



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunhunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- JOURNALISM
(CBCS)

w.e.f.
2019-2020

Program: BA in Multimedia and Mass Communication
Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS

TYBAMMC - JOURNALISM SEMESTER V

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCJR501	Reporting	04	<ol style="list-style-type: none"> 1. Concept of News 2. News gathering 3. Beats system in reporting 4. Coverage of disasters 5. Case Studies
RJAUBAMMCJR502	Investigative Journalism	04	<ol style="list-style-type: none"> 1. Introduction to Investigative Journalism. Careers and Opportunities in Investigative Journalism: 2. Data Collection: Sources 3. Designing the story: Finding and writing your story 4. Data protection and security: Security of sources and data 5. Final Story: Generation of the story
RJAUBAMMCJR503	Writing and Editing Skills	03	<ol style="list-style-type: none"> 1. Tools and techniques of editing 2. Crisp Writing 3. Resume writing: telling your story 4. Feature writing 5. Interviews.
RJAUBAMMCJR504	Global Media and Conflict Resolution	03	<ol style="list-style-type: none"> 1. Evolution of Global Media 2. Media Profiles, issues and analysis 3. Media Profiles, issues and analysis 4. Conflict Resolution 5. Media Information Literacy
RJAUBAMMCJR505	Business and Financial Journalism	03	<ol style="list-style-type: none"> 1. Business and Financial Journalist 2. Reporting of Major Indian Scams 3. Beats and Audiences in Business and Financial Journalism in India 4. Financial Markets and Institutions 5. Globalization: Global Trade and Finance
RJAUBAMMCJR506	News Media Management	03	<ol style="list-style-type: none"> 1. Introduction 2. Organizational Structure 3. Resource and Supply Chain and Marketing Techniques 4. Disruptive Technology and Media Business Models 5. Case Studies

TYBAMMC- JOURNALISM SEMESTER VI

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCJR601	Digital Media	04	<ol style="list-style-type: none"> 1. Introduction to Digital Marketing 2. Search Engine Optimization(SEO) 3. Search engine Marketing (SEM) 4. Social Media Marketing (SMM) 5. Email Marketing 6. Web Analytics 7. Affiliate Marketing and Programmatic Marketing 8. Content Writing 9. Cyber Laws
RJAUBAMMCJR602	Newspaper and Magazine Design (Project)	04	<ol style="list-style-type: none"> 1. Design and Layout Basics 2. Editing and Terminology 3. Typography and Visual Aids 4. Working on Project Quark or InDesign 5. Planning and Production of Magazine
RJAUBAMMCJR603	Contemporary Issues	03	<ol style="list-style-type: none"> 1. Social Movements and Progress for society 2. Economic Growth and development 3. Politics and society 4. Social Welfare schemes by the Government of India
RJAUBAMMCJR604	Lifestyle Journalism	03	<ol style="list-style-type: none"> 1. Lifestyle Journalism: An Introduction 2. Writing Style: Words, Picture, Story and Editing 3. Types of Lifestyle Writing 4. Fashion Influencers: Role and Importance 5. Social Media: Lifestyle and role of Social Media
RJAUBAMMCJR605	Magazine Journalism	03	<ol style="list-style-type: none"> 1. History of Magazine Journalism 2. Definition and Genres of Magazines 3. Organizational Structure 4. Cover Story 5. Types of Articles 6. Magazine Design
RJAUBAMMCJR606	Television Journalism	03	<ol style="list-style-type: none"> 1. History and Development of TV Journalism 2. Television formats: Content and presentation 3. Developing skills 4. Current and Emerging Trends in Television Journalism 5. Evolution, Organization, Policies and Programming of News Service.

SEMESTER V	
Course Name: Reporting	
Course Code: RJAUBAMMCJR501	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Concept of News	10
<ul style="list-style-type: none"> ● Definition Of News, types of news, ● Elements of news, ● Collection of facts. ● News-writing, How to write a news story, ● Basic Principles of Reporting, ● ABC of Reporting Accuracy, Balance/Brevity and Clarity, Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such as Verification, Attribution of Sources, Speed. Do these principles clash with each other? 	
UNIT II	10
News Gathering	
<ul style="list-style-type: none"> ● How do reporters gather news?: Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. incident/On the spot coverage. ● Sources: Primary and Secondary, Citizen journalism, Role of anonymous sources, New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. 	
UNIT III	10
Beats System in Reporting	
<ul style="list-style-type: none"> ● What is beat system, why it is necessary, how does it help, ● What are the 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 Defense. ● New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer. 	
UNIT IV	08
Coverage of Disasters	
<ul style="list-style-type: none"> ● 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. ● Study these with special in-depth reference to: Pulwama attack, Gadchiroli Naxal attack, Return of Abhinandan Varthaman, The references of Kerala 	

