Transparency, Line, • Panels Style sheet/Para styles, Colour/ Swatch, 03 Page layout, Align, Wrap text, • Picture treatment Choosing right picture, Tracing outline, 03 Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement</p>		08
March	<p>Content Plan/ varied Content collection, Sorting and scrutiny, 03 content: Cover story, Picture collection, Dividing in parts, Interview, Feature, Sp Extracting pull outs, quotes, Assigning report, Tips, pages to stories, Assigning pages to Ads • Flat plan Block diagram of the content, Judgment 02 of facing page relevancy, Testing for contradiction • Rough Layout Rough idea of layout, Conceptualization, 03 Judging weightage of pictures and text • Logic of Cover design Title size, Cover lines,</p>		08

	Release date, 02 Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story • Pagination and Print Sequencing for printing, Form, Cut 02 ready marks, Alley		
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Subject: TELEVISION JOURNALISM

Name of the Faculty: Gajendra D.

Month	Topics to be Covered	Internal Assessment	Number of Lectures
December	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. News; Entertainment, Culture, Sports and Films		16
January	Growth of Private International, National and Regional TV Networks, News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak, News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis, Features on TV : Talk Shows • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries, Other Programs • Music • Sports		16
February	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. Educational, Crime, Science, Court, Environmental, Political, Reporting national and International events		08

March	Scripting for presentation Interviews/Documentary/Feature/Drama/Skits o TV, Story idea, development and Presentation- Web series, • Features, Audience effectiveness, advertisements broadcast and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast, Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.		08
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