

AC : 10 May, 2019

Item No. 4.20

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Eligibility for Admission	12 th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
8	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

Date : April 26, 2019.

Signature :

Name of BOS Chairperson / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

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Semester I	
Course code	Course Name
BAMMEC-101	Effective communication -I
BAMMFC-102	Foundation course -I
BAMMVC-103	Visual communication
BAMMFMC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

01			
PROGRAM		BAMM	
YEAR		FYBMM	
SEMESTER		I	
COURSE:		EFFECTIVE COMMUNICATION-I	
COURSE CODE		BAMMEC-1-101	
PAPER		1 (LANGUAGE)	
TOTAL MARKS		100 (75:25)	
NO OF LECTURES		48	
SEMESTER I			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMEC-1-101		EFFECTIVE COMMUNICATION -I	
COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 			
MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
	1.The concept of communication	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	

	2.Types of Communication	Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	
	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	4.Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	
2	Reading -English, Hindi OR Marathi		
	1.Types of Reading	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
3	Thinking and Presentation		
	1.Thinking	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
4	Translation		
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	

	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a translator	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	
Total Lectures			48
SYLLABUS DESIGNED BY:			
<ol style="list-style-type: none"> Gajendra Deoda (Convenor) Smita Jain. Shobha Venktesh. 			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
<ol style="list-style-type: none"> Project/Assignment Debate & Group discussion Presentation Skit /Play in any 2 languages Translation of any famous short story or folk or fable 			
BIBLIOGRAPHY:			
<ol style="list-style-type: none"> Word Power Made Easy by Norman Lewis Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar Wren and martin for English Grammar 			

02

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER 1	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-101	FOUNDATION COURSE -I

COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. 			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.		
MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10

Unit : 6 :	Growing Social Problems in India :	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent f. Trafficking of women- causes, effects and response. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	15
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03

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	I		
COURSE:	VISUAL COMMUNICATION		
COURSE CODE	BAMMVC 103		
PAPER	3		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
SEMESTER I			
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMVC 103	VISUAL COMMUNICATION		
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective 			
MODULE	TOPICS	DETAILS	LECTURES
DEVELOPMENT OF VISUAL COMMUNICATION			
I	INTRODUCTION TO VISUAL COMMUNICATION	<ol style="list-style-type: none"> 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process 	10

		and as an expression, Language and visual communication 4. Visible concepts <ul style="list-style-type: none"> Plans and organisational charts Maps Chronologies 5. Invisible Concepts <ul style="list-style-type: none"> Generalisation Theories Feelings or attitudes 	
THEORIES OF VISUAL COMMUNICATION			
II	SENSUAL THEORIES	a) Gestalt b) Constructivism c) Ecological	10
	PERCEPTUAL THEORIES	a) Semiotics b) Cognitive	
IMPACT OF COLORS			
III	Colors and Design in Visual Communication	1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design	08
CHANNELS OF VISUAL COMMUNICATION			
IV	Tools/Mediums of Visual communication	1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre	12
LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA			
V	Visual communication in the age of social media	1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media	08
SYLLABUS DESIGNED BY			
1. RANI D'SOUZA(CONVENOR) 2. RENU NAURIYAL 3. ARVIND PARULEKAR 4. BINCY KOSHY			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCE BOOKS

1. HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY
2. VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA
3. VISUAL COMMUNICATION BY RALPH E WILEMAN

04

PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	I		
COURSE:	FUNDAMENTALS OF MASS COMMUNICATION		
COURSE CODE	BAMMFMC 104		
PAPER	4 (CORE-I)		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER I		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFMC-104	FUNDAMENTALS OF MASS COMMUNICATION		
COURSE OUTCOME :			
<ul style="list-style-type: none"> • To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. • To study the evolution of Mass Media as an important social institution. • To understand the development of Mass Communication models. • To develop a critical understanding of Mass Media. • To understand the concept of New Media and Media Convergence and its implications. 			
MODULE	TOPICS	DETAILS	LECTURES
I	Introduction and overview	<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 	12

		4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	
II	History of Mass communication	1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	12
III	Major forms of mass media	1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	12
IV	Impact of Mass Media on Society	A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	12
V	The New Media and media convergence	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects.	12
SYLLABUS DESIGNED BY			
1. NAVITA KULKARNI – CONVENER 2. SAURABH DESHPANDE- MEMBER 3. RASIKA SAWANT- MEMBER			

INTERNAL EVALUATION METHODOLOGY	
(any two to be selected- one individual and one group evaluation)	20 Marks
<ol style="list-style-type: none"> 1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ 	
REFERENCES:	
<ol style="list-style-type: none"> 1. Mass Communication Theory: Denis Mcquail 2. Mass Communication: Rowland Lorimer 3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education) 4. Mass Communication Effects: Joseph Klapper 5. Mass Communication & Development: Dr. Baldev Raj Gupta 6. Mass Communication in India: Keval J Kumar 7. Mass Communication Journalism in India: D S Mehta 8. The Story of Mass Communication: Gurmeet Singh 9. Perspective Human Communication: Aubrey B Fisher. 10. Communication Technology & Development: I P Tiwari 11. The Process of Communication: David K Berlo 12. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan. 13. Mass Media Today: Subir Ghosh 14. Mass Culture, Language & arts in India: Mahadev L Apte 15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall). 16. India's Communication Revolution: ArvindSinghal and Everett Rogers. 17. The Myth of Mass Culture: Alan Swing wood 18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai). 19. Communication-concepts & Process: Joseph A Devito 20. Lectures on Mass Communication: S Ganesh. 	

05	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	CURRENT AFFAIRS
COURSE CODE	BAMMCA 105
PAPER	5 (CORE-II)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCA 105	CURRENT AFFAIRS
COURSE OUTCOME	

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture

Syllabus

Module	Details	Lectures
1	Current National stories	10
	1. Three political stories of national importance.	04
	2. Political leaders : news makers of the season (Brief profile of any three)	02
	3. One dominating economic /business news	02
	4. One dominating environment news stories	01
	5. One story of current importance from any other genre.	01
2	Polity and governance	08
	1 Ministries of Government of India Autonomous government bodies	01
	2. Ministry of Home Affairs Enforcement Organizations Internal Security Police	01
	3 Communal tensions Review of latest episodes of communal tensions	02
	4. The tensions in J&K Background, Political players Update on the current situation	02
	5. Review of any three Central Government projects and policies	02
3	International Affairs	10
	1 Security Council Structure and role	01
	2. Issues that currently engage the SC	01
	3 Role of United Nations ,General Assembly ,Other main organs of the UNO	2
	4. Issues that currently engage the UNO	2

	5.	Four conflicts/ issues of international importance	4
4	Maharashtra Issues		10
	1.	Political parties reach and challenges, political leaders	02
	2.	An update on the current political dynamics of Maharashtra	02
	3.	News relating to the marginalized and displaced tribes	02
	4.	The latest news on floods and drought, unemployment, health issues, etc	02
	5.	Update two ongoing state projects	02
5	Technology		10
	1. Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide	02
	2. Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	02
	3. Augmented Reality & Virtual Reality in Media	Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide	02
	4. Digital Gaming Industry	Introduction to Digital Gaming Industry	02
	5. Digital gaming in India	Overview of Indian digital gaming	02
Total Lectures			48
It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.			
Internal exercise:			20 Marks
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.			
Sr no	Project/Assignment	Reason/Justification	

01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

SYLLABUS DESIGNED BY

- **Renu Nauriyal**- CONVENER
- **Shridhar Naik**- MEMBER
- **Rajat Bandopadhyay** - MEMBER

Reference Books/Journals/Manuals

1. Manorma Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master
4. Yogana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>
8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
9. <https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
10. 70 years in Indian politics and policy
<https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6>

06	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	HISTORY OF MEDIA
COURSE CODE	BAMMHM 106
PAPER	6 CORE III
TOTAL MARKS	100 (75 : 25)
NUMBER OF LECTURES	48

COURSE OUTCOME

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learner will develop the ability to think and analyze about media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULE	TOPIC	DETAILS	LECTURES
INTRODUCTION			
I	EVOLUTION OF PRESS IN INDIA	<ol style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period 	10
LANGUAGE PRESS			
II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	<ol style="list-style-type: none"> a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876 	10
DOCUMENTARIES & FILMS			
III	HISTORY OF DOCUMENTARIES AND FILMS	<ol style="list-style-type: none"> a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria Anandpatwardhan, b. Evolution of film making in India - brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema 	10
BROADCASTING			
IV	HISTORY OF RADIO	<ol style="list-style-type: none"> a. Radio & Television as Mass Media 	10

	AND TELEVISION IN INDIA	b. Radio and Television Broadcasting c. The beginning of Radio and Television Shows <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India d. Internet Protocol Television	
MEDIA ICONS			
V	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	1. Raja Rammohan Roy 2. Bal Gangadhar Tilak 3. M.K.Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C Mammen Mapillai 7. Maulana Abdul Kalam Azad	08
SYLLABUS DESIGNED BY			
1. PROF. RANI D'SOUZA (CONVENOR) 2. DR. YATINDRA INGLE 3. MR. MITHUN PILLAI			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
1. PROJECTS/ ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP INTERACTIONS 4. DEBATES & DISCUSSIONS 5. QUIZ (Screening of Short Films and Documentaries are to be done in the classroom with history being discussed)			
REFERENCE BOOKS/JOURNALS/MANUALS			
1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR 2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA 3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPPOSE 4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN 5. <u>DOCUMENTARY FILMS AND INDIAN AWAKEN</u> BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA 6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN 7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI 8. INDIA ON TELEVISION BY NALIN MEHTA (HARPER COLLINS PUBLISHERS) 9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN 10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)			

SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

01

PROGRAM	BAMM	
YEAR	FYBMM	
SEMESTER	II	
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II	
COURSE CODE	BAMMEC 201	
PAPER	1	
TOTAL MARKS	100 (75 : 25)	
NO OF LECTURES	48	
	SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMEC-201	Effective Communication Skills-II	
Learning Outcome:		Total Lectures: 48 hrs.
<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 		
Module	Topics	Details
1	Writing	
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose-Format- Important points to remember while

		writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		
	1. Paraphrasing	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	
	2. Summarization	Summarizing content , the points and sub- points and the logical connection between the points	
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology

25 Marks

Sr no	Project/Assignment
1	Clipping files on various current topics.
2	Publish letters to editors in news media.
3	Reporting of college events.

Bibliography:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony

- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

Syllabus Designed by:
<ul style="list-style-type: none"> • Gajendra Deoda (Convenor) • Smita Jain • Deepak Kumar Tiwari (Subject expert).

02			
PROGRAM	BAMM		
YEAR	FYBMM		
SEMESTER	II		
COURSE:	FOUNDATION COURSE		
COURSE CODE	BAMMFC 202		
PAPER	2		
TOTAL MARKS	100 (75 : 25)		
NO OF LECTURES	48		
	SEMESTER II		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-202	FOUNDATION COURSE		
	<p>Course Outcome: 1. To introduce students to the overview of the Indian Society.</p> <ol style="list-style-type: none"> 1. To help them understand the constitution of India. 2. To acquaint them with the socio-political problems of India. 		
	<p>Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07

2	Human Rights	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10
5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	<ul style="list-style-type: none"> a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth. 	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

03	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3

TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Crisp writing is the challenge.

Learning Outcome:

Lectures: 48

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		8
	1. Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	<i>02</i>
	2. Vocabulary building	Meaning, usage of words , acronyms	<i>02</i>
	3. Common errors	Homophones and common errors in English usage.	<i>02</i>
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	<i>01</i>
	5. Phrases and idioms	Creative usage of phrases and idioms.	<i>01</i>
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	<i>01</i>
	2. Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>
	3. Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>
	4. Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>02</i>

	5.Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	<i>03</i>
3	Writing Tips and Techniques		10
	1.Writing tickers/ scrolls	For television news	<i>01</i>
	2.Writing social media post	Twitter and for other social networks	<i>01</i>
	3.Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	<i>03</i>
	4.Caption writing	Picture stories etc	<i>02</i>
	5.Writing headlines	News headlines and feature headlines	<i>03</i>
4	PRESENTATION TOOLS AND TECHNIQUES		10
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation	<i>02</i>
	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	<i>02</i>
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	<i>02</i>
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and international websites	<i>02</i>
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	<i>02</i>
5	Writing for the Web		10
	1. Content is King	Importance of content	<i>01</i>
	2. Less is more	Writing for print media/ social media like Twitter, etc	<i>02</i>

	3.Copy writing	Ad campaigns (creative, witty and attractive)	03
	4.Realtime content	Difference in writing for print vs digital	02
	5.Keywords	Designing keywords for Search Engine Optimization	02
Total Lectures			48

Internal exercise: 25 Marks

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no	Project/Assignment	Reason/Justification
1	Writing Captions and Headlines	Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions
2	A three- minutes power point presentation	This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes
3	Word Game/ Quiz	This is an exciting way to get learners engaged in vocabulary building

Bibliography:

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. A Handbook of Rhetorical Devices by Robert A Harris

The Team:

1. Renu Nauriyal
2. Jitendra Nayak
3. Shreya Bhandary

04	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO ADVERTISING
COURSE CODE	BAMMID 204

PAPER	4
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

Learning Outcome:

Lectures: 48

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Introduction to advertising	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	02
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	02
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04
	4. Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	04
	5. Theories	Stimulus theory, AIDA, Hierarchy ,Means-End Theory	06
2	Integrated marketing communication and tools		10
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	02

	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	02
	4. Public Relation	Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	02
	5. Sales Promotion and Direct marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02
3	Creativity in advertising		14
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
	2. Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	06
	3. Elements of copy	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board	02
4	Types of advertising agency, department, careers and latest trends in advertising		06
	1. Types of advertising agency	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
	2. Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
	3. Latest trends	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	02
Total Lectures			48

Internal evaluation methodology

25 Marks

Sr no	Project/Assignment
1	Individual/ group project should be given to develop an advertising strategy on any product or service
2	Write a story board/ types of copy.

3	Big Idea – Group project
---	--------------------------

Bibliography:

- 1) 1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
- 2) Adland: Global History of advertising by mark Tungate
- 3) Copy paste : How advertising recycle ideas by Joe La Pompe
- 4) Indian Advertising: Laughter & Tears by Arun Chaudhuri
- 5) Adkatha The Story Of Indian Advertising by [Halve Anand](#)
- 6) Pandeymonium by Piyush Pandey
- 7) Introduction to Advertising – Amita Shankar
- 8) Contemporary Advertising – Loudon & Britta
- 9) Advertising – Pearson Education
- 10) www.afaqs.com
- 11) www.exchange4media.com
- 12) www.adweek.com

Syllabus Designed by:

- Shobha Venkatesh (Convenor)
- Dr. Hanif Lakdawala (Subject expert)
- Kiran R. Dalani (Subject expert)

05	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM

Course outcome:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	
		Changing face of journalism from Guttenberg to new media	
		Journalism in India:	
		Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen Journalism	
2		News and its process	
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
3		Principles and format	
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		Career in journalism	
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	
5		Covering an event (flip class)	
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature Writing Headline, captions and lead	

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.