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flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	
UNIT V	10
Case Studies	
<ul style="list-style-type: none"> ● Ethical Issues in reporting/ Credibility of Reporters. ● Follow-up Story ● Yellow Journalism and its comparison with other forms. ● Rafale scam ● AgustaWestland case ● PNB scam (Nirav modi) ● National Herald ● Panama case ● Bofors scam ● Watergate scam <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections should be applied in studying these.</p>	
Internal Assignments Suggestions	
There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in a mock environment, is given priority. The knowledge of basic beats can be tested through the application.	

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RJAUBAMMCJR501 Paper 1: Reporting	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will be able to understand the basic ethos of the news and news-gathering. 2. The learners will gain skills in communicating and comprehending structures of news writing (inverted pyramid structure), language of news writing, objectivity and writing techniques. 3. The learners will be able to gain knowledge and skills on how to become reporters for various beats. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain an important lesson- to become reporters, which is supposed to be a prerequisite for entering the field of journalism.

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	➤ The learners are imparted and encouraged to inculcate the skills for investigative journalism and news-gathering using conventional and modern methods.
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SEMESTER V	
Course Name: Investigative Journalism	
Course Code: RJAUBAMMCJR502	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Introduction to Investigative Journalism	10
Careers and Opportunities in Investigative Journalism	
<ul style="list-style-type: none"> ● Introduction to Investigative Journalism: ● Who is an Investigative Reporter ● Role of an Investigative Reporter ● Qualities and essentials for becoming an investigative journalist, career and opportunities ● Center for Investigative Journalism (CIJ) ● Ethical/unethical use of sting operations 	
UNIT II	10
Data Collection Sources	
<ul style="list-style-type: none"> ● Records and the Confidentiality of Source ● Issues of contempt, defamation ● Right to Privacy and Official Secrets Act ● What is evidence? ● Case Study: Panama Papers and Watergate Scandal 	
UNIT III	10
Designing your story: Finding and writing your story	
<ul style="list-style-type: none"> ● Observation ● Planning techniques ● Cultivating sources ● Developing the project 	
UNIT IV	08
Data Protection and Security: Security of sources and data	
<ul style="list-style-type: none"> ● Protection of sources ● Safety of journalists ● Criticism of Investigative Journalism 	
UNIT V	10
Final Story: Generation of the Story	

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<ul style="list-style-type: none"> ● Research methods ● Insight knowledge ● Asking the right questions ● Libel and fact checking ● Writing and rewriting the report 	
Internal Evaluation Assignments and Suggestions	
<ul style="list-style-type: none"> ● Mandatory screening of the following documentaries/films/movies: <ol style="list-style-type: none"> a. All The President's Men (based on The Watergate Scandal, one of the most viewed movies) b. Icarus (Documentary On The Russian Olympics Doping Scandal, won the Oscar in 2018) c. Spotlight/The Post (Journalism in an era without internet and mobile phones, when journalists took years working on an investigation) ● Project guided by faculties ● Any one small local case to be taken and investigated and submitted in the form of compilation of all the methodology ● Continuous weekly evaluation of the investigation being carried out on the case study selected by the learner. ● Group Discussions 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR502 Paper 2: Investigative Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be able to understand the role of investigative reporting in modern journalism 2. The learners will gain an insight into the skills to conduct investigative research in an ethical manner. 3. Develop skills and techniques to pen quality investigative articles. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The students will develop the capacity to comprehend and analyse key aspects of investigative journalism despite limited resources. ➤ The learners will gain knowledge about security of self, their sources of story and data. ➤ The learners will develop skills to write excellent investigative stories for the media.

SEMESTER V		
Course Name: Writing and Editing Skills		
Course Code: RJAUBAMMCJR503		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Tools and Techniques of Editing		10
<ul style="list-style-type: none"> ● Brevity: The soul of communication, Eliminating redundancy in communication ● Functional Grammar: Refreshing Grammar, Common Errors ● Word Power: Working with words ● Punctuations: For media usage ● Style Book: Use of numbers, abbreviations, names and terms 		
UNIT II		08
Crisp Writing		
<ul style="list-style-type: none"> ● News Sense: Finding the right story angle ● Saying it in bold: Writing headlines, captions, leads and intros ● Podcast: Writing for the ear ● Net cast: Writing for visuals ● Webcast: Story Compiling, Difference between writing for print and real time writing. 		
UNIT III		10
Resume writing : Telling your story		
<ul style="list-style-type: none"> ● Assimilating facts and details ● Building a narrative ● Making it pictorial ● Layout and page design ● Being a credible voice 		
UNIT IV		10
Feature Writing		
<ul style="list-style-type: none"> ● Feature stories: Human Interest Stories ● Reviews: Books, Films, App ● Columns: Analytical, Interactive, Agony Aunt ● Editorials: Importance, Voice of the publication, Format ● Obituaries: Writing obituaries, Need for factual verification and tone, Can obituaries be critical? 		
UNIT V		10
Interviews		
<ul style="list-style-type: none"> ● Types of subjects ● Preparing for interviews ● Preparing a questionnaire 		

