

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TY BAMMC (Journalism)

Semester: V

Subject: Reporting

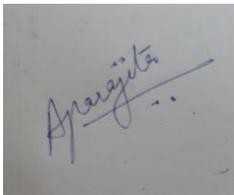
Name of the Faculty: Aparajita Deshpande

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	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 Verification, Attribution of Sources, Speed. Do these principles clash with each other? A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary	Assignments on each topic	16

	<p>Citizen journalism</p> <p>Role of anonymous sources.</p> <p>New-age technological sources- RTI, Recorders, Camera, Spy</p> <p>Camera and Spy tools, Social Media, Being undercover.</p>		
July	<p>What is beat system, why it is necessary, how does it help,</p> <p>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 Defense.</p> <p>New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.</p> <p>Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.</p>	Assignment on each topic	15

	<p>Imminent Dangers or threats in Reporting.</p> <p>Study these with special in-depth reference to</p> <p>Pulwama attack</p> <p>Gadchiroli Naxal attack</p> <p>Return of Abhinandan Varthaman</p> <p>The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.</p>		
August	<p>Ethical Issues in reporting/ Credibility of Reporters.</p> <p>Follow-up Story</p> <p>Yellow Journalism and its comparison with other forms.</p> <p>Rafale scam</p> <p>Agusta westland case</p> <p>PNB scam (Nirav modi)</p> <p>National Herald</p> <p>Panama case</p> <p>Bofors scam</p> <p>Watergate scam</p> <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier</p>	Assignment on each topic	16

	sections from 1 to 11 should be applied in studying these.		
September			
October			

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature is written in a cursive style and appears to read "Aparajita".

Sign of Faculty

Sign of Coordinator

M.L. Dahanukar College of Commerce

Teaching Plan: 2021 - 22

Department: BAMMC

Class: TY BAMMC (Journalism)

Semester: V

Subject: NEWS MEDIA MANAGEMENT

Name of the Faculty: Gajendra Deovda

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>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</p> <p>Organizational Structure</p> <ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments • Specialized training for skilled workers • Costing classification and allocation • Nature of cost • Factors affecting cost • Fixed and variable costs 		16
July	<p>Challenges of Globalization and Liberalisation</p> <ul style="list-style-type: none"> • Foreign Direct Investment • Cross Media Ownership • Commercialization of Media <p>Understanding Company Law</p> <ul style="list-style-type: none"> • Press and Registration of Books Act • Relevant aspects of Company Law <p>Resource and supply chain, and marketing techniques</p> <ul style="list-style-type: none"> • Newsprint 		15

	<ul style="list-style-type: none"> • Technology • Production process • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue 		
August	<p>Marketing techniques</p> <ul style="list-style-type: none"> • Brand building • Public Relations • Sales promotional activities • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website channel • Becoming a digital media brand <p>Disruptive Technology and Media Business Models</p> <ul style="list-style-type: none"> • The role of advertising • From Web 1.0 to 2.0 • Yahoo, Craigslist, Google, acebook, Twitter, Whats App, Pinterest 		16
September	<p>Case studies</p> <p>Case studies – Eenadu and Network 18</p> <p>Expansion of Sky Network [Star Network in India]</p> <p>Relevance of TAM Ratings in News</p> <p>Channels along with IRS Studies</p>		
October			

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Department: BAMMC

Class: TY BAMMC (Journalism)

Semester: V

Subject: Business Finance Journalism.

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Who is a Business Journalist? <ul style="list-style-type: none">• Skills for Business Journalism• Role of a Business Journalist• Careers and opportunities in Business and Financial Journalism• Analysis of Major Business Satyam Fraud	Presentations	12
July	Cement scandal MAJOR INDIAN SCAMS 2G scam / Neera Radia Tapes <ul style="list-style-type: none">•Ketan Parekh scam The Coalgate scam, • Adarsh Housing Society scam, • ICICI Bank - Chanda Kochar • Kingfisher – Vijaya M. Nirav Modi scam. Rafale deal	Presentations	12
August	Banking sector, use of technology, Government Schemes, world bank, and BRICS. Union Budget. Aviation FDI Policy. Growth of India's IT	Assignment	12
September	Start ups. India's unicorns: Start-ups valued at over \$1 billion • Working in a corporate v/s working in a start-up. Stock exchange , Sensex		8
October	Indian Retail Market , Globalization		4