5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

Syllabus Designed by:

1. Dr. Navita Kulkarni – Convener
2. Renu Nauriyal
3. Gajendra Deoda

06	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME			
<ul style="list-style-type: none"> • To discuss the significance of culture and the media industry. • To understand the association between the media, gender and culture in the society. • To stress on the changing perspectives of media, gender and culture in the globalised era. 			
MODULE	TOPICS	TOPICS	LECTURES
		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED, CONCEPTS AND THEORIES	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media	(12)

		<p>Theories:</p> <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck 	
CULTURE AND MEDIA			
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRENDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	(12)
GENDER AND MEDIA CULTURE			
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, 	(12)

		glocalization, creolization, globalization & power.	
SYLLABUS DESIGNED BY:-			
<ol style="list-style-type: none"> 1. PADMAJA ARVIND(CONVENOR) 2. RANI D'SOUZA 3. RUMINA RAI 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 6. CONTINUOUS ASSIGNMENTS 7. ORAL & PRACTICAL PRESENTATIONS 8. GROUP/INDIVIDUAL PROJECTS 9. CLASS TEST 10. OPEN BOOK TEST 11. GROUP INTERACTIONS 12. QUIZ 			
REFERENCE			
<ol style="list-style-type: none"> 1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER 2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER 3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR 4. CULTURE CHANGE IN INDIA- IDENITITY AND GLOBALISATION – YOGENDRA SINGH 5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODRIGUES 6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY – SANJUKTHE- DASGUPTA 			

University of Mumbai



UG/1830f 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 **vide** item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 **vide** item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 **vide** item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI-400 032
30th December, 2019


(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/ 03/10/2019

No. UG/188-A of 2019

MUMBAI-400 032

30th December, 2019

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Dr. Ajay Deshmukh)
REGISTRAR

Cover Page

AC 03/10/2019
Item No. 4.8

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Second Year Multimedia and Mass Communication (SYMPC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2020-20-21</u>

Date:

Signature :

Name of BOS Chairperson / Dean :

[Signature]
Dr. Sunder Rajleop

Cover Page

AC 03/10/2019
Item No. 4.9

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Third Year Multimedia and Mass Communication (T.Y.MMC)
2	Eligibility for Admission	-
3	Passing Marks	-
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date:

Signature :

Name of BOS Chairperson / Dean :

Dr. Sunder Rajdeo.

AC :_

Item No.

UNIVERSITY OF MUMBAI



Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2020-21</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson[√]/Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

**BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester -III, IV, V and VI revised Syllabus to be sanctioned and implemented from
June 2020-21 in progressive manner.**

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

301-1

Program	BAMMC			
Semester III				
Title	Credit	Paper	Name of the Course	Course Code
Learner should choose any one out of following elective courses				
AEEC	02	01	Electronic Media-I	BAMMC EM-3011
			Theatre and Mass Communication-I	BAMMC TMC-3012
			Radio Program Production-I	BAMMC RPP-3013
			Motion Graphics and Visual Effects –I	BAMMC MGV-3014
DSC	(4×3)= 12	02	Corporate Communication and Public Relations	DSC-C1 BAMMC CCPR-302
DSC		03	Media Studies	DSC-C2 BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3 BAMMC IP-304
DSE	04	05	Film Communication-I	BAMMC FCO-305
Practical	02	06	Computers and Multimedia-I	BAMMC CMM-306
	20			

SY BAMMC Semester III and IV Syllabus

Year	SY BAMMC		
Semester	III		
Course:	Electronic Media-01		
Paper	Elective 01 (AEEC-1)		
Course Code	BAMMC EM-3011		
Total Marks	100 (75:25)		
Number of Lectures	48		
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.			
COURSE CODE	COURSE NAME		
BAMMC EM-3011	ELECTRONIC MEDIA-01		
Syllabus			
Sr. No.	Modules	Details	Lectures
1	Introduction		10
	A. A Short History of Radio and TV in India and abroad		
	B. Introduction to Prasar Bharti		
	C. FM radio and community radio		
	D. Convergence trends		

2	Introduction to Sound for both TV and Radio		10
	A. Introduction to sound	<ol style="list-style-type: none"> Types of Sound: Natural, Ambient, Recorded The Studio Setup Types of recording- Tape Recording, Digital Recording Outdoor Recording Types of Microphones 	
	B. Introduction to Visuals	<ol style="list-style-type: none"> The Power and Influence of Visuals The Video-camera: types of shots, camera positions, shot sequences, shot length Lighting: The importance of lighting Television setup: The TV studio difference between Studio and on-location shoots 	
	C. Electronic News Gathering (ENG)	<ol style="list-style-type: none"> Single camera Two men crew 	
	D. Electronic Field Production (EFP)	<ol style="list-style-type: none"> Single camera set up Multi-camera set up Live show production 	
3	Introduction to Formats (Fiction and non-fiction)		10
	1. Introduction to Radio Formats	<p>News</p> <ul style="list-style-type: none"> - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting 	
	2. Introduction to Television formats	<p>News</p> <ul style="list-style-type: none"> - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series 	
4	Different Roles and contributions in the society		08
	A. Community Radio-role and importance		
	B. Contribution of All India Radio		
	C. The Satellite and Direct to Home challenge		
5	Introduction to Production process		10

	1. Pre-Production	Script Storyboard Camera plot Lighting plot	
	2. Production	Camera angles Sequence Scene Shot Log keeping	
	3. Post-Production	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	Total		48

Internal: Any two assignments compulsory

- A visit to a Radio or Television station
- Listening and recording news for TV and Radio
- Shooting an interview for a Television channel
- Recording a chat show for a radio channel

Reference Reading:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

BOS Syllabus Sub-Committee Members

1. Prof. Dr. Navita Kulkarni (**Convener**)
2. Prof. Neena Sharma (Subject Expert)
3. Ms. Priyanka Khanvilkar (Industry Expert)

301-2

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Theatre and Mass Communication-I
Paper	ELECTIVE 02 (AEEC-2)
Course Code	BAMMC TMC-3012
Total Marks	100 (75 : 25)

Number of Lectures	48
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COURSE OUTCOME:			
1. Individual and team understanding on theatrical Arts 2. Taking ownership of space, time, story-telling, characterization and kinesthetic 3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC TMC-3012		THEATRE AND MASS COMMUNICATION-I	
Syllabus			
Module	Topic	Details	Lectures
History			
I	Dramatic literature and theatre history:	1. Study of the origin of theatre, history and growth 2. Theatre as a medium of mass communication 3. Theatre as a benefit to improving language skills 4. Study of traditions and forms: (a) Indian: Natya Shastra and Classical Indian Theatre Navarasa, Nayaka-NayikaBhed, Vidushaka Natya – DrishyaKavya TrilogY – Natya – Nritta - Sangeet Study of some of the important Sanskrit playwrights i.e. Kalidasa, Bhasa, Shudraka, Kootiyattam and Folk (Jatra, Pandavani, Tamasha, Ram Lila, Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar, etc) (b) Growth of Indian Regional and Modern (Experimental) Theatre (c) Asian Theatre (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera) (d) Ancient Greek: Aristotle's <i>Poetics</i> Comedy, Tragedy, Satyr Chorus (e) European: Commedia D'elle Arte and Renaissance. French Baroque theatre, Shakespeare, Brecht, Ibsen etc Naturalism – Emile Zola (f) American Musicals	14
	Activity:	Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features	
Design			
2	Stage craft and theatre techniques	<ul style="list-style-type: none"> Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g. 	10

		<p>proscenium, arena, thrust, end etc.)</p> <ul style="list-style-type: none"> • Costume design: study of elements of color, textures, shapes and lines • Lighting and special effects: light sources, use of modern light equipment, planning and designing light Make up 	
	Activity:	Mask making, prop making experimenting with sound and live music and recorded music	
PREPARATION			
3	Preparing the mind, body and voice:	<p>Mind:</p> <ul style="list-style-type: none"> • Recalling experiences, talking about daily observations, collecting news clips, stories, poems etc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation <p>Body:</p> <ul style="list-style-type: none"> • Simple rhythmic steps to instill grace and agility, Mime etc <p>Voice:</p> <ul style="list-style-type: none"> • Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation 	10
	Activity:	Mirror games	
READING			
4	Reading plays and analyzing the characteristics:	<p>Western: Select any 2</p> <ol style="list-style-type: none"> 1. Romeo and Juliet / Hamlet – William Shakespeare 2. Long Day’s Journey Into Night –Eugene O’Neil 3. Death of a Salesman – Arthur Miller 4. Oedipus Rex - Sophocles 5. Angels in America - Tony Kushner 6. The Glass Menagerie – Tennessee Williams 7. Look Back in Anger – John Osborne <p>Indian: Select any 2</p> <ol style="list-style-type: none"> 1. Yayati – Girish Karnad 2. Taj Mahal Ka Tender –Ajay Shukla 3. Ashad ka ek Din– Mohan Rakesh 4. <i>Shantata! Court Chaluh Ahe</i> (1967; “Silence! The Court Is in Session”) /<i>Sakharam Binder</i> (1971).Vijay Tendulkar 	14
		<p>Activity: Understand the salient features: Plot Theme Characterization Narrative Genre</p>	

BOS Syllabus Sub- Committee Members	
1. Prof. Rani D'Souza (Convener) 2. Prof. Shamali Gupta (Course Expert) 3. Mr. Abhijit Khade (Industry Expert)	
Projects for Internal Evaluation	25 MARKS
1. Individual: Enact a character (epic, historical, national or social leader through speech, poetry). Essential a mono act not more than 2 minutes 2. Group: improvise on a current affairs topic and create a street play. Enact it within the college campus or outside the college gate. Not more than 5 minutes per team. Team should essentially be small. 5-6 members. 3. Class: Watch a live performance of a play and write a review consisting of its special features.	

301-3

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Radio Programme Production-I
Paper	ELECTIVE 01 (AEEC-2)
Course Code	BAMMC RPP-3013
Total Marks	100 (75 :25)
Number of Lectures	48

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 401	RADIO PROGRAM PRODUCTION -I	
COURSE OUTCOME:		
The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.		
MODULE	DETAILS	LECTURES
1	UNIT 1	10
	1. Introduction of Radio	
	2. History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.	
	3. Writing for the radio-.Who you are talking to? What do you want to say?	
	4. Structure and Signposting	
	5. The Script	
2	The work of producer	08
	1. Ideas	
	2. The Audience, Resource Planning , preparation of material	
	3. The studio session	
	4. Post- production	
	5. Technician, Editor, Administrator and Manager	

3	The Radio Studio		10
	1.	Studio Layout	
	2.	The studio desk, mixer, control panel console or board.	
	3.	Digital Mixers	
	4.	Studio Software	
	5.	Digital Compression and Digital	
4	News – Policy and Practice		10
	1.	'Interesting'	
	2.	News Values-Accuracy, Realism, and Truth	
	3.	The Newsroom Operation	
	4.	The News Conference and Press Release	
	5.	News reading and Presentation- The Seven Ps, News reading, Pronunciation, Vocal Stressing, Errors and Emergencies	
5	Interviewing		10
	4.	Types of Interview	
	5.	What the Interviewee Should Know	
	6.	Preparation Before the Interview and The Pre-interview Discussion	
	7.	Devil's Advocate	
	8.	Question Technique-Multiple Questions and Leading Questions	

Syllabus Sub-committee

Prof. Gajendra Deoda (Convener)
 Mr. Ganesh Achwal (Industry Expert)
 Dr. Navita Kulkarni (Subject Expert)

References:

Chatarjee P.C. : The Adventures of Indian Broadcasting, Konark
 Luthra H.R. : Indian Broadcasting Publication Division.
 McLiesh Robert: Radio Production, Focal Press
 Saxena Ambrish: Radio in New Avtar-AMTO FM, Kanishka Publishers, New Delhi.

301-4

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014
Total Marks	100 (75 : 25)
Number of Lectures	48

Brief:

The new generation is energetic and seeks energy in every experience. We see animation and visual effects in almost every television program including news and financial market channels. Sports channels are foremost in using various visual effects for updates as well as keeping energy intact. The future is around new experience of video viewing and the media learners will be part of future shape of media.

Course Outcome;

This course is designed to introduce the student to the art and science of visual effects for broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating mattes, tracking, and compositing.

1. Understand the difference between a visual effect and a special effect.
2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
3. Understand basic image processing techniques.
4. Pull mattes using various image processing techniques including Chroma-keying
5. Track motion data using various techniques.
6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-3014	MOTION GRAPHICS and VISUAL EFFECTS	

Modules	Details	Lectures
01	Introduction to Adobe After Effects	10
	1. The interface How to interact with interface and location of tools and panels. How to set up a project file and import media.	02
	2. Timeline Understanding the timeline and its channels. Using channel settings to control media on timeline.	02
	3. Tools Understanding tools and how they are used and applied.	01
	4. Panels Understanding each individual panel and how they are used.	01
	5. Effects Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	04
02	Introduction to Adobe Premiere	08
	1. Files Understanding files and formats. Importing files (video/audio/image).	01
	2. Timeline Working on the time and layers.	02
	3. Editing Tools required for editing the video. Working with audio layers separately.	02
	4. Key-frames and effects Adding key-frames and using effects on layers.	02

	5. Rendering	Exporting files in various formats.	01
03	Understanding VFX Elements		10
	1. Layers	Understanding usage of layers.	02
	2. Masks	Understanding the importance of elements used to create masked effects.	02
	3. Render	Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.	02
	4. Composing	Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.	02
	5. Blend Modes	Working with various blend modes.	02
04	Motion graphics and Colours		10
	1. Kinematic Typography	Understanding usage of Kinematics in Typography.	01
	2. Content creation	Usage with simple characters to words or lines of content.	02
	3. Key framing	Importance of Key Frames. Understanding Tilting.	02
	4. Logo animation	Animating logos for visual impact and simulate still icons to communicate better.	03
	5. Colour	color Grading and color correction using after effects.	02
05	Camera and Lights		10
	1. Camera types	Types of camera and their usages.	02
	2. Shutter and aperture	Understanding shutter and aperture with lights.	02
	3. Lights	Types of lights and their usages.	02
	4. Effects of lights	Using camera and lights to simulate a 3D experience.	02
	5. Objects	Creating Objects and their usage with camera and lights.	02
Total			48

BOS Syllabus Sub- Committee Members:

1. Mr. Arvind Parulekar: (Convener)
2. Mr. Neil Maheshwari: (Subject Expert)
3. Prof. Izaz Ansari (Subject Expert)
4. Mr. Ashish Gandhre: (Industry Expert)

Internal Exercise:

The objective of internal exercise is to help the learners identify opportunities in visual effects in the broadcast and film making industries.

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	
<ol style="list-style-type: none"> To provide the students with basic understanding of the concepts of corporate communication and public relations. To introduce the various elements of corporate communication and consider their roles in managing media organizations. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools. 	

COUESE CODE	COURSE NAME	
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS	
Syllabus		
Module	Details	Lectures
1	Foundation of Corporate Communication	14
	1. Introduction to Corporate Communication	02
	2. Keys concept in Corporate Communication	06
	3. Ethics and Law in Corporate Communication	06

2	Understanding Public Relations		16
	1.Introduction and Growth of Public Relations- Indian Scenario	Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.	<i>06</i>
	2.Role of Public Relations in various sectors	Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	<i>04</i>
	3.Theories and Tools of Public Relations	Gruntin's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	<i>06</i>
3	Corporate Communication and Public Relation's range of functions		10
	1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	<i>03</i>
	2.Employee Communication	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	<i>03</i>
	3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	<i>04</i>
4	Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations		08
	1.Emerging trends, tools and technology	Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	<i>02</i>
	2.New Media Tools	Website, Online press release, Article marketing, Online newsletters, Blogs	<i>02</i>
	3.Role of Social Media	Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.	<i>04</i>
Total Lectures			48

BOS Syllabus Sub- Committee Members		
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)		
Internal evaluation methodology		25 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
References:		
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms		

303

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 :25)
Number of Lectures	48

COURSE OUTCOME

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

COURSE CODE	COURSE NAME
BAMMC MS-303	MEDIA STUDIES

Syllabus

Module	Topics	Details	Lectures
		Introduction	
1	Eras, relevance, connection to culture, literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10

		Media Theories	
2	Propaganda and propaganda theory-	<ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell 	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	
		Cultural Perspectives	
3	Various schools	<ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication 	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	
4	Theories on media effects	<ul style="list-style-type: none"> • Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation. 	06
		New Media and The Age Of Internet	
5	Meaning making perspectives	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	06
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Rani D'souza (Convener) 2. Prof. Neena Sharma 3. Prof. Bincy Koshy 4. Prof. Mithun Pillai 			
Internal Evaluation Methodology			25 MARKS
<ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 			

References:

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley j Baran and Dennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

304

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Introduction To Photography
Paper	04 (DSC-C3) CORE VII
Course Code	BAMMC IP-304
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The world cannot be imagined without images. Image is inseparable part of media. "Picture speaks thousand words." The course is designed to explore "how to make picture speak thousand words."