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<ul style="list-style-type: none"> ● Protocol and Ethical Issues ● Writing the Interview copy 	
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RJAUBAMMCJR503 Paper 3: Writing and Editing Skills	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be acquainted with the art of narration and storytelling. 2. The learners will be able to practice crisp writing and build stories that hold the interest of the readers. 3. The learners will gain insight into the art of interviewing and practice writing strictly within the contours of journalistic principles. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain understanding of the tools and techniques of editing and writing. ➤ Provision and inculcation of skills to write various types of features.

SEMESTER V		
Course Name: Global Media and Conflict Resolution		
Course Code: RJAUBAMMCJR504		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Evolution of Global Media		10
<ul style="list-style-type: none"> ● North – South Divide, Imbalance in Global flows ● NWICO, MacBride Commission, Failure of NANAP ● Global Media Conglomerates, parachute journalism and embedded journalism ● Post Truth and avalanche of fake news ● Information Disorder 		
UNIT II		10
Media profiles, Issues and Analysis		

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<ul style="list-style-type: none"> Contemporary Role of Global News Agencies Media in Europe Media in USA and Australia Media in Russia Media in Africa : talking drums; community radio 	
UNIT III	12
Media profiles, Issues and Analysis	
<ul style="list-style-type: none"> Media in China Media in Japan Media in North Korea Media in Singapore Media in the Middle East and Role of Aljazeera Media in Malaysia 	
UNIT IV	10
Conflict Resolution	
<ul style="list-style-type: none"> Changing nature of conflict Media driver of peace or driver of conflict The shifting media landscape, Challenges for independent media The role media can play in conflict resolution and peace promotion Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka 	
UNIT V	06
Media Information Literacy	
<ul style="list-style-type: none"> Five Laws of MIL MIL and youth radicalization in cyberspace Preventing violent extremism MIL to tackle social polarization of Europe Encryption / Cryptography media communication landscape 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR504 Paper 4: Global Media and Conflict Resolution	Course Outcomes: <ol style="list-style-type: none"> The learners will gain awareness and perspective of the issues faced and experienced by the media globally. The learners will gain insight into the role of media in the 21st Century and the challenges facing traditional media. Students will be familiarized with regional versus global media.

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	<p>4. Highlight social media's relevance in information dissemination and role of media in resolution of conflicts.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain understanding of the difference in the role and structure of the media across the globe. ➤ Develop an awareness and understanding of the hold of media conglomerates and the issues of cultural differences ➤ Enable learners to appreciate the potential of media in resolving conflicts.
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SEMESTER V		
Course Name: Business and Financial Journalism		
Course Code: RJAUBAMMCJR505		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Business And Financial Journalist		04
<ul style="list-style-type: none"> ● Who is a Business Journalist? ● Skills for Business Journalism ● Role of a Business Journalist ● Careers and opportunities in Business and Financial Journalism ● Analysis of Major Business and Financial media in India 		
UNIT II		10
Reporting Of Major Indian Scams		
<ul style="list-style-type: none"> ● Satyam corporate fraud ● Cement scandal ● 2G scam / Neera Radia Tapes ● Ketan Parekh scam ● The Coalgate scam ● Adarsh Housing Society scam ● ICICI Bank - Chanda Kochar ● Kingfisher – Vijaya Mallaya 		