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Department: BAMMC

Class: TY BAMMC (Journalism)

Semester: V

Subject: MOBILE JOURNALISM AND NEW MEDIA

Name of the Faculty: MR. GANESH ACHWAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	<p>MODULE 1 THE STATE OF MOBILE</p> <ol style="list-style-type: none">1. How mobile has influenced modern journalism2. Mobile centric reporting and editing3. Mobile as a 'Newsroom'.4. Branding of News using social media5. Mobile News catering to Niche beats6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications		10
July	<p>MODULE 2 MOBILE JOURNALISM</p> <ol style="list-style-type: none">1. News Workflow and Mobile Journalism<ol style="list-style-type: none">a. How to identify the seven basic steps of mobile reporting.b. How to create and share branded mobile journalism content.c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay.d. How to select accessories that enhance the		10

	<p>camera or audio quality of IOS smart phones and tablets.</p> <ol style="list-style-type: none"> 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 		
August	<p>MODULE 3 DESIGNING FOR THE MOBILE EXPERIENCE</p> <p>A. Designing</p> <ol style="list-style-type: none"> 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content). 4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? <p>B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content</p> <p>C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)</p> <p>D. Going Viral : being the Scavenger and Mobile Journalist</p>		12

	E. M-learning: learning the Art of News Audit		
September	<p>MODULE 4 MOBILE NEWS PRODUCT DEVELOPMENT</p> <ol style="list-style-type: none"> 1. Different mobile development approaches and their benefits as well as weaknesses 2. Responsive vs. mobile apps vs. mobile-optimized Sites 3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) <ol style="list-style-type: none"> a. The Digital Skeleton : understanding placing, timing and generation of News story b. Fake News c. Social Media Policies and Ethics d. Verification and Authenticity of information 		10
October	<p>MODULE 5 FUTURE OF MOBILE JOURNALISM AND M- LEARNING</p> <ol style="list-style-type: none"> 1. About the evolution of wearable 2. About the rise of Google Glass 3. About Glass Journalism 4. About augmented reality storytelling and journalism <ol style="list-style-type: none"> a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc b. Emerging Managing Change in Newsroom 		10

	culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms		
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Subject: INVESTIGATIVE JOURNALISM

Name of the Faculty: RENU NAURIYAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	JOURNALISM I INTRODUCTION • Who is an Investigative Reporter, 10 TO Role of an Investigative Reporter INVESTIGATIVE • Qualities and essentials for becoming JOURNALISM an investigative journalist, career and opportunities •	Each group will identifying a problem	8
July	FINDING and Writing your story • Observation • Planning techniques STORY • Cultivating sources • Developing the project Centre for Investigative Journalism	Forming the hypothesis and question to be investigated Research	16
August	• Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report	Identify sources Interview primary sources	16

September	<p>Case Study: Panama Papers and Watergate Scandal</p> <p>Records and the Confidentiality of 10 Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act • What is evidence?</p>	Write the report	16
October	<ul style="list-style-type: none"> • Protection of sources and • Safety of journalists 	Present the report	4

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Semester: V

Subject: FEATURES AND WRITING FOR SOCIAL JUSTICE

Name of the Faculty: MS. SAYALEE SUHAS NATU

Month	Topics to be Covered	Internal Assessment	Number of Lectures
June	Module 1 What makes feature writing different Deconstructing a feature News Feature Human Interest Stories, Profiles Developmental stories, opinion pieces, in-depth features as tools of social justice		10
July	Module 2 Finding fresh ideas, developing a story idea On and off field research Building observation and listening skills Structuring the story Module 3 Prone to disasters: floods etc Poor health specially mental health Lack of facilities and obstacles to education		14
August	Module 3 Night schools Unemployment and exploitation		16

	<p>Module 4</p> <p>Plight of Rag pickers Construction workers The homeless Slum rehabilitation projects Condition of Mumbai Jails/ Courts</p>		
September	<p>Module 5</p> <p>City issues of hygiene and pollution</p> <p>Water crisis</p> <p>Crime and safety</p> <p>Corruption issues faced by the common man</p> <p>Challenges faced by senior citizens and the physically/ mentally challenged</p>		16

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