Learning Outcome:**Lectures: 48**

1. To introduce to media learner the ability of image into effective communication.
2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
3. To practice how picture speaks thousand words by enlightening the learner on how.
4. To develop the base of visualisation among learners in using pictures in practical projects.
5. To help learner work on given theme or the subject into making a relevant picture or photo feature.

COURSE CODE**COURSE NAME****BAMMC IP-304****INTRODUCTION TO PHOTOGRAPHY****Syllabus**

Module	Details	Lectures
1	Camera: The Story teller	12
	1. The Body: The faithful middleman The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-less	<i>02</i>

	2. Aperture: The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	3. Shutter: The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	05
	4. Image sensor: The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	01
	5. Viewfinder: The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	01
2	Lens: Imaging device		08
	6. The eye of camera: Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	02
	7. Focal length: Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	01
	8. Image size: See close	The magnification ratio of a lens Longer focal length = Bigger image size	01
	9. Coverage angle: Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin-cuision	01
	10. Types of lenses: The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	03

3	Light: Parameters of Light- The essential raw material		16
	6. Intensity and Exposure: Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure	03
	7. Direction and Lighting: Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama	06
	8. Quality and Ambience: Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos	02
	9. Colour and Mood: What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature <i>Pure light>True colours</i> White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)	02
	10. Measure The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective (advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation	03
4	Composition: Art of Seeing> Way of portraying a subject		06
	6. Frame and Aspect ratio	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)	01
	7. Visual indicators	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects	01
	8. Rules of composition	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...	02
	9. Breaking the rules	Cropping, Panorama, Flattening	01

	10. Viewpoint and Perspective: What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	03
5	Digital Imaging: Electronic format		06
	9. Image sensor	Format, 135mm/ APS-C, Medium format, Large format	01
	10. Megapixel	Pixel and its values, Total number of pixels, File size	01
	11. Resolution	Pixel Per Inch: Quality of Image, Magnification ratio	01
	12. Image magnification	Viewing distance, Image size and Pixilation How large an image can be for given megapixel	02
	13. File Formats	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	01
Total Lectures			48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari (Subject Expert) 3. Mr. Atul Bagayatkar (Industry Expert) 			
Suggested Methods			
Sr. no.	Project/Assignment	Reason/Justification	
01 Print Media	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. Points: Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama	
02 Electronic Media	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.	
03 Field work	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation rom above two projects.	
Reference Books:			
Collins Books series: Pentax Inc. <ol style="list-style-type: none"> 1. Taking successful pictures, 2. Making most of colour, 3. Expanding SLR system, 4. Lighting techniques Minolta Photographer's handbook <ul style="list-style-type: none"> • Indoor Photography, • Outdoor photography: Life Book series:			

- Colour,
- Camera,
- Light
- Portrait

Photography course:

- Volume 1: Understanding Camera
- Volume 2: Secrets behind successful pictures
- Volume 3: Practicing Photography
- Volume 4: Handling Professional assignments

Me and My Camera

- Portrait photography
- Glamour photography
- Do it in Dark (Darkroom Techniques)

Pro-technique (Pro-photo)

- Night Photography
- Beauty and Glamour
- Product Photography

305

Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Film Communication-I	
Paper	06 DRG	
Course Code	BAMMC FCO-305	
Total Marks	100 (75:25)	
Number of Lectures	48	
Brief:		
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.		
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics. 		

COURSE CODE		COURSE NAME		
BAMMC FCO-305		FILM COMMUNICATION-I		
Syllabus				
Module		Details		Lectures
		Art of Story telling		
1.	History: Still pictures to moving images.	1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema. 1.4 Transition from Documentary to Feature Film		04
2.	Understanding aspects of film appreciation.	2.1 Grammar, Technology and Art. Director - the captain Writer – the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image		08
3.	The Early Cinema: 1895 to 1950	3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)		8
4.	Major film movements and its impact.	4.1 The major cinema movements and their film makers 4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. 4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.		12
5.	Mainstream Indian Cinema and parallel Indian cinema	5.1 Art v/s Commercial 5.2 Indian Meaningful cinema(Commercial) <ul style="list-style-type: none"> • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era 5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram 5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu 5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul,		16

		Said Mirza etc.	
Total Lectures			48

BOS Syllabus Committee Members		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Mr. Abhijit Deshpande (Industry Expert) 		
Internal exercise:		
The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.		
Suggested Methods		
Sr. no	Project/Assignment	Reason/Justification
1.Print Media	Write reviews of film seen by them during lectures/film festivals	To inculcate understanding of cinema and writing skills needed for film review
2.Electronic Media	Making documentary on any of the prominent film personalities/genre/film theories	To make them understand the depth of cinema and its different aspects
Suggested Screenings:		
<ul style="list-style-type: none"> • Documentaries on World and Indian Cinema (100 years of Cinema). • Films of Dada Saheb Phalke • Citizen Kane, • The Battle over Citizen Kane • Bicycle Thief • Roshomon • Do Bigha Zamin/Bandini • Sahab, Bibi aur Ghulam/Pyaasa, • Awara/Shri 420 • Lajwanti/Ek ke Baad Ek 		

306

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	COMPUTERS MULTIMEDIA -01
Paper	06 DRG
Course Code	BAMMC CMM-306
Total Marks	100 (75:25)
Number of Lectures	48

Brief: Digital workflow:

Since the introduction of computers in media every process of image editing and film editing is computerized. Various softwares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare learners skilled enough for independency during project papers in TY sem VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE**COURSE NAME and DETAILED SYLLABUS****BAMMC CMM-306****COMPUTERS MULTIMEDIA -01****Syllabus**

Modules	Details	Lectures
1	Photoshop: Pixel based Image editing Software	12
	1. Introduction to Photoshop Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	02
	2. Photoshop Workspace The tools, Toolbox controls Property bar, Options bar, Floating palates	03
	3. Working with images Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	05
	4. Image Editing Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	01
	5. Working with Text Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	01
2	CorelDraw: Vector based Drawing software	06
	1. Introduction to CorelDraw Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats	01

	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:	01
	3. Exploring tools	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos	01
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in CorelDraw	Exporting, Types of export, Exporting for other software	01
3	Quark Xpress/ InDesign: Layout Software		08
	1. Introduction to Quark Xpress	List the menus, List the tools, Benefits of using Quark, Application of Quark	02
	2. Text Edits in Quark	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	3. Using palettes	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	01
	4. Colour correction in quark	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
4	Premiere Pro: Audio-visual: Video editing software		10
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02
	2. Introduction to premiere	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02

	3. Understanding file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	02
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
5	Sound Forge/Sound Booth: Sound Editing Software		12
	1. Introduction to Digital Audio	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	02
	2. Concept of Dolby Digital	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	02
	3. Sound Recording	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	03
	4. Working with Sound	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	03
	5. Advanced Sound Processing	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	02
	Total		48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: Convener 2. Prof. Izaz Ansari: (Subject Expert) 3. Mr. Ashish Gandhre: (Industry Expert) 			
Internal exercise:			
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.			

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark or PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible McLeland Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How Noble Desktop Teachers
- Desktop Publishing with Quark 10 Kindle version
- Digital Music and Sound Forge Debasis Sen BPB Publications

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the software preferred in industry
03	Quark Express	Adobe InDesign	Both the software preferred in industry
04	Premiere Pro Basic	Premiere Pro Advance	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

1. The learner is learning Photography in Semester-III as well as Project papers in Semester - VI. Photoshop training shall make learner self-sufficient as well as employable in industry.
2. The learner is learning Film Communication in Semester -III. The knowledge of video editing shall help student to create short films and participate in competitions. Also learner can create his portfolio.
3. Dreamweaver is web designing software. Training in this can help learner to run his website and upload his work in photography and videography.
4. The learner is learning Radio and Television Production in Semester -IV. The audio is inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Radio and Television as well as Film Communication.

401-1	
Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Electronic Media-II
Paper	Elective01 (AEEC-1)
Course Code	BAMMCEM-4011
Total Marks	100 (75:25)

Number of Lectures	48	
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.		
COURSE CODE	COURSE NAME	
BAMMC EM-4011	ELECTRONIC MEDIA-II	
Syllabus		
Modules	Details	Lectures
1	Evolution and growth of Radio and Television:	08
	A. Evolution and growth of Radio:	<ul style="list-style-type: none"> • Satellite Radio – The Evolution and Growth • AIR and Community Radio- Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet.
	B. Evolution and growth of Television	<ul style="list-style-type: none"> • Evolution and growth of Private and Satellite channels: • Growth of Private International, National and Regional TV Networks and fierce. • Competition for ratings. • Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast • Proliferation of DTH services:
2	Regional channels:	10
	A. Rise of regional channels and Importance of Regional Channels in India and Globally	
	B. Trends in regional radio and Television channels.	
3	News and other nonfictional formats.	10
	1. TRP	Breaking news on television and the TRP race:
	2. Panel discussions:	How panel discussions can make the public opinion
	3. Interviews:	Radio and Television Interview techniques
	4. Anchoring:	Qualities of a good anchor Voice modulation
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation

4	Writing for Broadcast Media-(Radio and Television)		10
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.	
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
5	Current and Emerging Trends in Electronic media		10
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	
	6. Convergence and Multi-media:	1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio	
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. • Hotstar • Voot • Sony Live	
	8. Digital storytelling /Features :	• Story idea • Development and Presentation • Web series	
	Total		48

Internals	Marks 25
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	
BOS Syllabus Committee Members	
1. Dr. Navita Kulkarni (Convener) 2. Prof. Neena Sharma (Subject Expert) 3. Prof. Gajendra Deoda (Subject Expert)	

401-2	
Program	BAMMC
Year	SYBMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012

Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME :

1. Direction and the works, developing an eye for details
2. Deeper understanding of theatre and how it has evolved to create human connections
3. Understanding the role theatre plays as a medium of mass communication in development of society

COURSE CODE

COURSE NAME

BAMMC TMC-4012

THEATRE AND MASS COMMUNICATION-II

Syllabus

Module	Topic	Details	Lectures
Indian Theatre Icons			
I	Play Writing:	<ol style="list-style-type: none"> 1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India 	10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:		
		<ul style="list-style-type: none"> • Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh 	
Role Of Theatre			
II	Theatre: Role As A Medium Of Mass Communication	<ol style="list-style-type: none"> 1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function 	10

		<ol style="list-style-type: none"> 3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report ‘Many Voices One World’ 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses. 	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
		Director And Producer	
III	Direction and Production:	<ol style="list-style-type: none"> 1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows 	10
		Management And Marketing	
4	Theatre management, marketing and event organization:	<ol style="list-style-type: none"> 1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management 	10
		Scripting, designing and promotions	
	Theatre As self-expression:	<ol style="list-style-type: none"> 1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions 	08
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Rani D’Souza (Convener) 2. Prof. Shamali Gupta (Subject expert) 3. Mr. Abhijit Khade (Industry expert) 			

Internal evaluation through projects:

The class puts up a grand one act play

401-3

Program	BAMMC	
Year	SYBAMMC	
Semester	IV	
Course:	Radio Program Production-II	
Paper	ELECTIVE	
Course Code	BAMMC RPP-4013	
Total Marks	100 (75 : 25)	
Number of Lectures		48
COURSE OUTCOME:		
To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 310	RADIO PRODUCTION-II	
Syllabus		
MODULE	DETAILS	LECTURES
1	The Discussion	10
	1. Format	
	2. Selection of participants	
	3. Preparation	
	4. Speaker Control, Subject Control and Technical Control	
	5. Ending the Programme	
2	Commentary	08
	1. Preparation work with the Base Studio	
	2. Different Sports	
	3. Communicating Mood and Coordinating the images	
	4. Content and style	
	5. News Action and Sports Action	
3	Using the internet and social media	10
	1. An online presence	
	2. Internet radio	
	3. Radio Podcasts	
	4. Internet Research	
	5. Making the best use of Social Media	
4	Phone-Ins	10
	1. Technical Facilities, Programme Classification	
	2. The Open Line And Choosing The Calls	
	3. The Role Of The Host And The Host Style	
	4. Reference Material, Use Of 'Delay'	

	5.	Linking Programmes Together, Personal Counseling The Presenter As Listener	
5	Making Commercials		10
	1.	Copy Policy	
	2.	The Target Audience	
	3.	The Product Or Service 'Premise'	
	4.	Voicing And Treatment	
	5.	Music And Effects	
	Total		48

Syllabus Sub-Committee:

Prof. Gajendra Deoda (Convener)
 Mr. Jaidevee Pujari Swami (Industry expert)
 Dr. Navita Kulkarni (Subject expert)

References:

1. Lost Sound: The Forgotten Art of Radio Storytelling by Jeff Porter.
2. On the Air: The Encyclopaedia of Old-Time Radio by John Dunning.
3. The radio station by Michael C. Keith.
4. Radio Theory Handbook: Beginner to Advance by Ronald Bertrand
5. Out on the Wire: The Storytelling Secrets of the New Masters of Radio

401-4

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Motion Graphics and Visual Effects-II
Paper	ELECTIVE
Course Code	BAMMC MGV-4014
Total Marks	100 (75 :25)
Number of Lectures	48

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-4014		MOTION GRAPHICS and VISUAL EFFECTS-II	
Syllabus			
	Modules	Details	Lectures
01	Compositing		08
	1. Pass Compositing	Multi Pass Compositing.	<i>01</i>
	2. Pre Compositions	Creating a composition with original composition (Nesting)	<i>01</i>
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	<i>02</i>
	4. Tracking-II	Object and Camera Tracking.	<i>01</i>
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	<i>03</i>
02	Rotoscopy		10

	1. Rotoscopy	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	02
	2. Matting	Understanding Alpha and Luma mattes. Use of Garbage mattes.	03
	3. Footage Clean-up	Removing faults/wires in live action footage.	01
	4. VFX and Colour Grading	Creating mattes for visual effects. Colour grading for specific objects/frames	03
	5. Exporting files	Understanding computability for rendering. Exporting in various file formats.	01
03	Blender: Working with 3D		10
	1. Introduction to 3D	Making and Rendering Your First Scenes.	02
	2. Tools	Basic Principle: Data blocks. Introduction to Edit Mode.	02
	3. 3D Objects	Separating and Joining Objects.	02
	4. Curves	Object Modifiers. Converting to Mesh from Curve.	02
	5. Textures	Materials, Textures, and How They Get onto Surfaces.	02
04	Scripting and Workflow		10
	1. Script Editor	Accessing Script Editor and its usage.	02
	2. Overlaying	Use and Importance of Overlaying.	01
	3. Expressions	Importance of Expressions. Understanding different expressions used and how they function.	02
	4. Workflows	The importance of workflows for a VFX Project.	03
	5. Industry application	How workflows are used in industry.	02
05	Chroma Keying		10
	1. Keying	What is Chroma Keying?	02
	2. Green and Blue screens	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	01
	3. Chroma Screen	Application of Chroma (Green and Blue screen effect).	02
	4. Application	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	03
	5. Exporting to Premiere	Using visual effects into Premiere Pro timeline videos.	02
Total Lectures			48
Syllabus Sub-Committee			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari: (Subject Expert) 3. Mr. Ashish Gandhre (Industry Expert) 			
Internal Exercise:			
The objective of internal exercise is to help them identify job opportunities in visual effects in the broadcast and film-making industries.			

Sr. No.	Project/Assignment	Reason/Justification
01	Montage	Creating a Television News Broadcast with all its elements. This project helps with working with multiples elements and layers simultaneously. Shows the importance of audio elements and uses various techniques and effects.
02	Show Reel	Creating a project with all the tools, techniques and methods learnt in Multimedia 1 . This project can be used as portfolio for aspiring VFX artists.
<p>Note:</p> <p>The course Motion Graphics and VFX is associated with Film Communication as well as Television Production of Radio and TV. Also, it is associated with Web designing and shall help learner create eye catching after effects in his own website.</p>		

402

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Writing and Editing for Media
Paper	CORE VIII DSC D1
Course Code	BAMMC WEM-402
Total Marks	100 (75 : 25)
Number of Lectures	48
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. 	

COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
PRINT MEDIA			
I	WRITING FOR PRINT MEDIA	<ol style="list-style-type: none"> 1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing-various forms 9. Writing for Advertisements 	12
RADIO AND TELEVISION			
II	WRITING FOR BROADCAST MEDIA	<ol style="list-style-type: none"> 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends <p>Storyboarding for Television commercials</p>	10
DIGITAL MEDIA			
III	DIGITAL MEDIA: A sunrise opportunity	<ol style="list-style-type: none"> 1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs 	14

		EDITING	
IV	EVALUATION OF CONTENT	<ol style="list-style-type: none"> 1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design 	12
BOS Syllabus Committee members			
<ol style="list-style-type: none"> 1. Prof. Rani D'souza (Convener) 2. Mr. Adith Charlie (Industry Expert) 3. Ms. Shreya Bhandary (Industry Expert) 			
Internal Evaluation Methodology		25 MARKS	
<ol style="list-style-type: none"> 1. Written assignments for print media 2. Digital /online written assignment 3. Writing blogs 4. Open book tests 5. Oral and practical presentations 6. Projects <p>Group interactions,/discussions</p>			
Reference Books/Journals/Manuals			
<ol style="list-style-type: none"> 1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India) 2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005 3. The associated press stylebook. . Associated press (current edition) 4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing) By Brooke Borel 5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima 10 April 2013 6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill 7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger 8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications 9. Writing for journalists (media skills) by Wynford Hicks 10. Feature writing for Journalists (Media Skills) by Sharon Wheeler 11. Writing for News Media: The Storyteller's Craft by Ian Pickering 27 November 2017 			

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

COURSE CODE	COURSE NAME
BAMMC MLE-403	MEDIA LAWS and ETHICS

Syllabus

Module	Details	Lectures
1	Constitution and Media	09
	1. Core values of the Constitution	01
	Refreshing Preamble, unique features of the Indian Constitution	
	3. Freedom of Expression	02
	Article 19 (1) (a), Article 19(2)	
	4. Judicial Infrastructure	2
	Hierarchy of the courts Independency of the judiciary Legal terminologies	
	5. Social responsibility of the media	2
	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	
	5. Social Media	2
	Threat of Fake News and facts verification Social media decorum	
2	Regulatory bodies	10
	1. Press Council of India	02
	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	

	6. TRAI	Role of Telecom Regulatory Authority of India	02
	5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
	4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02
	5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	02
3	Media Laws		10
	1. Copyright and IPR	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
	2. Defamation	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	02
	3. IT Act	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	02
	4. Contempt	1. Contempt of Court 2. Contempt of Parliament	02
	5. More acts	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	02
4	Media Laws		10
	1. Right to Privacy	2. Evolution 3. Right to Privacy a Fundamental Right	02
	3. Morality and Obscenity	1. Indecent Representation of Women's Act 2. 19.2, IPC 292, 293 3. Change in perception with time	02
	4. Unfair Practices	Unfair Trade Practices and the Competition Act 2002	02
	5. OSA	1. Official Secrets Act 2. Controversies 3. Case Studies	02
	4. RTI	1. Right To Information Act 2005 2. Brief History 3. Importance and current status	02

5	Media Ethics and Social Responsibility		09
	1. Why Ethics	What is ethics? And why do we need ethics?	01
	2. Ethical responsibility of journalist	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	3. Fake News	1. Post-truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. Ethical responsibility of advertisers	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. Stereotyping	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			48

Syllabus Sub-Committee		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)		
Internal exercise:		25 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility		
Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3. Test	Based on the syllabus	To test the knowledge about the topics covered.
References:		
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, P.G. (2009). Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law		

404

Program	BAMMC		
Year	SY BAMMC		
Semester	IV		
Course:	MASS MEDIA RESEARCH		
Paper	(DSC-D3) CORE X		
Course Code	BAMMC MMR-404		
Total Marks	100 (75:25)		
Number of Lectures	48		
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 			
COURSE CODE	COURSE NAME		
BAMMC MMR-404	MASS MEDIA RESEARCH		
Syllabus			
Module	Topic	Details	Lectures
Research In Media			
I	Introduction to mass media research	<ul style="list-style-type: none"> Relevance, Scope of Mass Media Research and 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 	12
Design			
II	Research designs	<ul style="list-style-type: none"> Concept, types and uses Research Designs: <ul style="list-style-type: none"> a) Exploratory b) Descriptive and c) Causal. 	04
Data Collection			
III	Data - collection methodology	<ol style="list-style-type: none"> Primary Data – Collection Methods <ol style="list-style-type: none"> Depth interviews Focus group Surveys Observations Experimentations Secondary Data Collection Methods Literature review Designing Questionnaire and measurement techniques <ol style="list-style-type: none"> Types and basics of questionnaire Projective techniques Attitude measurement scales Sampling process Data Tabulation and Research report format 	18

		Analysis	
IV	Content analysis	a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis	05
		Application Of Research	
V	Application of research in mass media	a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research	05
		The Semiotics	
VI	The Semiotics of the Mass Media.	a. What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media	04
Total Lectures			48

BOS Syllabus Committee Members

1. Dr. Navita Kulkarni (Convener)
2. Dr. Hanif Lakdawala (Course Expert)
3. Prof. Rani D'Souza (Course Expert)

Internal Assessment: Methodology

25 MARKS

Reference Books:

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.
4. Media Research Methods: Gunter, Brrie; (2000); Sage
5. Mass Media Research: Wimmer And Dominick
6. Milestones In Mass Communication: Research De Fleur

405

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Film Communication II
Paper	(DSC-D4) DRG
Course Code	BAMMC FCO-405
Total Marks	100 (75:25)
Number of Lectures	48

Brief:		
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give media better film makers.		
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films. 		
COURSE CODE	COURSE NAME	
BAMMC FCO-405	FILM COMMUNICATION II	
Syllabus		
Module	Details	Lectures
Understanding Cinema		
1. Regional Cinema	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
2. Hindi Cinema	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
3. Cinema now	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08
4. Film Making	Film Production to Film Exhibition 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08

	5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	08
Total Lecture			48

BOS Syllabus Sub-Committee Members		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Prof. Abhijit Deshpande (Industry Expert) 		
Internal Exercise:		25 Marks
To make students put in practical use the outcome of Film Communication.		
Suggested Methods		
Sr. no.	Project/Assignment	Reason/Justification
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.
Suggested Screenings:		
Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc. Pinjra Apur Sansar/Megha Dhake Tara Sholay/Amar Akbar Anthony Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge Bajirao Mastani/Manikarnika/Bahubali URI Film		

406	
Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Computer Multimedia II
Paper	(Practical) DRG
Course Code	BAMMC CMM-406
Total Marks	100 (75:25)
Number of Lectures	48

Brief: Digital workflow:

Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:

1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE		COURSE NAME	
BAMMC CMM-406		Computer Multimedia II	
Syllabus			
Modules		Details	Lectures
1	Photoshop: Advanced Image Editing		12
	1. Working with multiple images	Mixing Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	<i>02</i>
	2. Image Effects	Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	<i>03</i>
	3. Working with Layers	Layer basics Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masks and extractions Layer effects, Adjustment layers	<i>05</i>
	4. Wonders of Blend Modes	Blend modes Advanced blending options Layer blends	<i>01</i>
	5. Fully Editable Text	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	<i>01</i>

2	Adobe Illustrator: Vector based Drawing software		07
	1. Introduction to Adobe Illustrator	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	02
	2. Using text	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	02
	3. Creating Simple designs	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. Applying effects	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	02
	5. Exporting in Illustrator	Exporting, Types of export, Exporting for other soft wares	01
3	InDesign: Layout Software		08
	1. Introduction to Adobe In Design	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	02
	2. Text Edits in InDesign	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	02
	3. Using palettes	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	01
	4. Colour correction in InDesign	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	02
	5. Exporting files	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	01
4	Premiere Pro: Audio-visual: Advanced application		10
	1. Introduction to editing	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	02

	2. Exploring Premiere Pro	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	02
	3. Right application of various file formats	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	02
	4. Using colour grading	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	02
	5. Exporting and rendering	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	02
5	Adobe Dreamweaver: Web designing software		11
	1. Introduction to Dreamweaver	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	02
	2. Working with DW	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	02
	3. Linking pages	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	03
	4. Using Tables	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	02
	5. Typo in DW	Changing Font typefaces, size, style, colours Text to hyperlink	02
	Total		48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Pro. Izaz Ansari (Subject Expert) 3. Mr. Ashish Gandhre (Industry Expert) 			

Internal exercise:

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign or PS or Illustrator	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeland, Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the soft wares preferred in industry
03	Quark Express	Adobe InDesign	Both the soft wares preferred in industry
04	Premiere Pro Basic	Premiere Pro Ad	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

Note: Please refer the reasons for this multimedia course in continuing soft wares like Photoshop and Premiere Pro from Sem-II to Sem-IV. The Course outcome shall be met during this course.

TYBAMMC Semester - V

Semester V- Journalism		
Course Code	Credits	Course Name
COMPULSORY-CORE	04X2=08	DRG (Discipline Related Generic)
BAMMC DRG-501	04	1. Reporting
BAMMC DRG-502	04	2. Investigative Journalism
ELECTIVES	03X04=12	DSE 1 B (Discipline Specific Electives) (Elect Any Four Courses From Below)
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	20	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY -CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	REPORTING
COURSE CODE	BAMMC DRG-501
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-501	REPORTING
COURSE OUTCOME	
<ol style="list-style-type: none"> 1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as 	

modern tools.

6. To inculcate the skills for investigative journalism.
7. To make them understand the basic structure/ essential knowledge for various beats.
8. To make them responsible reporters and the face of media.

Module	Details	Lectures
1		
	<p>Concept Of News</p> <p>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?</p>	10
	<p>2. News Gathering</p> <p>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 Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.</p>	10
	<p>3. Beats System in Reporting</p> <p>What is beat system, why it is necessary, how does it help, 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. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.</p>	10
	<p>4. Coverage of Disasters</p> <p>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 flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.</p>	08

<p>5. Case studies</p>	<p>Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.</p>	<p>10</p>
<p>Internal Assignments</p>		
<p>Suggestions :</p>	<p>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 mock environment, be given priority. The knowledge of basic beats can be tested through the application.</p>	

REFERENCES:

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.
5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
Prof. Santosh Gore (Industry Expert)
Prof. Amruta Bane (Subject Expert)

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC DRG-502		INVESTIGATIVE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Understand the role of investigative reporting in modern journalism 2. To learn to conduct investigative research in an ethical manner. 3. To create and write excellent investigative stories for media. 4. To acquire advanced investigative journalistic skills 5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources. 			
MODULE	TOPICS	DETAILS	LECTURES
CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM			
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	<ul style="list-style-type: none"> • Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations 	10
DATA COLLECTION			
II	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 	10
DESIGNING THE STORY			
III	FINDING and WRITING YOUR STORY	<ul style="list-style-type: none"> • Observation • Planning techniques • Cultivating sources • Developing the project 	10

		DATA PROTECTION and SECURITY	
IV	SECURITY OF SOURCES and DATA	<ul style="list-style-type: none"> • Protection of sources • Safety of journalists • Criticism of Investigative Journalism 	08
		FINAL STORY	
V	GENERATION OF THE STORY	<ul style="list-style-type: none"> • Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report 	10
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 4. Prof. Rani D'souza (Convener) 5. Mr. Adith Charlie (Industry expert) 6. Prof. Renu Nauriyal (Course expert) 7. Ms. Shreya Bhandary (Industry expert) 			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
7. 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) <ol style="list-style-type: none"> 8. Project Guided By Faculties 9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology 10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner. 11. Group Discussions 			
REFERENCE BOOKS/JOURNALS/MANUALS			
<ol style="list-style-type: none"> 1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme 			

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	Features and Writing For Social Justice
COURSE CODE	BAMMC EJFW 1B501
PAPER	1 DSE 1B (ELECTIVE)

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJFW 1B501	FEATURES AND WRITING FOR SOCIAL JUSTICE	
COURSE OUTCOME:		
1. To provide students with technique of narration and story telling 2. To share the art of developing a story idea 3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice		
MODULE	DETAILS	LECTURES
1	About features	10
	6. What makes feature writing different	01
	7. Deconstructing a feature	02
	8. News Feature	02
	9. Human Interest Stories, Profiles	02
	10. Developmental stories, opinion pieces, in-depth features as tools of social justice	01
2	How to pen a feature	08
	11. Finding fresh ideas, developing a story idea	
	12. On and off field research	
	13. Building observation and listening skills	
	14. Structuring the story	
	15. Use of anecdotes, Illustrations, Interviewing	
3	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs	10
	11. Prone to disasters : floods etc	02
	12. Poor health specially mental health	02
	13. Lack of facilities and obstacles to education	02
	14. Night schools	02
	15. Unemployment and exploitation	02
4	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. Plight of Rag pickers	02
	15. Construction workers	02
	16. The homeless	02
	17. Slum rehabilitation projects	02
	18. Condition of Mumbai Jails/ Courts	02
5	Mumbai based features/ letter to the editor/ post/opinion piece on	10
	14. City issues of hygiene and pollution	02
	15. Water crisis	02
	16. Crime and safety	02
	17. Corruption issues faced by the common man	02
	18. Challenges faced by senior citizens and the physically/ mentally challenged	02
Total Lectures		48

BOS SYLLABUS COMMITTEE MEMBERS	
<ol style="list-style-type: none"> 1. Prof. Renu Nauriyal (Convener) 2. Prof. Kanika Kachru 3. Dr. Mahesh Patil 4. Prof. Deepak Tiwari 	
INTERNAL EVALUATION METHODOLOGY	
25 MARKS	
Sr. no.	Project/Assignment
01	Letters to the Editor
02 Electronic Media	Flip class presentation
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice
REFERENCES:	
<ol style="list-style-type: none"> 1. Feature Writing: Meera Raghvendra Rao, 2012 2. Communication and Development: The Challenges of Twenty First Century - V.S. Gupte, 2000. 3. <i>On Writing Well</i> (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. 4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017 5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018. 6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012. 19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar. 20. Everyone Loves a Good Drought by P. Sainath. 21. Looking Away by Harsh Mandar. 	

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	WRITING and EDITING SKILLS
COURSE CODE	BAMMC EJWS 1B502
PAPER	2 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJWS 1B502	WRITING and EDITING SKILLS	
COURSE OUTCOME:		
1. To provide learners with tools and techniques of editing and writing. 2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.		
Module	Details	Lectures
1	Tools and Techniques of Editing	10
	1. Brevity Brevity: the soul of communication Eliminating redundancy in communication	02
	2. Functional Grammar Refreshing Grammar, Common Errors	02
	3. Word power Working with words	04
	4. Punctuations For media usage	01
	5. Style book Use of numbers, abbreviations, names and terms	01
2	Crisp writing	08
	1. News Sense Finding the right story angle	02
	2. Saying it in bold Writing headlines, captions, leads and intros	01
	3. Podcast Writing for the ear	01
	4. Net cast Writing for visuals	01
	5. Web writing Story Compiling Difference between writing for print and real time writing	03
3	Resume writing : Telling your story	10
	Assimilating facts and details	02
	Building a narrative	02
	Making it pictorial	02
	Layout and page design	02
	Being a credible voice	02
4	Feature Writing	10
	1. Features stories Human Interest Stories	02
	2. Reviews Books, Films, App	02
	3. Columns Analytical, Interactive, Agony Aunt	02
	4. Editorials Importance, Voice of the publication, Format	02
	5. Obituaries Writing obituaries Need for factual verification and tone. Can obituaries be critical?	02
5	Interviews	10
	Types of subjects	02
	Preparing for interviews	02
	Preparing a questionnaire	
	Protocol and Ethical Issues	02

	Writing the interview copy	02
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Shreya Bhandary		
Internal Assessment		25 MARKS
<p>The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.</p>		
Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills
<p>Reference:</p> <ol style="list-style-type: none"> 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. 		