<ul style="list-style-type: none"> ● Nirav Modi Scam ● Rafale deal 	
UNIT III	18
Beats: Beats and Audiences in Financial Journalism in India	
<ol style="list-style-type: none"> 1. Banking Sector in India <ul style="list-style-type: none"> ● 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. Union Budget <ul style="list-style-type: none"> ● Components of the Union Budget ● Why is India running a budget deficit and a fiscal deficit?, Populism and budget ● Media presentation of Budget 3. Aviation <ul style="list-style-type: none"> ● 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. Technology <ul style="list-style-type: none"> ● Growth of India's IT service exports ● Why are India's engineers sought-after? ● Are India's engineers qualified? ● The government's STPI framework for boosting tech innovation ● Media coverage of technology 5. Startups <ul style="list-style-type: none"> ● 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 	
UNIT IV	10
Financial Markets And Institutions	
<ol style="list-style-type: none"> 1. Stock Exchange <ul style="list-style-type: none"> ● Bombay Stock Exchange, National Stock Exchange ● SENSEX, NIFTY and impact of their volatility. ● Retail Market – the Indian Scenario 2. Understanding the Equity Market <ul style="list-style-type: none"> ● Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined ● How to read stock tables for business journalism. 	

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<ul style="list-style-type: none"> ● Currency Regulation ● Demonetization ● Commodities <p>3. Role Objectives and Functions</p> <ul style="list-style-type: none"> ● Reserve Bank Of India ● SEBI - Securities And Exchange Board Of India ● Niti Aayog 	
UNIT V	06
Globalization: Global Trade and Finance	
<ul style="list-style-type: none"> ● Globalization and its impact on international trade ● How currency markets operate ● Global supply chains and its impact on competitiveness of local industries ● The 2008 financial crisis 	

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RJAUBAMMCJR505 Paper 5: Business and Financial Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain a basic understanding of the world of business and finance. 2. The learners will gain skills to collect economic data effectively and learn requirements essential to be good business and financial journalists. 3. Learners acquire the skills to write different kinds of Business and Financial leads. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners become aware of the importance of business and financial news and its role in coverage, reporting and editing. ➤ The learners develop the skills in reporting and writing basic and complex business and financial stories in different beats. ➤ Enable the learners to hone the skills to convert Business news releases into Business and financial reports.

SEMESTER V	
Course Name: News Media Management	
Course Code: RJAUBAMMCJR506	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
Introduction	10
<ul style="list-style-type: none"> ● Making News: Truth, Ideology and News work ● Legacy Media Broadcast Media Overview and Print Publishing Overview ● A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: ● News media as business enterprise: Proprietary concerns, Types of ownership 	
UNIT II	14
Organizational Structure	
<ol style="list-style-type: none"> 1. Human Resource Development <ul style="list-style-type: none"> ● Hierarchy ● Decision making ● Inter-relationship between departments ● Specialized training for skilled workers 2. Financial Management, Cost and Profitability <ul style="list-style-type: none"> ● Costing classification and allocation ● Nature of cost ● Factors affecting cost ● Fixed and variable costs 3. Challenges of Globalization and Liberalization <ul style="list-style-type: none"> ● Foreign Direct Investment ● Cross Media Ownership ● Commercialization of Media 4. Understanding Company Law <ul style="list-style-type: none"> ● Press and Registration of Books Act ● Relevant aspects of Company Law 	
UNIT III	12
Resource and supply chain, Marketing techniques.	
<ol style="list-style-type: none"> 1. Resource and Supply Chain <ul style="list-style-type: none"> ● Newsprint ● Technology ● Production process 2. Managing Resources <ul style="list-style-type: none"> ● Advertising revenue building and maintenance ● Circulation revenue ● Ways to cut cost and boost revenue 	

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3. Marketing Techniques <ul style="list-style-type: none"> ● Brand building ● Public Relations: Newspaper's relation to its community, Understanding the target audience, Building goodwill, Promoting the newspaper's / site's services v. Sales promotional activities ● Role of research and readership surveys ● Sales forecasting and planning ● Advertising the newspaper / website I channel ● Becoming a digital media brand 	
UNIT IV	06
Disruptive Technology and Media Business Models	
<ul style="list-style-type: none"> ● The role of advertising ● From Web 1.0 to 2.0 ● Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 	
UNIT V	06
Case Studies	
<ul style="list-style-type: none"> ● Case studies – Eenadu and Network ● Expansion of Sky Network [Star Network in India] ● Relevance of TAM Ratings in News ● Channels along with IRS Studies 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR506 Paper 6: News Media Management	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. To make students aware about the responsibilities, structure, functioning of a media organization and economic drivers of the media houses 2. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. 3. The course will sensitize students about the influences of government on media production and broadcasting. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will evolve to have better understanding about structure, functioning and economies of running a media business ➤ Learners will gain perspective on need to use digital/marketing techniques to generate revenue for the business ➤ Learners will be acquainted with influences of government policies on media organization

