

SYBAMMC - MASS MEDIA RESEARCH

Month	Topics
January	Introduction to media and research - <ul style="list-style-type: none"> ● Relevance, Scope of Mass Media Research ● Role of research in the media ● Steps involved in the Research Process ● Qualitative and Quantitative Research ● Discovery of research problem, identifying dependent and independent variables, developing hypothesis
February	<ul style="list-style-type: none"> ● Research designs Concept, types and uses , Research Designs: a) Exploratory b) Descriptive and c) Causal. Data – collection methodology <ul style="list-style-type: none"> ● a. Primary Data – Collection Methods b. Secondary Data Collection Methods c. Literature review
March	<ul style="list-style-type: none"> ● d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format ● Content analysis-Definition and uses b. Quantitative and Qualitative approach c
April	<ul style="list-style-type: none"> ● Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis ● Application of research in mass a. Readership and Circulation survey b. TRP media ● The Semiotics of the Mass Media
May	Revision
Teaching Tools	Study Material, PPT, Case Study, Group Discussions
COURSE OUTCOME	<ul style="list-style-type: none"> ● To introduce students to debates in Research approaches and equip them with tools to carry on research ● To understand the scope and techniques of media research, their utility and limitations

Teacher Signature

Co-ordinator Signature

Principal Signature

SYBAMMC- Writing & Editing for Media

Month	Topics
January	Writing for Print Media What is News , News Story, Features, Editorial, Magazines, PR, Advertisements
February	Writing for Broadcast Media Radio and Television, Script writing, Storyboard, Interviews, Jockeying
March	Digital Media Writing for the web – News, content, blogging, ads
April	Evaluation of Content Grammar, Spelling, Rewriting copy, Spacing, Ad copy, Online editing
May	Revision
Teaching Tools	Classroom Discussion, Writing assignments, Class activity, Presentations
COURSE OUTCOME	<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 6. Provide acquire basic proficiency in proof-reading and editing.

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SECOND YEAR BAMMC
Media Laws and Ethics

	Modules / units
January	<p>1. Core values of Refreshing Preamble, unique features of the the Indian Constitution Constitution</p> <p>3. Freedom of Article 19 (1) (a), Expression Article 19</p> <p>4. Judicial Hierarchy of the courts 2 Infrastructure Independency of the judiciary Legal terminologies</p> <p>5. Social Social Responsibility Theory responsibility Emerging Issues in Social Responsibility of the media Theory in today's era</p> <p>5. Social Media Threat of Fake News and facts verification Social media decorum</p>
February	<p>-Regulatory bodies</p> <p>1. Press Council .of India - Brief history: Statutory status . Structure 4. Powers and limitations 6. TRAI Role of Telecom Regulatory Authority of India 5. IBF 1. Indian Broadcasting Foundation</p> <p>2. Broadcasting Content Complaints Council, 3. Broadcasting Audience Research Council</p> <p>4. ASCI 1. Advertising Standard Council of India -. Mission,. Structure 4. Consumer Complaint Council</p> <p>5. NBA-. News Broadcasters Association : 2. Structure 3. Mission 4. Role</p> <p>3 Media Laws</p> <p>1. Copyright and What is copyright, Intellectual Property Rights 02 IPR Exceptions Major Amendments Recent Case studies</p> <p>2. Defamation 1. Definition. 02 2. Civil, Criminal 3. Exceptions 4. Recent case studies</p> <p>3. IT Act 1. Information Technology Act 2000 02 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies</p> <p>4. Contempt 1. Contempt of Court 02 2. Contempt of Parliament</p> <p>5. More acts 1. Drugs and Magic Remedies 02 (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act</p>
March	<p>4 Media Laws</p> <p>1. Right to Privacy . Evolution Right to Privacy a Fundamental Right 3. Morality and 1. Indecent Representation of Women's 02 Obscenity Act 2. 19.2, IPC 292 , 293 3. Change in perception with time</p> <p>4. Unfair Unfair Trade Practices and the Competition Act 02</p>

	<p>Practices 2002</p> <p>5. OSA . Official Secrets Act -. Controversies</p> <p>3. Case Studies</p> <p>4. RTI . Right To Information Act 2005 02-. Brief History</p> <p>3. Importance and current status</p>
April	<p>Media Ethics and Social Responsibility 09</p> <p>1. Why Ethics What is ethics? And why do we need ethics?</p> <p>2. Ethical Code of conduct for journalist responsibility 2. Conflict of interest of journalist 3. Misrepresentation</p> <p>4. Shock Value</p> <p>3. Fake News Post -truth and challenges of fighting fake news</p> <p>2. Techniques of fact verification</p> <p>3. Ethical Violation of ethical norms by advertisers, responsibility of advertisers</p> <p>5. Case Studies</p> <p>6. Stereotyping Stereotyping of minorities, women, senior citizens, regions, LGBT</p>
Tools used	Case study discussions, Videos, intrnet

Course Outcome: To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Teacher's sign

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Principal's sign