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	GLOBAL MEDIA and CONFLICT RESOLUTION
COURSE CODE	BAMMC EJGM 1B503
PAPER	3 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJGM 1B503	GLOBAL MEDIA and CONFLICT RESOLUTION	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To help students understand the difference in the role and structure of the media across the globe. 2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences 3 To help students appreciate the potential of media in resolving conflicts. 		
MODULE	DETAILS	LECTURES
1	Evolution of Global Media	10
	North – South Divide, Imbalance in Global flows	01
	NWICO, MacBride Commission, Failure of NANAP	03
	Global Media Conglomerates, parachute journalism and embedded journalism	03
	Post Truth and avalanche of fake news	02
	Information Disorder	01
2	Media profiles, issues and analysis	10
	Contemporary Role of Global News Agencies	02
	Media in Europe	02
	Media in USA and Australia	03
	Media in Russia	01
	Media in Africa : talking drums; community radio	02
3	Media profiles ,issues and analysis	12
	Media in China	02
	Media in Japan	02
	Media in North Korea	02
	Media in Singapore	01
	Media in the Middle East and Role of Aljazeera	03

	Media in Malaysia	02
4	Conflict Resolution	10
	Changing nature of conflict	02
	Media driver of peace or driver of conflict	01
	The shifting media landscape, Challenges for independent media	02
	The role media can play in conflict resolution and peace promotion	01
	Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	04
5	Media Information Literacy	06
	Five Laws of MIL	01
	MIL and youth radicalization in cyberspace	01
	Preventing violent extremism	01
	MIL to tackle social polarization of Europe	02
	Encryption / Cryptography media communication landscape	01
Total Lectures		48

Internal exercise:

The objective of internal exercise is to help the learner study the media landscape in a country/ region, the apparent and subtle controls, bias and stereotypes as well as the issues related to cyberspace.

Sr. no.	Project/Assignment	Reason/Justification
01	Flip class assignment: Presentation on a media of a country/ region	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Essay/ test	Test of knowledge, critical thinking ability

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal (Convener)
2. Prof. Shridhar Naik (Subject Expert)
3. Prof. Neena Sharma (Subject Expert)
4. Prof. Jitendra Nayak (Subject Expert)

INTERNAL EVALUATION

25 MARKS

BIBLIOGRAPHY:

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
3. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
4. 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.
5. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008) Oxford Press
22. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
23. 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.
24. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
25. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
26. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.
27. How social media is changing the way we see conflict By Kym Beeston. 2014.
28. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
29. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	BUSINESS and FINANCIAL JOURNALISM
COURSE CODE	BAMMC EJBF 1B504
PAPER	4 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJBF 1B504	BUSINESS and FINANCIAL JOURNALISM
COURSE OUTCOME	
1.	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2.	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing

3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

MODULES	TOPICS	DETAILS	LECTURES
BUSINESS AND FINANCIAL JOURNALIST			
I	INTRODUCTION	<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 	04
REPORTING OF MAJOR INDIAN SCAMS			
II	FINANCIAL JOURNALISM AND 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 • Nirav Modi Scam • Rafale deal 	10
BEATS			
III	BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA	<p>1. Banking Sector in India</p> <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 <p>2. Union Budget</p> <ul style="list-style-type: none"> • Components of the Union Budget 	18

		<ul style="list-style-type: none"> • 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 India's engineers are 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 	
FINANCIAL MARKETS and INSTITUTIONS			
IV	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 	10
	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. • Currency Regulation • De-monetization • Commodities 	

	3. ROLE, OBJECTIVES AND FUNCTIONS	<ol style="list-style-type: none"> 1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India 3. Niti Aayog 	
GLOBALISATION			
V	GLOBAL TRADE and FINANCE	<ol style="list-style-type: none"> 1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis 	06
Total Number of lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. RANI D'SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. MR. RAJESH KURUP (INDUSTRY EXPERT) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. ASSIGNMENTS 2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET 3. VISITS TO BSE/NSE 4. WRITING ON ANY ONE BEAT ON A REGULAR BASIS 5. ORAL and PRACTICAL PRESENTATIONS 6. GROUP INTERACTIONS 7. DISCUSSIONS AND DEBATES 			
REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM			
<ol style="list-style-type: none"> 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 Co-Authorship 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 : <ol style="list-style-type: none"> a) www.Bloomberg.Com b) www.Reuters.Com c) business-standard.com d) financialexpress.com e) thehindubusinessline.com f) thequint.com g) outlookindia.com 			

- h) asianage.com
 i) mydigitalfc.com

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome

- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:

- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	THE STATE OF MOBILE	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	

II	Mobile Journalism	12
	<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 camera or audio quality of IOS smart phones and tablets. 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 (Hash tags, tagging, linking accounts etc 	
III	DESIGNING FOR THE MOBILE EXPERIENCE	10
	<ol style="list-style-type: none"> A. Designing <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? B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) D. Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit 	

IV	MOBILE NEWS PRODUCT DEVELOPMENT	10
	<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 	
V	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10
	<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 culture and Evolving Business Models for M-Learning c. Studying Social Media Analytics d. M-learning the future of Newsrooms 	
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Mr. Abhijeet Kamble (Industry Expert) 3. Dr. Yatindra Ingle (Subject Expert) 		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES :		
<ol style="list-style-type: none"> 1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar. 2. Web Masters Hand Book, Galgotia 3. Computer Graphic Software Construction, John R Rankin 4. The Internet Book, Comer Douglas E. 5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd 6. Designing Interactive Websites, Mohleo James L and Thompson Learning 		

7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, [Stephen Quinn](#)
8. *The Mobile Journalism Handbook* Routledge text books.
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	NEWS MEDIA MANAGEMENT
COURSE CODE	BAMMC EJNM 1B506
PAPER	6 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJNM 1B506		NEWS MEDIA MANAGEMENT	
Course Outcomes:			
<ol style="list-style-type: none"> 1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. 2. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. 3. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. 4. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends. 			
SR.NO.		MODULES	LECTURE
1.	Introduction		10
	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	<ul style="list-style-type: none"> • Proprietary concerns • Types of ownership 	
2.	Organizational Structure		14
		<ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments 	

	Human Resource development	Specialized training for skilled workers	
	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 	
	Challenges of Globalization and Liberalisation	a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media	
	Understanding Company Law	Press and Registration of Books Act <ul style="list-style-type: none"> • Relevant aspects of Company Law 	
3.	Resource and supply chain, and marketing techniques.		12
	Resource and supply chain	<ul style="list-style-type: none"> • Newsprint • Technology • Production process 	
	Managing Resources	<ul style="list-style-type: none"> • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue 	
	Marketing techniques	<ul style="list-style-type: none"> • Brand building • Public Relations i. Newspaper's relation to its community ii. Understanding the target audience iii. Building goodwill iv. Promoting the newspaper's / site's services v. Sales promotional activities <ul style="list-style-type: none"> • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website channel • Becoming a digital media brand 	
4.	Disruptive Technology and Media Business Models:		6
		1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest	
5.	Case studies		6
		Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	

	TOTAL LECTURES	48
BOS SYLLABUS COMMITTEE MEMBERS		
1. DR. NAVITA KULKARNI- (CONVENER) 2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT) 3. PROF GAJENDRA DEODA(SUBJECT EXPERT)		
INTERNAL EVALUATIONS		
Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin
REFERENCES:		
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		

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMM-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJP 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		IMPACT OF NEW MEDIA	
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture.	(3)
		2. Use of Whats app, twitter and Face book to promote fake news	(2)
		3. Social media and its impact on culture.	(3)
TOTAL LECTURES			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza (Convener) 2. Mr. Raju Korti (Industry Expert) 3. Prof. Mithun Pillai(Course Expert)			
INTERNAL EVALUATION METHODOLOGY			25 MARKS
1. CONTINUOUS ASSIGNMENTS 2. DIGITAL /ONLINE WRITTEN ASSIGNMENT 3. ORAL and PRACTICAL PRESENTATIONS 4. DISCUSSIONS/DEBATES 5. NEWS BASED PRESENTATIONS 6. PROJECTS			
REFERENCES/JOURNALS/WEBSITES			
1. Ahmed Rashid: The Taliban. 2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press. 3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis. 4. Sardesai Rajdeep: "2014: The Election that Changed India" . 5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by 6. Lalles John: Nature and Opinion of Public Opinion. 7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia.edu. 8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies. 9. Coleman Benjamin: Conflict, Terrorism an Media in Asia. 10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications. 11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images 12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu 13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu 14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy. 15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog 16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.			

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth, Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
24. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
25. <https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/>
26. How Social Media Affects Politics <https://sysomos.com/2016/10/05/social-media-affects-politics/>
27. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS <http://frenchjournalformediaresearch.com/index.php?id=581>
28. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
29. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
30. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	
COURSE OUTCOME:		
1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.		
MODULE	DETAILS	LECTURES
1	Laws relating to media freedom: provisions, status and case studies	08
	6. Article 19 (1) (a) of Indian Constitution	01
	7. Article 19.2	01
	8. Defamation –sections 499,500	02
	9. Contempt of Courts Act 1971	02
	10. Public Order – sections 153 AandB,295A,505	02
2	Provisions in the Act, challenges in its implementation, case studies	12
	1. Sedition (IPC124A), Obscenity (IPC292,293)	03
	2. Contempt of Parliament	02
	3. Official Secrets Act	03
	4. Whistleblowers Protection Act	02
	5. Press and Registration of Books Act	02
3	Provisions in the Act, challenges in its implementation, case studies	10
	1. Right to Information Act	03
	2. Information Technology Act	06
	3. Right to Privacy and its violation by media	02
	4. Indian Evidence Act and its relevance for the media	02
	5. The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	03
4	Media Ethics	08
	1. Why ethics is important? Social responsibility of media	01
	2. Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	01
	3. Confidentiality and Public Interest ,Conflict of interest,	02
	4. Ethics and sting operation	02
	5. Emergence of Alternative News Portals (e g: Alt News)	02
5	Self –Regulation and Fake news	10
	1. Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	02
	2. Press Ombudsman: Readers’ Editor- its significance. Regulatory practices in Developed Democratic Countries	02
	3. Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	02
	4. Is transparency the new objectivity? Sieving propaganda from new.	02
	5. Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	02

Total Lectures	48
BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. RENU NAURIYAL (CONVENER) 2. PROF. BHUSHAN M SHINDE 3. PROF. MITHUN M PILLAI	

Internal exercise: **25 Marks**

The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The Guardian.
<https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis>Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04=12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI2B601		1. CONTEMPORARY ISSUES
BAMMC EJJ2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ2B605		5. SPORTS JOURNALISM
BAMMC EJCR2B606		6. CRIME REPORTING
BAMMC EJFN2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ2B608		8. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC DRG-601	DIGITAL MEDIA		
Course Outcome:			
<ul style="list-style-type: none"> Understand digital marketing platform Understand the key goals and stages of digital campaigns Understand the of use key digital marketing tools Learn to develop digital marketing plans 			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	a. How search Engine works b. Introduction to SEO	8

	(SEO):	<ul style="list-style-type: none"> c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO 	
Module III	Search Engine marketing (SEM)	<ul style="list-style-type: none"> a. What is SEM? b. Why 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 	8
Module IV	Social Media Marketing (SMM)	<ul style="list-style-type: none"> a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy 	08
Module V	Email marketing	<ul style="list-style-type: none"> 1. key terms and concepts 2. Customer acquisition strategies 3. Best Practices: CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach 	3
Module VI	Web Analytics	<ul style="list-style-type: none"> a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics 	6
Module VII	Affiliate Marketing and Programmatic Marketing	<ul style="list-style-type: none"> a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of 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 	3
Module VIII	Content writing	<ul style="list-style-type: none"> a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile 	6
Module IX	Cyber laws	<ul style="list-style-type: none"> a. Information Technology Act b. Copyright Act 	2

		c. Cyber Ethics d. Digital Security	
TOTAL LECTURES			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Dr Hanif Lakdawala (Convener) 2. Mr Pradeep Sasidharan (Subject Expert)			
Reference Books			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY – CORE-02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
Course Outcome:	
<ul style="list-style-type: none"> • The learner is required to understand the process of print media production since the content collection to the final print ready layout. • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout. 	

Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvilinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
04	Working on Project Quark or InDesign		12
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03

	• Creating Typo	Type templates i.e. Style sheets	02
05	Planning and Production of Magazine		12
	• 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	03
	• Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	02
	• Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	03
	• Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	02
	• Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	02

Total Lectures	48
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BOS SYLLABUS COMMITTEE MEMBERS

- | |
|---|
| <ol style="list-style-type: none"> 1. Mr. Arvind Parulekar (Convener) 2. Prof. Rani D'Souza 3. Prof. Sandesh Patil |
|---|

Instructions:

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 headline 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 evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is 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.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

- i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
- ii. 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.

- iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
- iv. Flat plan: For judging facing page connectivity or discrepancy.
- v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout:** Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
 - a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
 - b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
 - c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
 - a. Content plan and Typo chart must be produced at the time of viva voce in print form.
 - 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.

References :

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

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJCI2B601		CONTEMPORARY ISSUES	
COURSE OUTCOME			
<ul style="list-style-type: none"> To stress the importance of social economic political aspects of the society as a media professional. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress. 			
MODULE	TOPICS	DETAILS	LECTURES
SOCIAL MOVEMENTS			
I	SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY	<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 “Swatch Bharat Abhiyaan”) Developmental issues- displacement and rehabilitation. 	(12)
GROWTH AND DEVELOPMENT			
II	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 	(14)
POLITICS			
III	POLITICS AND SOCIETY	<ul style="list-style-type: none"> Crime and Politics Role of whistle blower Corruption- causes and remedial measures Role of political parties and its impact on political system. Changing trends in politics- Functions, features, agendas, majority vs coalition government. Terrorism – causes, consequences, remedial measures. 	(12)
SOCIAL WELFARE SCHEMES			
IV	SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA	<ul style="list-style-type: none"> With reference to women and child (any five) Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. 	(10)

		<ul style="list-style-type: none"> • Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". • Rural (any three Schemes) 	
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. DR. PADMAJA ARVIND (CONVENER) 2. PROF. RANI D'SOUZA (Subject Expert) 3. PROF. RUMINA RAI (Subject Expert) 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral And Practical Presentations 3. Group/Individual Projects 4. Open Book Test 5. Group Interactions 6. Quiz 			

<p>REFERENCES</p> <ol style="list-style-type: none"> 1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis 2. Coleman Benjamin: Conflict, Terrorism and Media in Asia 3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications 4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE. 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. 7. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications 8. Media and Gender in Post-Liberalisation India, Frank and Timmy GmbH Publication (Pg 19-45) 9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc. 10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: <u>Routledge</u>. 11. Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House. 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, 31st edition. Himalaya Pub House. 14. Asha Bajpai, (2011) Child Rights in India: Law, policy, and practice. 15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices, Alfa Publication. 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.