SEMESTER VI	
Course Name: Digital Media	
Course Code: RJAUBAMMCJR601	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Introduction to Digital Marketing	04
<ul style="list-style-type: none"> • Understanding Digital Media • Advantages of Digital Media • Principles of Digital Media Marketing • Key Concepts in Digital media • Traditional Vs Digital Media 	
UNIT II	08
Search Engine Optimization (SEO)	
<ul style="list-style-type: none"> • How search Engine works • Introduction to SEO • On Page Optimization • Off Page Optimization • SEO Audit, Tools and Measurement • SEO Resources, Careers in SEO 	
UNIT III	08
Search Engine Marketing (SEM)	
<ul style="list-style-type: none"> • 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 	
UNIT IV	08

Social Media Marketing (SMM)	
<ul style="list-style-type: none"> ● Introduction to Social Media ● Facebook Marketing ● Instagram Marketing ● LinkedIn Marketing ● Twitter Marketing ● SMM Tools ● Creating a successful social media strategy 	
UNIT V	03
Email Marketing	
<ul style="list-style-type: none"> ● Key terms and concepts ● Customer acquisition strategies ● Best Practices : CRABS ● Tools to enhance lead nurturing ● Enhance better reach 	
UNIT VI	06
Web Analytics	
<ul style="list-style-type: none"> ● Introduction to analytics ● Social CRM and analysis ● Google analytics ● Digital Analytics ● Content performance analytics ● Visitor analysis ● Social media analytics 	
UNIT VII	03
Affiliate Marketing and Programmatic Marketing	
<ul style="list-style-type: none"> ● Affiliate Marketing ● Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing ● Programmatic Marketing ● Evolution and growth of programmatic Marketing ● Real Time bidding, ● Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	
UNIT VIII	06
Content Writing	
<ul style="list-style-type: none"> ● Intro to content writing ● Core Principles of Content writing 	

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<ul style="list-style-type: none"> • Why blogs matter • Principles of writing blogs • How to write content for twitter and Mobile 	
UNIT IX	02
Cyber Laws	
<ul style="list-style-type: none"> • Information Technology Act • Copyright Act • Cyber Ethics • Digital Security 	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR601 Paper 1: Digital Media	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. 2. Learners will be able to understand the key goals and stages of digital campaigns. 3. The learners will gain hands-on skills to develop digital marketing plans. 4. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be familiarized with the importance and techniques of SEO, SEM and SMM ➤ The learners will gain knowledge and understanding of the various technologies that aid in communication. ➤ Understanding about modern advancements in the digital world and the role they play in helping digital marketing experts in better understanding their audience.

SEMESTER VI		
Course Name: Newspaper and Magazine Design (Project Work)		
Course Code: RJAUBAMMCJR602		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Design and Layout basics		10
<ul style="list-style-type: none"> ● Elements of design: Point, Line, Shape, Size, Tone, Colour, Texture, Space ● Principles of Design: Proportion, Contrast, Harmony, Balance, Harmony, Unity ● Rules of Layout: Alignment, Proximity, Emphasis, Syntax, Visual path ● Grid and Page setup: Page size, Space division, Creating template, Margins, ● Master Pages: Creating master pages, Margins, Page numbering, Columns, Footer space, Folio. 		
UNIT II		08
Editing and Terminology		
<ul style="list-style-type: none"> ● Page division: National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) ● Rewriting /recomposing headlines, Creating decks: Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts ● Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers ● Type of Content Anchor story, Lead, Tombstoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback, ● Errors Widow, Orphan, Dog leg, Burries story 		
UNIT III		06
Typography and Visual aids		
<ul style="list-style-type: none"> ● Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting ● Measurements: Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense ● Visual indicators: Indentation, Dropcap, Inset, Alignment, Hyphenation ● Text path: Curvilinear, Baseline, Shift, Warp text, Text in shapes ● Text to Box: Picture in text, Texture in text, Text effects, Shadow, outline 		
UNIT IV		12

Working on Project Quark or InDesign	
<ul style="list-style-type: none"> • Workspace: Grouping required panels and assigning, default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking • Toolbox: Text, Picture, Shape, Table, Transparency, Line • Panels: Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text • Picture treatment: Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement • Creating Typo: Type templates i.e. Style sheets 	
UNIT V	12
Planning and Production of Magazine	
<ul style="list-style-type: none"> • Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips: Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning, pages to stories, Assigning pages to Ads. • Flat plan: Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction • Rough Layout: Rough idea of layout, Conceptualization, Judging weightage of pictures and text • Logic of Cover design: Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story • Pagination and Print ready: Sequencing for printing, Form, Cut marks, Alley 	
Internal assessment	
<p>Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before an external examiner:</p> <ol style="list-style-type: none"> a. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page. b. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts. c. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of the magazine and flow of the articles. Sections as well as front book, back book and main book concept. d. Flat plan: For judging facing page connectivity or discrepancy. e. Pagination: A separate soft file with page sequence suitable for printing. 	
External Project	
<ol style="list-style-type: none"> 1. Broadsheet design and layout: Broadsheet of 6 pages in Adobe InDesign OR QuarkXpress. <ol style="list-style-type: none"> a. Supportive software can be Adobe Photoshop for Image editing, CorelDraw or Illustrator for Masthead or Logo making and Illustrations wherever needed. b. Basic Layout must be either in Adobe InDesign or quarkXpress, one of the layout software. 	

