

## SEMESTER 6

### PAPER - BMC 601: MEDIA ENTREPRENEURSHIP

#### UNIT 1: Entrepreneurial Mindset (05)

Overview of entrepreneurship. Primary characteristics possessed by entrepreneurs and methods for developing those skills. Developing entrepreneurial discipline. Becoming comfortable with uncertainty and ambiguity.

#### UNIT 2: Changing Media Economics (03)

Overview of traditional media economics and the changing media business. Disruptive technologies and trends that transformed media in the past and are having major impact on media today. Case studies on success of new ventures and established media companies in India - Raghav Bahl (Network18), Subhash Chandra (Zee TV), Ronnie Screwala (UTV), Ajay Bijli (PVR), Shobhna Bhartia (HT Media).

#### UNIT 3: Business Models for Media (07)

Basics of different business models and an overview of how to evaluate various investment opportunities. Assumptions behind a business proposal - size of the market, revenue/cost assumptions, identification and selection of technology platforms and tools. Funding sources available, funding criteria. Angel Investors, Venture Capital and the Indian Venture Capital Market.

#### UNIT 4: Media Law (10)

Introduction to the Indian business laws - taxation and company formation. Laws, regulations, and current cases involving media. Laws relating to libel, copyright, and regulation of advertising across traditional and emerging media platforms.

#### UNIT 5: New Venture Business Plan (10)

Requirements for developing a business idea/plan. The process of creating a new venture business plan. Tools of media entrepreneurship - ideation, monetization, competitive scan, and the beginning of a business plan. Creating effective business plans for entirely new ventures.

#### SUGGESTED READINGS:

1. "The Indian Media Business", Vanita Kohli Khandekar; SAGE Response, 2013.
2. "Facets of Media Law", Madhavi Goradia Divan; Eastern Book Company, 2013.
3. "Media Law and Ethics", Neelamkar M.; Prentice Hall India, 2009.
4. "Added Value - The Life Stories of Indian Business Leaders", Peter Church; Roli Books, 2010.
5. "Profiles in Enterprise - Inspiring Stories of Indian Business Leaders", Peter Church, Roli Books, 2015.
6. "Blockbusters: Why Big Hits - and Big Risks - are the Future of the Entertainment Business", Anita Elberse; Faber, 2014.
7. "The Innovator's Dilemma", Clayton M. Christensen; HarperBusiness, 2000.
8. "The Curse of the Mogul; What's Wrong with the World's Leading Media Companies", Jonathan A. Knee, Bruce C. Greenwald and Ava Seave; Portfolio/Penguin Group, 2009.
9. "Planet Google", Randall Stross, Simon and Schuster, 2008.
10. "What Would Google Do?", Jeff Jarvis, Collins Business, 2009.
11. "Risky Business: John Harris, Jim VandeHei, and Politico", Columbia University: Knight Case Studies Initiative.
12. "Free, the Future of a Radical Price", Chris Anderson, Hyperion, 2009.

## **PAPER – BMC 602: MEDIA ETHICS**

### **UNIT – 1**

**(9)**

Defining Ethics - Truth, Fairness & Objectivity - Sources of Information- Case Studies on current issues

### **UNIT – 2**

**(9)**

Constitutional Provisions on freedom of speech and expression - Constitutional Restrictions on freedom of speech and expression - Law on Morality, Obscenity and Censorship

### **UNIT – 3**

**(9)**

Contempt of court (Reporting on the judiciary) – Defamation - Right to Privacy  
Intellectual Property Rights - Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872) - Cinematograph Act

### **UNIT – 4**

**(9)**

Editorial content & integrity- Editorial & advertorial - Meeting Advertisers' Needs  
Press Council Guidelines- Broadcast Regulation - Sting Journalism – CoCA and trial by  
The media

### **UNIT – 5**

**(5)**

Television and the power of visual culture – Examining Ethics – TV erodes a sense of community

### **UNIT – 6**

**(5)**

Information and New Technology – the internet – mobile telephony – social, cultural and ethical implications

### **SUGGESTED READINGS:**

1. Louis Alvin Day. "Ethics in Media Communications: Cases & Controversies." Thomson Wadsworth. 4<sup>th</sup> Edition. Singapore. 2003
2. Facets of media Law; Divan, Madhavi Goradia
3. Media Ethics; Cristians, G. Clifford
4. Media ethics; Shrivastava
5. Media Ethics and Laws; Hakemulder, R. Jan
6. Media and Society; Ravindran, R.K
7. Mass Communication in India - Keval J Kumar, Jaico Publishing House
8. Laws of the Press in India - Durga Das Basu, Prentice
9. Only the Good News - The Law and the Press in India - Manohar Publications
10. Handbook of Journalism and Mass Communication

13. *"Here Comes Everybody: The Power of Organizing without Organizations"*, Clay Shirky, The Penguin Press, 2008.
14. *"Zero to One"*, Peter Thiel with Blake Masters. Crown Business, 2014.
15. *"The Startup of You"*, Reid Hoffman and Ben Casnocha. Crown Business, 2012.
16. *"The Lean Startup"*, Eric Ries. Crown Business, 2011.
17. *"Hatching Twitter"*, Nick Bilton, Portfolio trade, 2014.

## **PAPER - BMC 603: TELEVISION PRODUCTION - 3**

### **UNIT - 1 (04)**

What is news? Different types of news - Human interest - Personalities - Sport - Seasonal news - Special local interest - Weather - Traffic - Animals - Checklist

### **UNIT - 2 (10)**

News Sources - Reporters - Contacts - Newsroom diary - Files - Staged events - The protest - The announcement - The set-piece - News releases - Tip-offs - Hoaxes - Wire services and news agencies - The network - Other news media - Shared material

### **UNIT - 3 (10)**

The interview - The interviewer's skill - Different types of interview - A disaster story - Hard news - Investigative - Adversarial - Personal - Emotional - Entertainment - Actuality only - Telephone or remote - Vox Pop and multiple - Grabbed - The disaster story continues

### **UNIT - 4 (10)**

News Anchors and presenters - The talent - Anchor versus newsreaders - Qualities of a newscaster - Women newscasters - More than just a newsreader - Professionalism - voice - On air - Performance - Presence - Getting through to the audience: rapport - Know your material - Ad-libs - The gate - Making a swift recovery - Corpsing - Relaxation

### **UNIT - 5 (10)**

Television - Independent Television news - Getting the Camera person - Recordist - Lighting technician - video journalist - The outside broadcast - Getting the story back - Pictures should complement the narrative - Sound - Cutaways - telescoping the action - Reverses - The line - continuity - Pieces to Camera - Planning the full treatment

## PAPER – BMC 604: STUDENT PROJECT & VIVA

Students will choose to do a project on any one of the subject papers of their choice. It may be from anyone of the following papers: Print Journalism, Communication, Television, Digital Marketing, Public Relations / Corporate Communications, Radio, Advertising or Film Studies. Once a subject is selected, faculty members of the respective papers will provide the topic on which to work. Students will need to select the topic of their project by the end of the fourth semester. The project will be evaluated by the faculty member under whose guidance it is prepared and the internal evaluation will be out of 80 marks. Students will face a viva voce on the project submitted before a group of externals, approved by the University, who will mark them out of 120 marks. Altogether the project will be of 200 marks.

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