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

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. YoJana

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	LIFESTYLE JOURNALISM
COURSE CODE	BAMMC EJJ2B602
PAPER	DRG 2 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC EJJ2B602		LIFESTYLE JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry. 2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. 3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 4. It will teach students 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 			
MODULE	TOPIC	DETAILS	LECTURES
LIFESTYLE JOURNALISM			
I	INTRODUCTION TO LIFESTYLE WRITING	<ul style="list-style-type: none"> • Lifestyle writer has 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 	10
WRITING STYLE			
II	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 	10
TYPES OF LIFESTYLE WRITING			
III	TYPES OF LIFESTYLE WRITING	<ol style="list-style-type: none"> 1. Review : Art show, Movie, Theatre Performance, Book 2. Travel : Various types of Travel writings 3. Food : Street, Restaurant food, Food festival, Restaurant review 4. Health and Fitness : Gym, Yoga, various new forms of workout 5. Other forms fashion, Garden, Home and General Tips and guidelines 	10
FASHION INFLUENCERS			
IV	ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM	<ol style="list-style-type: none"> 1. Fashion, Gender and Social Identity 2. The impact of fashion bloggers and magazines on the society 3. E-fashion markets defining the trends amongst the youth 4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle 5. Role of Music's Fashion in the society 	08
SOCIAL MEDIA			
V	LIFESTYLE AND ROLE OF SOCIAL MEDIA :	<ul style="list-style-type: none"> • The power of marketing in the contemporary fashion world • Labelling and branding: The power of representation • Shakespearian theatre and the aesthetic image: how 	10

		Shakespearian productions reflect contemporary fashion trends <ul style="list-style-type: none"> • The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines • Fashion Lifestyles and Hashtags • Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns 	
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Rani D'souza (Convener) 2. Dr. Yatindra Ingle 3. Prof. Aparajita Deshpande (Industry Expert)			

REFERENCES

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/>
6. <https://www.reuters.com/news/lifestyle>.

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	PHOTO AND TRAVEL JOURNALISM
COURSE CODE	BAMMC EJPT 2B603
PAPER	DSE 3 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJPT 2B603		PHOTO AND TRAVEL JOURNALISM	
COURSE OUTCOME			
<ol style="list-style-type: none"> 1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs. 2. The learner will be able to spread knowledge about different destinations through writings 3. To understand the diverse audiences that are interested in travel and lifestyle-related content. 4. To understand the use of camera and images to drive interest in stories. 			
MODULE	TOPIC	DETAILS	LECTURES
BEGINNING OF THE STORY			
I	INTRODUCTION TO TRAVEL WRITING	<ul style="list-style-type: none"> • Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience • Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity • Building a theme and narrative structure: What makes a travel narrative feel whole? • Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories. • Submitting writings for publications: How do we catch the interest of an editor? 	10
CREATION OF THE STORY			
II	WORDS, PICTURES AND STORY TELLING	<ul style="list-style-type: none"> • What is good travel writing? Salient examples. • Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions. • Bring your story to life – characters and descriptions • Show don't tell – exercises in enlivening your writing • Elements of style – use of first person, developing your voice, rewriting and self-editing • The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers. • The dos and don'ts from professionals 	10
WHERE TO WRITE THE STORY			
III	TYPES OF TRAVEL WRITING	<ol style="list-style-type: none"> 1. Freelance Travel writing 2. Travel blogging 3. Books 4. General Tips and guidelines 5. Travel writing for guidebooks and apps 	08

CAMERA –EYEPIECE OF A TRAVEL JOURNALIST			
IV	PHOTO JOURNALISM	<ul style="list-style-type: none"> • Introduction to Photo Journalism • Basic Concepts of photography and photo editing • Fields of Photojournalism • Digital Photography, Camera Topology and Operations • Analysis of Photo Journalist’s work, Photo Journalism Ethics, Case Studies in Photo Journalism 	12
NICHE MARKET, INTERNET AND PRINT			
V	MARKETING YOUR STORY	<ul style="list-style-type: none"> • Online Travel Journalism • networking, niche markets, travel trends, market research • communicating with editors of different media , preparing the manuscript for submission 	06
SYLLABUS DESIGNED BY			
<ol style="list-style-type: none"> 1. PROF.RANI D’SOUZA (CONVENER) 2. MR. ADITH CHARLIE (INDUSTRY EXPERT) 3. DR.YATINDRA INGLE 4. PROF. APARAJITA DESHPANDE (INDUSTRY EXPERT) 			
REFERENCES			
<ol style="list-style-type: none"> 1. How To Be A Travel Writer (Lonely Planet) By Don George 2. The Writer’s Handbook Guide To Travel Writing By Barry Turner (Editor) 3. The Travel Writer’s Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel. 4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O’neil 			

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	MAGAZINE JOURNALISM
COURSE CODE	BAMMC EJMJ 2B604
PAPER	DSE (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
SEMESTER VI	

COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJM2B601		MAGAZINE JOURNALISM	
COURSE OUTCOME:			
This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.			
MODULE	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	<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, <u>Survival of Magazines in digital era</u> – issues , challenges , prospects 	10
Module II	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 , <u>Automobile , Career guidance , Technology, Sports , Health , Women, Children , Diwali issues , travel , environment , education , B2B magazines</u> 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. 	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	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	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers, <u>interviews</u>	05
Module VI	Magazine Design	–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08
Suggested assignments Visit a publication house to understand the content designing and printing of a magazine Design a magazine using N design or coral draw Cover a story for the magazine Internship in a magazine publication			
REFERENCES			
<ul style="list-style-type: none"> Tim Holmes and Liz Nice 			

- Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
- Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
- Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
- ShantoIyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
- Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, 2014
- SubhomoyBhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
- Mark Tatge, New York Times Reader: Business and the Economy. 2010

BOS SYLLABUS SUB-COMMITTEE

Dr. Navita Kulkarni –(Convener)
 Dr. Mahesh Patil
 Mr. Sachin Parab

05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	SPORTS JOURNALISM
COURSE CODE	BAMMC EJSJ 2B 605
PAPER	5 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJSJ 2B 605	Sports Journalism	
COURSE OUTCOME:		
1. To provide learners with tools and techniques of sports writing and analysis.		
2. To acquaint learners with importance of different sports tournaments from commercial point of view.		
3. To educate learners about careers in sports journalism.		
Module	Details	Lectures
1	Unit I	10
	1. Definition Of Sports News and Characteristics of Sports Journalist	
	2. Sports Journalism: Trends and Theories.	
	3. Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.	
	4. Heading of Sports News: Theories and Importance, Various Types of Sports Headings.	

	5.	Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.	
2	Unit II		10
	1.	Affairs related to various sports and events. National and international games.	
	2.	Information related to various Authorities, academies and structure of various sports departments.	
	3.	Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.	
	4.	Law related to sports and important decisions, ruling and guidelines in sports.	
	5.	The writing of sports stories, in short form and long form The gathering of sports information, at games, practice, through social media, and interviews, attending matches on the ground	
3	Unit III		10
	1.	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	
	2.	Management of event, planning, organizing, conducting and documentation of events.	
	3.	Preparing handouts, brochures, jingles, reports, punch lines and slogans for society to communicate the importance of sports.	
	4.	Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.	
	5.	The role race, gender and culture play in sports coverage and in newsrooms The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media	
4	Report on National and International Sports News		10
	1.	How to use your research, refining it for use in the best medium suited for the particular story you are telling	
	2.	Regional sports- Kho-kho, Kabaddi, etc.	
	3.	National sports- National games, Tournaments, etc.	
	4.	International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.	
	5.	New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	
5	Career Outlook		08
	1.	Journalist Photographer/videographer/podcast/photography	
	2.	Writer in digital/print/TV/radio and social media	
	3.	Editor across multi-platforms Producer across multi-platforms	
	4.	Host Remote journalist Areas of Employment	
	5.	Magazines TV Radio Online Multi-platform outlets	
<p>Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues</p> <p>Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013</p> <p>The Sports Writing Hand Book: Thomas Fensch.</p>			

Media Sport: edited by Lawrence A. Wenner, London and New York

BOS SYLLABUS COMMITTEEMEMBERS

Prof. Gajendra Deoda (Convener)
Mr. Mahesh Patil (Subject Expert)
Miss. Amruta Bane (Subject Expert)

06

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CRIME REPORTING
COURSE CODE	BAMMC EJCR 2B 606
PAPER	6 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJCR 2B 606	CRIME REPORTING

Course objectives

Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,

UNIT	TOPIC	LECTURES
I	<p>➤ The ethics of crime and justice coverage:</p> <ul style="list-style-type: none"> • 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. 	10
II	<p>➤ Law enforcement machinery:</p> <ul style="list-style-type: none"> • Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. <p>➤ Understanding the Police system:</p> <ul style="list-style-type: none"> • Introduction to IPC • Important sections of IPC. <p>Terminology and jargon, procedures of registering a crime. Prisons and jails.</p> <p>➤ Sensitive law and order situation:</p>	10

	<ul style="list-style-type: none"> • Agitations, congregations for various reasons, elections. • Deployment of extra forces 	
III	<ul style="list-style-type: none"> ➤ Covering Crime: <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. 	10
IV	<ul style="list-style-type: none"> ➤ Covering Courts: <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
V	<ul style="list-style-type: none"> ➤ Contemporary crime journalism: <ul style="list-style-type: none"> • Crime shows on TV. • Emphasis on crime reporting in Newspapers. Its impact. • Media influencing investigations and/or court proceedings? • Trial by media. ➤ Case studies on Indian Crime Reporting <ul style="list-style-type: none"> • The Hindu's Bofors Expose • Tehelka's Defence Deals Expose • Indian Express's Cement Scam Expose • Indian Express's Human Trafficking Expose • Open Magazine's Nira Radia Tapes 	10
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda 2. Prof. Rashmi Gehlot 3. Dr. Yatindra Ingle 		

References

1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

07

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	FAKE NEWS and FACT CHECKING
COURSE CODE	BAMMC EJFNF 2B 607
PAPER	7 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME and DETAIL SYLLABUS	
BAMMC EJFNF 2B 607		FAKE NEWS and FACT CHECKING	
COURSE OUTCOME			
<ol style="list-style-type: none"> To give media students the understanding of the differentiation between real news and fake news. To make media students aware of information disorder. To give students a thorough knowledge of information literacy and media. To give students a hand on knowledge on fact checking. To give students a practical overview of social media verification. <p>Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers</p>			
Sr. No.		Modules	Lecture
1.	Introduction		6
	1. Concepts	Definition: News and Fake News,	
	2. News Integrity	Journalistic Integrity and News Production.	
	3. Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
2	Information Disorder:	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	6
	1. Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution	
	2. Social Media Platforms	Different Social Media Platforms	
	3. Role of News Organization	Covering 'fake news' and countering 'information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	
3	Media and Information Literacy (MIL)		10
1	1. Requisite Literacy	Importance of acquiring the requisite literacy	
	2. Detection method	Detection of both flawed journalism and fraudulent news in various media	

	3. Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	Fact Checking		14
	1. Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2. Basic image verification	Common types of false imagery and basic verification steps	
	3. Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	Social Media Verification		12
	1. Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
	2. Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3. EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	

BOS SYLLABUS COMMITTEE MEMBERS

1. **Dr. Priyadarsini Poddar (Convener)**
2. **Mr. Sagar Bhalerao (Subject Expert)**
3. **Dr. Neil Joshi (Industry Expert)**

Reading and References:

- Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
- Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
- Edward Lucas and Peter Pomerantsev: "Winning the Information War"
- Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"

08

PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	TELEVISION JOURNALISM
COURSE CODE	BAMMC EJTJ 2B 608
PAPER	8 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME and DETAIL SYLLABUS	
BAMMC EJTJ 2B 608	TELEVISION JOURNALISM	
COURSE OUTCOME:		
4. To provide students with technique of narration and story telling		
5. To share the art of developing a story idea		
6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice		
MODULE	DETAILS	LECTURES
1	History and Development	10
	11. Brief History of the development of TV journalism- Globally and in India.	
	12. Emerging Trends in journalism	
	13. The International Scenario- John Baird (Inventor of TV) till date-Timeline.	
2	Indian scenario - Doordarshan -	
	16. News; Entertainment, Culture, Sports and Films.	
3	Private and Satellite channels	
	16. Growth of Private International, National and Regional TV Networks	
4	Regional channels- Impact and critical study of	
	19. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
Module II		10
Television formats : Content and presentation		
	30. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31. Features on TV : Talk Shows <ul style="list-style-type: none"> • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries. 	
	32. Other Programs <ul style="list-style-type: none"> • Music • Sports 	
Module III		
1	Developing skills	10
	1. Anchoring 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.	
	2. Beat reporting Educational, Crime, Science, Court, Environmental, Political	
	3. Reporting Reporting national and International events	
	4. Scripting and presentation Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.	

		Story idea, development and Presentation- Web series	
	5. Editing	Skills of editing, online and offline	
	Module - 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, • Fake News on Internet v/s news on broadcast 	
	2. Ethics	(Including Censorship) in presentation of News.	
	Module - V :		10
	1.	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Prof. Aparajeeta Deshpande (Subject expert) 3. Prof. Gajendra Deoda (Subject expert) 			
Reference Books			
<ol style="list-style-type: none"> 1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age. 2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling. 3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press. 4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth. 5. Television Production by Phillip Harris. 6. Broadcast Journalism by David Keith Cohler (Prentice Hall). 7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. 8. Awasthi, G. C. Broadcasting in India. Allied Publi 			

SEMESTER V-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
TOTAL	20	

COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRGA-502	04	4. ADVERTISING & MARKETING RESEARCH

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	COPYWRITING
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-501	COPYWRITING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> To familiarize the students with the concept of copywriting as selling through writing To learn the process of creating original, strategic, compelling copy for various mediums To train students to generate, develop and express ideas effectively To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. In an ad agency, as a copywriter, one cannot <i>"Just be creative and express self"</i> – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines. 		
MODULE	DETAILS	LECTURES
1	MODULE I	10
	1.INTRODUCTION TO COPYWRITING	a. Basics of copy writing b. Responsibility of Copy writer
	2.CREATIVE THINKING	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act
	3.IDEA GENERATION TECHNIQUES	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics
	4.TRANSCREATIVITY	a. Introduction

		b. Purpose	
2	MODULE 2	WRITING FOR ADVERTISING	08
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2.WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	MODULE 3	CURRENT ADVERTISING CAMPAIGNS	12
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
4	MODULE 4	MEDIA AND AUDIENCES	10
	1.WRITING COPY FOR VARIOUS MEDIA	a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital copy for social media like facebook,	

		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
5	MODULE 5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	08
	1. HOW TO WRITE COPY FOR	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN	a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF.DR HANIF LAKDAWALA (CONVENER)			
2. PROF. RANI D'SOUZA (SUBJECT EXPERT)			
MANDATORY REQUIREMENT:			
COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
Producing the following:			
a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.			
b. A poster on any one social issue.			
Every student should be instructed to maintain a scrap book where they write copy for one brand every week.			
Reference Book			
1. Looking Away by Harsh Mandar			
2. Copywriting By J.Jonathangabay Frsa			
3. Copywriting: Successful Writing For Design, Advertising And Marketing			

- Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
 6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
 7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502		ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility. 			
MODULE		DETAILS	LECTURES
I	Fundamentals of Research	What is Literature review 2. Statement of the problem 3. Aims and objectives' of the study 4. Relevant Research questions	02
2	Research design	1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal.	03
3	Preparing Questionnaire	1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research	03

4	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	06
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	03
7	Methods of Data Analysis	The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis	04
8	Report Writing	<p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06
9	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 4. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct 5. Mail tests, d. Statement comparison tests, e. 	10

		<p>7. Qualitative interviews, f. Focus groups</p> <p>8. Pretesting:</p> <p>A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect</p> <p>9. Post testing:</p> <p>a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test</p>	
	Physiological rating scales	<p>1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis</p>	03
10	10. Marketing Research	<p>1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing</p>	05
		TOTAL LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.		Project/Assignment	
01 Print Media		Content Analysis	
02 Electronic Media		Flip class presentation	
03 Field work		Feature based in Mumbai or vicinity on any one of the issues of social justice	
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<p>1. Dr. Hanif Lakdawala (Convener) 2. Prof. Payal Agarwal (Subject Expert) 3. Prof Sangeeta Makkad (Subject Expert)</p>			
Guidelines for Internals:			
a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125			
Producing the following:			
a. Complete Research report of the survey conducted			

Reference Books and material

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	GLOBALIZATION AND INTERNATIONAL ADVERTISING
COURSE CODE	BAMMC EAGI 1501
PAPER	1 DSE 1A (Elective)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	Course Name & Detailed Syllabus
BAMMC EAGI 1501	Globalization and International Advertising
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising. 2. To help the student understand and practice Global Communication. 3. To develop media student's understanding on Global Brands. 4. To introduce to media students about concept and process of International advertising. 5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising. 6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market. 	