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<p>c. Learners may use QuarkXpress for Broadsheet and InDesign for Magazine and display their skills in both. (This will not fetch extra rewards.)</p> <p>2. Magazine Design and Layout: Magazine of minimum pages or in multiple of 4 pages thereof can be done.</p> <p>a. Content plan and Typo chart must be produced at the time of viva voce in print form.</p> <p>b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.</p>	
General Instructions	
<ol style="list-style-type: none"> 1. Content need not be original and can be sourced from Google or News sites. 2. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged) 3. Rewriting of headlines may be needed to fit the width and will be part of evaluation. (use editing techniques) 4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary. 5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks) 6. Use of illustrations recommended wherever necessary. 7. Picture placement and unity with the text in text frames is an evaluative aspect. 8. Right content on right pages and in apt places has weightage in evaluation. 9. New original Masthead and design is an evaluation aspect. (Discourage students from copying existing) 10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element. 11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi. 12. Viva voce will be conducted only against evaluation of the completed project. 13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner. 	

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RJAUBAMMCJR602 Paper 2: Newspaper & Magazine Design	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learner will gain understanding of the process of print media production from the content collection to the final print ready layout. 2. The learners will be able to understand how the news weightage

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	<p>and article relevancy will have an impact on visual treatment and the text block.</p> <p>3. Learners will be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will develop software skills to be employable in industry. ➤ Learners shall develop the aesthetic vision and understand the discipline behind a layout.
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SEMESTER VI		
Course Name: Contemporary Issues		
Course Code: RJAUBAMMCJR603		
Credits: 03	Total Lecture: 48	
UNIT I		Lectures
Social Movements and Progress for society		12
<ul style="list-style-type: none"> ● Define Social Movements, Elements, Types and Stages of Social Movements. ● Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) ● Developmental issues- displacement and rehabilitation. 		
UNIT II		14
Economic Growth and Development		
<ul style="list-style-type: none"> ● Economic issues in India. ● 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 		
UNIT III		12
Politics and Society		
<ul style="list-style-type: none"> ● Crime and Politics ● Role of whistleblower 		

<ul style="list-style-type: none"> • Corruption- causes and remedial measures • Role of political parties and its impact on the political system. • Changing trends in politics- Functions, features, agendas, majority vs coalition government • Terrorism – causes, consequences, remedial measures. 	
UNIT IV	10
Social Welfare schemes by the Government of India	
<ul style="list-style-type: none"> • Social Welfare schemes: <ul style="list-style-type: none"> o With reference to women and child (any five) o Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. o Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”. o Rural (any three Schemes) 	

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RJAUBAMMCJR603 Paper 3: Contemporary Issues	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Provide insight and understanding into the plethora of challenges and issues faced by the country which shall result in increased awareness of the contemporary issues. 2. The learners will be sensitized towards the varied social, economic and political aspects of the society and analyse them as a media professional. 3. The learners will gain understanding of the different Social Welfare schemes initiated by the Government of India <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain understanding of the social movements, political, economic and social concerns and issues. ➤ Sensitize the learners to the present-day problems and challenges and its implications on development and progress of the society. ➤ Learners will gain perspective into the role of the media as a strategy to create awareness on various issues and mobilize to bring social progress.

SEMESTER VI	
Course Name: Lifestyle Journalism	
Course Code: RJAUBAMMCJR604	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
Lifestyle Journalism: An Introduction	10
<ul style="list-style-type: none"> • Lifestyle writers have a very niche audience. Who are we writing for? • Lifestyle Journalist should know the publication house audience • Lifestyle News, critique/review/ evaluate on stories from magazines • Lifestyle Journalist : balance between Elite and Mass • Lifestyle Culture (newspapers) Source of Lifestyle stories 	
UNIT II	10
Writing Style: Words, Picture, Story and Editing	
<ul style="list-style-type: none"> • What is good Lifestyle writing? • Use of Pictures and Graphics, finding and focusing your story • Crafting and structure – the beginning, middle, and end • Reporting and Interviewing. Feature leads, Lifestyle • Columns Rewriting and self-editing 	
UNIT III	10
Types of Lifestyle Writing	
<ul style="list-style-type: none"> • Review : Art show, Movie, Theater Performance Book • Travel : Various types of Travel writings • Food : Street, Restaurant food, Food festival, Restaurant review • Health and Fitness : Gym, Yoga, various new forms of workout • Other forms fashion, Garden, Home and General Tips and guidelines 	
UNIT IV	08
Fashion Influencers: Role and Importance	
<ul style="list-style-type: none"> • Fashion, Gender and Social Identity • The impact of fashion bloggers and magazines on the society • E-fashion markets defining the trends amongst the youth • Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle • Role of Music's Fashion in the society 	

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UNIT V	10
Social Media: Lifestyle and role of Social Media	
<ul style="list-style-type: none"> • The power of marketing in the contemporary fashion world • Labeling and branding: The power of representation • Shakespearian theater and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags • Lifestyle advertising , Collaborations and CoMarketing of Brands, Fashion and Social Media Campaigns 	

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RJAUBAMMCJR604 Paper 4: Lifestyle Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The course will impart knowledge on how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests 2. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 3. Learned will be sensitized to use key digital marketing tools to develop digital marketing plans <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will acquire a conceptual overview of lifestyle journalism and its function in the media industry and develop skills to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. ➤ Learners will gain practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. ➤ Learners will now have knowledge about need to develop digital marketing plans for lifestyle beat

SEMESTER VI	
Course Name: Magazine Journalism	
Course Code: RJAUBAMMCJR605	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
History of Magazine Journalism	10
<ul style="list-style-type: none"> • A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; • Magazine boom in India and the glorious years of the news magazine • Magazine journalism versus newspaper journalism • Survival of Magazines in digital era – issues , challenges , prospects 	
UNIT II	10
Definition and Genres of Magazines	
<ul style="list-style-type: none"> • Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel , environment , education , B2B Magazines, literary magazines, Sunday magazines and journals; online magazines e-zines, • Webzines, web-edition magazines; a review of leading general interest magazines in English • Hindi and Marathi. Magazine formats. 	
UNIT III	05
Organizational Structure	
Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	
UNIT IV	10
Cover Story	
Cover and cover story, Functions of the cover, cover design formats Cover blaze, Coverlines, contents page, cover story selection criteria, length, strength, importance, promotability and illustratibility	
UNIT V	05
Types of Articles	

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<ul style="list-style-type: none"> Magazine articles: features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews 	
UNIT VI	08
Magazine Design	
Format, layout, typography, colour, photos, illustrations, infographics and Blurbs	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR605 Paper 5: Magazine Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. This course introduces the students to the nuances of magazine journalism, feature writing and reviews. 2. The learners will be able to gain knowledge about the various genres of magazines. 3. The learners will gain insight into the organizational structure of magazines. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be able to develop the ability to understand audiences of this journalism and enhance skills to cater to their needs. ➤ The learners will gain skills to write different types of articles in a magazine, design formats of cover and cover story. ➤ The students shall be able to get practical knowledge and skills on how to design a magazine.

SEMESTER VI	
Course Name: Television Journalism	
Course Code: RJAUBAMMCJR606	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
History and Development of TV Journalism	10
<ol style="list-style-type: none"> History and Development <ul style="list-style-type: none"> 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 dateTimeline. Indian scenario - Doordarshan - <ul style="list-style-type: none"> News; Entertainment, Culture, Sports and Films. Private and Satellite channels <ul style="list-style-type: none"> Growth of Private International, National and Regional TV Networks Regional channels- Impact and critical study of: <ul style="list-style-type: none"> News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak 	
UNIT II	10
Television formats: Content and presentation	
<ol style="list-style-type: none"> News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis Features on TV: <ul style="list-style-type: none"> Talk Shows Reviews Interviews Discussions. Documentaries. Docudramas. Commentaries. Other Programs <ul style="list-style-type: none"> Music Sports 	
UNIT III	10
Developing skills	
<ol style="list-style-type: none"> Anchoring: <ul style="list-style-type: none"> 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. Beat reporting: <ul style="list-style-type: none"> Educational, Crime, Science, Court, Environmental, Political Reporting: <ul style="list-style-type: none"> Reporting national and International events 	

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4. Scripting and presentation <ul style="list-style-type: none"> • Scripting for Interviews/Documentary/Feature/Drama/Skits on TV. • Story idea, development and Presentation- Web series 5. Editing: <ul style="list-style-type: none"> • Skills of editing, online and offline 	
UNIT IV	08
Current and Emerging Trends in Television Journalism	
1. 24/7 news broadcast <ul style="list-style-type: none"> • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, Amazon Prime, etc) • Fake News on Internet v/s news on broadcast 2. Ethics (Including Censorship) in presentation of News	
UNIT V	10
Evolution, Organization, Policies and Programming of News Service	
Evolution, Organization, Policies and Programming, News Service, Features, Concept of 24x7 news, Catering to Transnational audiences, Advertising and promotion.	