	MODULES	DETAILS	LECTURES
1.	INTRODUCTION		8
	1.Globalization	Concept, meaning, a brief history on Globalization, advantages and disadvantages of globalization.	
	2.Global and International Market	A brief study on global and international market, overview of global and international marketing and the differences between them.	
	3.Global Media	Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents.	
	4.International Advertising	Meaning, objectives, evolution of International Advertising.	
	5.Globalization and Advertising	Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.	
2	GLOBAL COMMUNICATION		8
	1.Introduction to Globalization and International Communication	Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication.	
	2.Flows of Global Content:	Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content,	
	3.Popularity of Global Brands due to Content	Popularity of popular brands due to flow of Global content.	
	4.Culture and Global Communication:	Cultural heterogeneity, Cultural Barriers.	
	5.Culture and Social Groups	Cultural practices of different social groups globally	
3	GLOBALIZATION & ITS IMPACT ON GLOBAL BRANDS		8
	1.Immergence of Global Brands, trends	Immergence of Global Brands, Global Trends,	
	2.Local Going Global	Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising,	
	3.Brand Awareness	Brand Awareness Strategy	
	4.Global Brand Positioning and Perception	Global Brand Positioning & Perception	
	5.Regulations	Global Advertising Regulations	
4	CONCEPTUAL UNDERSTANDING OF INTERNATIONAL ADVERTISING		12
	1.Rise	Rise of International Advertising, International Advertising as an Industry.	

	2.Social Force	International Advertising as a Social Force,	
	3.Communication Process	International Advertising as a Communication Process	
	4.Promotion and Propaganda	International Advertising & Promotion, International Advertising and Propaganda	
	5.Rationale,Standardisation and Localization	Rationale for International Advertising, Standardization visa a vise Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies.	
5	Insights of International Advertising		12
	1.International Advertising Strategy -	A Review, Reassessment & Recommendation	
	2.International Advertising	Adaptation v/s Standardization International Advertising & Global Consumer.	
	3.The International Environment	Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment.	
	4.Steps for creating Successful International Advertising Campaign	Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes& Failures, and Customize your campaigns, Structuring your account: the most common methods.	
	5.Barriers and Challenges to International Advertising	Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> Prof. Dr. Priyadarsini Poddar (Convener) Prof. Harjeet Bhatia (Subject Expert) 			
References:			
<ul style="list-style-type: none"> Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51 -73. Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds, 			

Berkeley: UC Press, pp.281-300.

- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour-The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V

COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EABB 1502		BRAND BUILDING	
COURSE OUTCOME:			
1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building.			
MODULE	DETAILS		LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING		10
	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Cornerstones of positioning strategy Basis	02
2	BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS		08
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE		10
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management , Advertising and Corporate Image	
4	BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE		10
	1.Brand Building through Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	02
		TOTAL NUMBER OF LECTURES	48
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			25 MARKS

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	
References :	
1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yo hn . 9. John Philip Jones, what’s in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)	

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry. 		
MODULE	DETAILS	LECTURES
1	Module I	10
	1. Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	3. Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives
	4. Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation
2	Module II	08
	1. Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	<ol style="list-style-type: none"> 1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. <ol style="list-style-type: none"> a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.

3	Module III		10
	1. Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2. Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3. Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
4	Module IV		10
	1. Business Plan for Setting up an Agency	a. Business plan introduction, b. Various Stages in setting up a new Agency	
	2. Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
5	Module V		08
	1. The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2. Agency Compensation	a. Various methods of Agency Remunerations	
	3. Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4. Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	02

	c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer-Oriented Sales Promotion	
Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
1. PROF. GAJENDRA DEODA (CONVENER) 2. PROF. DR.HANIF LAKDAWALA (SUBJECT EXPERT)		
INTERNAL EVALUATION		25 MARKS
<p>Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p> <p>2. The college should support the Incubation projects or the start up agency of their own students</p> <p>Mandatory Requirement:</p> <p>1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound.</p> <p>Suggested Reading:</p> <p>1. Advertising and Promotion by G. Belch and M. Belch 2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp</p>		

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	ACCOUNT PLANNING & ADVERTISING
COURSE CODE	BAMMC EAAP 1504
PAPER	4 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAP 1504	ACCOUNT PLANNING & ADVERTISING
COURSE OUTCOME:	

<ol style="list-style-type: none"> 1. You will learn the skills of a strategist/planner, which include learning how to: 2. To familiarize the students with the concept of Account Planning 3. Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods. 4. Think critically and analytically 5. Connect what a brand offers to what an audience wants 6. Persuade others to see what you see 7. Telling a compelling story, verbally and in writing (persuasive communications) 		
MODULE	DETAILS	LECTURES
1	Modules I	10
	1.Introduction	a. Definition b. Various views and practice in account planning
	2.What is Account Planning	a. Knowing the difference between facts and insights b. The Creative Pursuit of Insights c. Identifying the true problem d. Asking the right questions, in the right ways. e. Setting objectives
2	Module II	08
	1. Where Does Insights Come From	a. Consumer insights b. Cultural insights c. Future insights d. Project insights e. Brand insights f. Market insights g. Purchase insights h. Usage insights i. Owner insights
	2.Study of insight of three awards winning advertising campaign of the Previous two years.	a. What kind of insight is been used by the campaign should be Discussed.
	3.Research In Accounts Planning	a. Techniques of In-depth interviews for discovering consumer insights b. Ethnography for in-depth consumer insight c. Google analytics for digital account planning
3	Module III	10
	1.The Account Planning Process	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process
	2.The Importance Of Preparation	a. Why it's so important to prepare b. how to prepare c. Why this skill is vital for planners and strategists.

	3.Propagation Planning	a. Definition b. Adoption curve with propagation c. Propagation platforms d. Propagation process	
	4.Transmedia Planning	a. Definition b. Who does trans media planning c. Why trans media d. How is trans media different e. Elements of Trans media Storytelling	
4	Module IV		10
	1.Review of different types of briefs from – major agencies	a. JWT b. Ogilvy and Mather c. DDB d. FCB e. BBDO f. YandR ☑ Discussion on the role of the briefing. ☑ What’s the hallmark that makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them	
5	Module V		10
	1.Defining the Benefit	a. What is an Attribute? b. Attribute Versus Benefit c. Attribute to Functional Benefit d. Emotional Benefits e. Plus or Minus Emotions f. Benefit Laddering g. Benefit Matrix	02
	2.Developing a Brand Story	a. The Story Problem b. Elements of story c. Building story brand d. Crafting the Story e. SB7 Frame work (CHARACTER, PROBLEM, GUIDE, PLAN, CALLS THEM TO ACTION, FAILURE, and SUCCESS).	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBER			
1. Dr. Hanif Lakdawala (Convener)			
MANDATORY REQUIREMENT:			
Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound			
Suggested reading:			
Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998 The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press Building a story brand by Donald Miller			

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	SOCIAL MEDIA MARKETING
COURSE CODE	BAMMC EASM 1505
PAPER	5 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EASM 1505	SOCIAL MEDIA MARKETING	
COURSE OUTCOME:		
Learn to communicate and tell stories through the web.		
<ol style="list-style-type: none"> 1. Students learn real-world skills from leading designers, artists, and entrepreneurs. 2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. 3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling. 4. Identify and apply strategies to improve and succeed no matter what their initial skills. 5. Solve problems and learn from creative risks by using people skills, design principles, and processes. 6. Build a strong foundation in all aspects of design and production for storytelling in motion. 7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more. 8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole. 		
MODULE	DETAILS	LECTURES
1	Digital ERA	10
	1.Introduction to E-Marketing	What is the E-marketing? The changing marketing landscape. The internet and business.
	2.E-Marketing	E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. E- marketing and Consumer segmentation , E- marketing and Sales and Trade promotions
	3.Types of Digital Marketing	Types E- mail marketing, Types Internet marketing Types of Mobile marketing
	4.Generation Y	Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India
2	Social Media Marketing	08

	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linked In Marketing	LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	Social Media Marketing Plan, and Campaign management		10
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	
	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
5	Ethics and Careers		10
	1.Ethics	Code of ethics , 9 Rules of engagement for Social Media Marketing	
	2.Careers	Careers in Social media marketing	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ul style="list-style-type: none"> • Prof. Shobha Venkatesh (Convener) • Prof. Dr. Hanif Lakdawala (Subject Expert) • Prof. Vishal Parekh (Industry Expert) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			

25 MARKS	
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn
References	
<ol style="list-style-type: none"> 1. Digital marketing by Vanadana Ahuja 2. Social Media Marketing: a strategic approach by Barker and Barker 	

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Direct Marketing 2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management 3. To understand increasing significance of E-Commerce and its applications in business and various sectors. 4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business. 		
MODULE	DETAILS	LECTURES
1	Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management	10
	1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy -	

		The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing	Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	02
2	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory		08
	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	

		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
3	Introduction to E-commerce, E-business , Building up a Website		10
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	02
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	02
	3.Website	Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website	02
4	Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media		10
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business	
	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
❖ Prof. Shobha Venkatesh (Convener)			
❖ Dr. Rinkesh Chheda (Subject Expert)			
❖ Prof Deepali Mangrekar (Subject Expert)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Individual / Group – Presentation Marketing plan integrating both Direct marketing and E-		

	commerce on any product or Service
References	
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000	
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996	
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000	
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990	
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author)	
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash	
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra	
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp	
9. Digital marketing (E commerce) – Vandana Ahuja.	

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507	CONSUMER BEHAVIOUR	
COURSE OUTCOME:		
1. To understand the sociological & psychological perspective of consumer behaviour.		
2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.		
3. To sensitize students to the changing trends in consumer behaviour.		
MODULE	DETAILS	LECTURES
1	Module I	10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world
	2.MARKETING & CONSUMER BEHAVIOUR	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.
2	Module II	08

	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p>Application of these theories in the marketing and consumer behaviour.</p>	
3	Module III		10
	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
4	Module IV		10
	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour 	
5	Module V		10
	1. CONSUMER DECISION MAKING.	<ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 2. Diffusion & Adoption Process. <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. 	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) 			

INTERNAL EVALUATION METHODOLOGY	25 MARKS
<ol style="list-style-type: none"> 1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz 	
Reference Book	
<ul style="list-style-type: none"> • Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition. • David.L.Louder, Albert Jdello Bitta, Consumer Behaviour - Concepts & Applications. Mcgrow Hill. • Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi. 	

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	DOCUMENTARY & AD FILM MAKING
COURSE CODE	BAMMC EADF 1508
PAPER	8 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADF 1508	DOCUMENTARY & AD FILM MAKING
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. Understanding the planning involved in making audio visual communication effectively. 2. To prepare students for effective and ethical public communication. 3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making. 4. Equip students with skills to write and shoot effective Documentary and Ad film. 	

MODULE	DETAILS	LECTURES
1	Understanding Documentary	10
1.Category	Non-fiction (Limitation and Wonders)/Docu-drama Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure	08
2.Writing	Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation	04
3.Production	Pre-Production : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. Post Production : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy.	18
2	AD Film Making	08
1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	10
2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	08
Total Lectures		48
BOS SYLLABUS COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Mathur (Subject Expert) 3. Prof. Ganatra (Industry Expert) 		
INTERNALS		
(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)		
		25MARKS

SEMESTER VI-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-601	04	1. DIGITAL MEDIA
BAMMC DRGA-602	04	2. ADVERTISING DESIGN
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
TOTAL	20	

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-601	DIGITAL MEDIA	
COURSE OUTCOME:		
1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans		
MODULE	DETAILS	LECTURES
1	About features	10
1.Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media	04

		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	08
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why 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	04
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	04
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	05
6	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	06
7	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of 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	10

		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	DESIGN BASICS: LANGUAGE OF VISUALS		08
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	LAYOUT: THE BLUE PRINT		10
	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all	Choosing canvas size, Trying formats, orientations,	

	Together	Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) 			
Note:			
1. Students have to choose an existing product with new fresh brand name & new logo &			

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI

COURSE:	ADVERTISING IN CONTEMPORARY SOCIETY
COURSE CODE	BAMMC EAAC 2601
PAPER	1 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAC 2601		ADVERTISING IN CONTEMPORARY SOCIETY	
COURSE OUTCOME:			
1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyse the advertising environment of different countries			
Sr. no.	Module	Details	LECTURES
01	Module 1. Changes in Advertising Environment	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	10
02	Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	10
03	Module 3. Types of Advertising; Internet Advertising and Digital Advertising	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	08
04	Module 4. The analysis of Advertising environment of India and other foreign countries	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	12
05	Module 5.	Social Marketing: Definition, Need for Social	08

	Social Marketing	Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	
		TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Smita Jain (Subject Expert) 3. Prof. Ashish Mehta (Subject Expert) 			
Reference Books and material			
<ol style="list-style-type: none"> 1. Advertising by Amita Shankar 2. Advertising by London & Britta 3. Advertising by Ramaswamy & Namakeeman 			

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	BRAND MANAGEMENT
COURSE CODE	BAMMC EABM 2602
PAPER	2 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABM 2602	BRAND MANAGEMENT	
COURSE OUTCOME		
<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND MANAGEMENT	12
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences
2	PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS	12
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,

		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2.Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3.Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3	GROWING AND SUSTAINING BRAND EQUITY		12
	1.The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2.Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3.Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4	MEASURING AND INTERPRETING BRAND PERFORMANCE		12
	1.Brand Performance and Management	Global Branding Strategies ,Brand Audit, Role of Brand Managers	
	2.Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3.Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS SUB COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT) 3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
PROJECT/ASSIGNMENT			
<ul style="list-style-type: none"> • Rebranding or Revitalizing of a well-known national brand or global brand 			
Reference books:			
1. Strategic Brand Management – Building measuring and managing brand equity Kevin			

Lane

2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Elliot and Larry percy
5. Brand Management – Principles and Practices by Kirti Dutta

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	MEDIA PLANNING & BUYING
COURSE CODE	BAMMC EAMP 2603
PAPER	3 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAMP 2603	MEDIA PLANNING & BUYING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan and fundamentals 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO MEDIA PLANNING	06
	1.Introduction to Media Planning a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
	2.Negotiation skills in Media Buying a. Negotiation Strategies b. Laws of Persuasion	02
	3.Media planning process a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	06

		e. Media budgeting f. Media Buying g. Evaluation	
	3. Media Mix	Factors Affecting Media Mix Decision	02
	4. Media Measurement	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership / AIR j. Selectivity Index k. Share of Voice	06
	5. Sources of media research	a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	06
	6. Selecting suitable Media option (Advantages and disadvantages)	a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	04
	7. Media Buying	a. Newspapers b. Magazine c. Television d. Radio	04
	8. Communication mix	Communication mix	02
	9. Digital Media Buying	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky,	10

	7search.com) 8. The Local Publishing Market 9. OTT Platforms 10. Influencers Marketing or social media influencers 11. Content advertising 12. Native advertising 13. App installed campaign 14. Push notification 15. Google ads 16. Bing ads 17. Lead Progression a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) Cost per action (CPA) or pay per action (PPA) d. cost per conversion or Revenue sharing or cost per sale.	
	TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS SUB-COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. PROF.DR. HANIF LAKDAWALA (CONVENER) 2. PROF DEEPALI MANJREKAR (SUBJECT EXPERT) 3. PROF SANGEETA MAKKAD (SUBJECT EXPERT) 		
<u>GUIDELINE FOR INTERNALS:</u>		
<p>Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and city to be given by the faculty.</p> <p>a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans particularly “television media plan”.</p>		
<u>Reference Books and material:</u>		
<p><u>Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</u> <u>2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</u></p>		