TYBAMMC: JOURNALISM	Semester VI
RJAU BMM C JR 606 Paper 6: Television Journalism	Course Outcomes: <ol style="list-style-type: none"> 1. The learners shall be acquainted with the skills needed in television reporting and enable them to develop those skills. 2. Sensitize the learners through assignments about the issues of deprivation around us and using writing as a tool for social justice. 3. The learners shall be able to gain understanding about the current and emerging trends in Television Journalism. Learning outcomes: <ul style="list-style-type: none"> ➤ To enable the learners to gain understanding of the techniques involved in narration and storytelling for the medium of television. ➤ The course shall impart the learners with the art of developing a story idea for television medium.

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1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.

Investigative Journalism

1. A Manual For Investigative Journalism; Edited By Syed Nazakat And The Kas Media Programme
2. Mandatory Screening Of The Following Documentaries/Films/Movies:
 - All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies
 - carus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018.
 - Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)

Writing and Editing Skills

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

Global Media and Conflict Resolution

1. Understanding Global Media by Terry Flew, Red Globe Press
2. Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa Deutsche Welle
3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age
4. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
5. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams.
6. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008} Oxford Press
7. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
8. Triumph Of The Image: The Media's War in The Persian Gulf, A Global Perspective (Critical studies in communication and in the cultural industries) by Hamid Moulana.
9. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
10. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
11. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.

12. How social media is changing the way we see conflict By Kym Beeston. 2014.
13. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
14. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

Business and Financial Journalism

1. Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with 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 – RudraDutt And Sundhram
6. Indian Financial System – M.Y. Khan
7. Financial Journalism: Money Matters By Marie Kinsey
8. Introduction To Business And Economic Journalism By Pandeli Pani (In CoAuthorship With Ulrike Fischer-Butmaloiu)
9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw
10. Newspaper Business Management – Frank Thayer
11. Business Journalism: How To Report On Business And Economics By Keith Hayes
12. List of Websites :
 - a) Wwww.Bloomberg.Com
 - b) Wwww.Reuters.Com
 - c) business-standard.com
 - d) financialexpress.com
 - e) thehindubusinessline.com
 - f) thequint.com
 - g) outlookindia.com
 - h) asianage.com
 - i) mydigitalfc.com

News Media Management

1. Ben Badgikian: Media Monopoly
2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Advertising and Integrated Marketing Communications, (Kruti Shah)
4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
6. Understanding Company Law, (Alstair Hudson)
7. Newspaper organization and Management (Rucket and Williams)
8. The paper tigers by Nicholas Coleridge
9. News Media Management: Mr P.K Ravindranath
10. Print Media Communication and Management by Aruna Zachariah
11. News Culture by Stuart Allan

Digital Media

1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia

Newspaper and Magazine Design

1. Visual Journalism: Rajesh Pandey, Adhyan Publication.
2. Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
3. The Magazine Handbook: NcKay J. Routledge.
4. Editorial Art and Design: Randy StanoMiyami Herald.
5. Art and Production: N. N. Sarkar.
6. Digital Editorial Experience: Sue Apfelbaum.

Contemporary Issues

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2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
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5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
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8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
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10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
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12. Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
13. V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
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16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J.Shivanand, Human Rights:Concepts and Issues,
18. Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology. 81
21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
22. Bill McKibben, The End of Nature.
23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
24. Jeffrey D.Sachs, The Age of Sustainable Development.

MAGAZINES AND JOURNALS

- A. Down to Earth: Science and Environment Fortnightly
- B. Economic and Political Weekly
- C. YoJana

Lifestyle Journalism

1. Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing
2. Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic
3. Lifestyle Journalism by Jean Ann Colbert In: Encyclopedia of Journalism
4. Feature Writing –Susan Pape and Sue Featherstone (A practical introduction)
5. <http://www.thelifestylejournalist.in/>
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1. Magazine Journalism by Tim Holmes and Liz Nice
2. Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
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5. Television Production by Phillip Harris.
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