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING & SALES PROMOTION
COURSE CODE	BAMMC EAAS 2604
PAPER	4 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAS 2604	ADVERTISING & SALES PROMOTION	
COURSE OUTCOME:		
1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign		
MODULE	DETAILS	LECTURES
1	1. INTRODUCTION	10
	1. Introduction a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	2.Theories in Sales Promotion a. Push promotion b. Pull Promotion c. Combination theory	
	3.The psychological theories behind sales promotion a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low	
2	Module III	08
	1. Methods of consumer oriented sales promotion a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service	
	2.Methods of Trade oriented sales promotion a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies	

	3.Methods of sales force oriented sales promotion	<ul style="list-style-type: none"> a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition 	
3	Module IV		10
	1.Study and analyse sales promotion campaign of the major brands	<ul style="list-style-type: none"> a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands 	
4	Module V		08
	1. Predicting Sales Promotion Effects	<ul style="list-style-type: none"> a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour 	
	2. Steps in Designing of sales promotion campaign	<ul style="list-style-type: none"> a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty 	
	3. Coordination sales promotion & Advertising	<ul style="list-style-type: none"> a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing 	
	4. Sales promotion Abuse	<ul style="list-style-type: none"> a. Over use b. Sales promotion trap 	
TOTAL NUMBER OF LECTURES			48
BMM BOS SYLLABUS COMMITTEE MEMBERS			
1. PROF. PRADEEP SHASHIDHARAN (CONVENER)			
2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT)			

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RURAL MARKETING & ADVERTISING

COURSE CODE	BAMMC EARM 2605
PAPER	5 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARM 2605	RURAL MARKETING & ADVERTISING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To introduce to Media students about the concept of Rural Marketing and Rural economy. 2. To make students to understand about Rural Environment and demography of Rural India. 3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service. 4. To develop communication skills in media students and to understand Rural communication in contemporary society. 5. To help students for developing more creative skills for advertising strategies. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO RURAL MARKETING	10
	1. Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2. Rural Market Research	
	3. Agricultural marketing: Marketing of Agricultural Produce.	
	4. Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	02
	5. Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing	01
2	RURAL ENVIRONMENT	08
	1. Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2. Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3. Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4. Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5. Rural consumer V/s Urban consumers- Understanding	

		basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing	
3	MARKETING MIX STRATEGIES FOR RURAL CONSUMER		10
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
4	RURAL COMMUNICATION METHODS AND RURAL ADVERTISING		10
	1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
	2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
	3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
	4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
	5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
5	ADVERTISING STRATEGIES FOR RURAL MARKETING		10
	1.	Understanding Rural Consumer.	
	2.	Effective use of Language and content.	
	3.	Copy writing and creative advertisement for Rural Consumer. Designing the Message.	
	4.	Determining Communication objects. Effective use of	

		Conventional and Non-Conventional media. Branding and Positioning.	
	5.	Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT) 3. PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
25 MARKS			
Sr. no.	Project/Assignment		
01	Rural Economy and Education		
02	Rural economy and government policies		
03	Role of Modern Communication in Rural Economy		
04	Project on contrastive advertising campaign for the same product category in rural and urban set-up.		
05	Designing Advertising Campaign for rural area.		
06	Designing Communication strategies for Rural Market		
References:			
1. Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication			
2. Dutt, Rudra and Sundaram, Indian Economy, New Delhi			
3. Kashyap Pradeep and Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2			
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2			
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2			
6. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.			

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RETAILING & MERCHANDISING
COURSE CODE	BAMMC EARE 2606
PAPER	6 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EARE 2606	RETAILING & MERCHANDISING	
COURSE OUTCOME:		
1 To introduce the students the concept of Retailing. 2 To make them understand the strategies of Retail Marketing. 3 To make the students aware about the need of retail consumers and their behavior. 4 To introduce the concept of merchandising. 5 Introducing social behavior and attitude of consumers over merchandising and Retailing. 6 Introduces students to different skills of merchandising. 7 Skills of retail communication and trends of information technology tools.		
MODULE	DETAILS	LECTURES
1	ABOUT FEATURES	10
	1.Introduction to the World of Retailing	
	2.Types of Retailers,	
	Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising	
	3.Identifying and Understanding Retail Consumer:	
	Factors affecting retail strategies, Consumer Demographic and lifestyles,	
	4.Social Factor	
	Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions	
	5.Formats based on Pricing	
	Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing	
2	RETAIL COMMUNICATION AND IT	08
	1.Managing Communication for a Retail Store Offering:	
	Introduction, Objectives, Marketing Communication, Thematic Communication,	
	2.Methods of Communication	
	Methods of Communication, Graphics, Signage	
	3.IT for Retailing:	
	Information Systems, Barcoding, Retail ERP	
	4.Trends & Innovation	
	Analytics & Tools	
3	INTRODUCTION TO MERCHANDISING	10
	1.Concept of Retail Merchandising	
	Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers	
	2.Merchandise	
	Merchandise Mix, Concept of Assortment	

	Mix	Management, Merchandise Mix of Show off	
	3.Merchandise Displays	Concept of Merchandise Displays, Importance of Merchandise Displays	
	4.Space Management	Concept of Space Management, Role of IT in Space Management, Concept of Planogram	
	5.Formats based on Merchandise selection:	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	
4	VISUAL AND ON-LINE MERCHANDISING		12
	1. Visual Merchandising	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising	
	2. Visual Merchandising in India	Visual Merchandising in India, Product Positioning and Visual Merchandising	
	3.Non Store Merchandising	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising	
	4.Online Merchandising	Internet retailing/online shopping, Catalogue Management	
	5.Trends &Innovation	Analytics and Tools	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. YOGESH DHANJANI (SUBJECT EXPERT) 3. PROF. RAJESH NAIR (SUBJECT EXPERT)			
Reading and References: Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.			

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ENTERTAINMENT & MEDIA MARKETING

COURSE CODE	BAMMC EAEM 2607
PAPER	07 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAEM 2607	ENTERTAINMENT & MEDIA MARKETING	
COURSE OUTCOME:		
<p>1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</p> <p>2. Introducing the students to television industry and film industry.</p> <p>3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</p> <p>4.Will help to know the impact of media industry on the viewers, understanding its characteristics</p>		
MODULE	DETAILS	LECTURES
1 INTRODUCTION TO MARKETING	<ul style="list-style-type: none"> • What is marketing? • Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon • 7 Ps • Brand Basics • Case Studies 	<i>06</i>
2 LATEST ENTERTAINMENT MARKETING STRATEGIES	<ul style="list-style-type: none"> • Integrated Marketing Communications • Experiential Marketing • Advertiser Funded Programing • Why Entertainment Marketing? • The Scope and Growth of Entertainment Marketing Practice • The Effect of Entertainment Marketing on Consumers 	<i>06</i>
3 OVERVIEW OF INDIAN MEDIA INDUSTRY	<ul style="list-style-type: none"> • Explore various media in terms of size and impact • Media characteristics • Compare various media • Opportunities for cross-promotions 	<i>08</i>

4	MARKETING IN TELEVISION INDUSTRY	<ul style="list-style-type: none"> • Structure and function of TV • Terminology used in TV • TV Planning, Marketing • Future trends in TV • Maintaining aggressive promotion and packaging approach for all programmes. • Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. • Expand the market by launching programmes that are relatable to all generations' audience. • Advertisement of programmes by print media • Celebration of festivals • Broadcasting famous TV show for full day 	08
5	NICHE MARKETING	<ul style="list-style-type: none"> • Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV) 	02
6	MARKETING IN FILM INDUSTRY	<ul style="list-style-type: none"> • Marketing and Distribution Structure of films (Domestic and International) • Create Film Marketing Plan. • Research for reach to target market. • Set up marketing schedule. • Film marketing budget. • Designing EPK (Electronic Press Kit) 	06
7	MARKETING IN ONLINE AND SOCIAL MEDIA	<ul style="list-style-type: none"> • Strategy and Case studies of social media marketing in India. • Using Social Media Marketing For Entertainment Industry • <i>YouTube Marketing For Entertainment Industry</i> • <i>Facebook Marketing For Entertainment Industry</i> • <i>Instagram Marketing For Entertainment Industry</i> • Launch Trailers, Teasers, Snippets • Keep Sharing Across Social Media Platforms • Actively Engage With Your Audience • Post A Variety Of Content • Capitalize On The Power Of IGTV 	06
	8.MARKETING IN RADIO INDUSTRY	<ul style="list-style-type: none"> • Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies • Strengths of Radio in Communicating a Message niche market and listening 	06

	<ul style="list-style-type: none"> • demographic • Variety of promotional activities by Radio stations • Radio advertising works as an everywhere medium • Cost-effectiveness of advertising on radio 	
Total Lectures		48
BOS SYLLABUS SUB- COMMITTEE MEMBERS		
<ol style="list-style-type: none"> 1. Gajendra Deoda (Convener) 2. Priyanka Khanvilkar (Subject Expert) 3. Atul Ketkar (Industry Expert) 		
INTERNALS		25 MARKS
Group presentations that will explore both product build and marketing campaigns.		
Recommended Readings:		
<p>The Insider's Guide to Independent Film Distribution by Stacey Parks The Complete Independent Movie Marketing Handbook by Mark Steven Bosko Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson</p>		

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	TELEVISION PROGRAM PRODUCTION
COURSE CODE	BAMMC EATP 2608
PAPER	8 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EATP 2608	TELEVISION PROGRAM PRODUCTION
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. Making Understand the Indian Television History. 2. Will help to analyse the cultural impact of television on the audience. 3. Understating Television Journalism. 4. Introducing the Contemporary Trends of Television programming to students. 5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television. 	

MODULE	DETAILS	LECTURES
1	TELEVISION IN INDIA	10
	News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel	
2	FORMATS AND TYPES OF TV PROGRAMMES	08
	Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots	
3	TELEVISION NEWS GATHERING	10
	The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism	
4	PRESENTING REALITY IN TV	10
	News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows	
5	CONSUMING TELEVISION	10
	SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	
Total Lectures		48
SYLLABUS DESIGNED BY: 1.Gajendra Deoda (Convener) 2.Priyanka Khanvilkar (Subject Expert) 3.Atul Ketkar (Industry Expert)		
Indicative Reading List Boyd, Andrew. Broadcast Journalism, Oxford. • Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981. • Kumar, Keval J. Mass Communication in India, Jaico Publishing House. • Lawrence Lorenz, Alfred and Vivian John. News Reporting and Writing, Pearson Education. • Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999. • Trevin, Janet, Presenting on TV and Radio, Focal Press. • Yorke, Ivor, Television News (Fourth Edition), Focal Press.		

*****The End*****

Sem.-V

MEDIA PLANNING AND BUYING**Max. Marks: 100 (Theory:75, Internals: 25)**

Objectives:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Media Planning and Selection	<ol style="list-style-type: none"> 1. An Overview of Media Planning 2. Basic Terms and Concepts 3. The function of Media planning in advertising 4. Role of Media planner 5. Challenges in Media planning 6. Media Brief 7. Media Audit 8. NCCS Grid 	4
MODULE II	Sources of media research	<ol style="list-style-type: none"> 1. Nielson Clear Decision (NCD for Print) 2. Broadcast Audience Research Council 3. Audit Bureau of Circulation 4. RAM 5. Comscore - Digital 	4
MODULE III	Media planning process	<ol style="list-style-type: none"> 1. Situation analysis and Marketing strategy plan 2. Setting Media objectives 3. Determining Media strategy 4. Selecting broad Media classes 5. Selecting Media within classes 6. Budget and Media Buying 7. Evaluation 	8
MODULE IV	Criterion for selecting media vehicles	<ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print) 	4
MODULE V	Selecting suitable Media options and Media Buying	<ol style="list-style-type: none"> 1. Newspaper 2. Magazine 3. Television (National, Regional and Local) 4. Radio 5. Outdoor and out of home 6. Cinema Advertising 	4

		7. Digital Advertising	
MODULE VI	Communication Mix	• Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising	4
MODULE VII	Negotiation skills in Media Buying	1. Negotiation Strategies 2. Laws of Persuasion	6
MODULE VIII	Digital Media Planning	1. Various Digital channels a. Search Engine Optimisation b. Search Engine Marketing c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) d. Targeting/Remarketing e. Mobile advertising (WAP & APP) 2. Various types of digital a. Display Advertising ads and its various Ad formats b. Video Advertising and its various Ad formats c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)	8
MODULE IX	Digital Media Buying	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Direct buys from the websites 3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 4. a. Cost per action (CPA), or pay per action (PPA) b. cost per conversion or Revenue sharing or cost per sale, 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) 8. The Local Publishing Market	6
Guidelines for Internals:			
a. Every student must submit a media plan for local television along with the rates, and			

detailed media scheduling. product, budget and city to be given by the faculty.

Mandatories :

- a. Six hours workshop on Media scheduling software conducted by industry practitioner
- b. Two case studies on actual Media plans

Reference Books and material

1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

Sem.-V**BRAND BUILDING**

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

MODULE	Topic	Details	Number of Lectures
MODULE-I	Brand	<ol style="list-style-type: none"> 1. Definition 2. Importance of branding 3. Difference between Brand and Product 4. Process of branding 	04
MODULE-II	Brand Identity	<ol style="list-style-type: none"> 1. Core Identity 2. Extended Identity 3. Brand Identity Traps 	04
MODULE-III	Brand Positioning	<ol style="list-style-type: none"> 1. Definition 2. Importance of Brand Positioning 3. Perceptual Mapping 	08
MODULE-IV	Brand Personality	<ol style="list-style-type: none"> 1. Definition 2. The importance of creating Brand Personality 3. Attributes that affect Brand Personality 4. Factors that affect Brand Personality 5. Brand Personality Models <ul style="list-style-type: none"> - Relationship Model - Self Expressive Model 	04

		<ul style="list-style-type: none"> - Functional Benefit Model 6. The Big Five 7. User Imagery 	
MODULE-V	Brand Leverage	<ul style="list-style-type: none"> 1. Line Extension 2. Brand Extension 3. Moving Brand up / down 4. Co-branding 	04
MODULE-VI	Branding Strategies	<ul style="list-style-type: none"> 1. The three perspective of Brand Strategic customer analysis 2. Completion self analyss 3. Multi Product Branding 4. Multi Branding 5. Mix Branding 6. Brand Licensing 7. Brand Product Matrix 8. Brand Hierchy 9. Brand Building Blocks 	08
MODULE-VII	Brand Repositioning	<ul style="list-style-type: none"> 1. Meaning 2. Occasion of use 3. Falling sales 4. Making the brand contemporary 5. New customers 6. Changed market conditioning 7. Differentiating brands from competitors 1. Case studies such as Vicks Vapour, Milkmaid etc 	06
MODULE-VIII	Brand Equity	<ul style="list-style-type: none"> 2. Definition 3. Step in creating Brand Equity 4. Awareness 5. Perceived Quality 6. Brand Association 7. Brand Loyalty 8. Other Brand Asset 	06
MODULE-IX	Brand Equity Management Models	<ul style="list-style-type: none"> 1. Brand Equity Ten 2. Y & R (BAV) 3. Equi Trend 4. Interbrand 	02
MODULE-X	Brand Building Imperative	<ul style="list-style-type: none"> 1. Co-ordination across organisation 2. Co-ordination across media 3. Co-ordinating strategy & tactics across markets. 	02

Guidelines for Internals:

- a. Every student must submit a brand augmentation for a well known brand with detailed such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.
- b. Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines , color etc and submit to the faculty

Reference Books and material

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

Sem.-V

ADVERTISING IN CONTEMPORARY SOCIETY

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

MODULE	Topic	Details	Number of Lectures
MODULE I	Change in Environment	Policy post independence Policy 1990 onwards	4
MODULE II	Study of Environment post independence and post 1991 Liberation Policy	Effects of Liberalisation on Economy Business Employment Advertising Life Style	8
MODULE III	International & Global Advertising & Marketing	The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	8
MODULE	Social	Definition	8

IV	Marketing	Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	
MODULE V	Advertising	The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	10
MODULE VI	Types of Advertising	Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	6
MODULE VII	Internet	Digital Marketing	4
Reference Books and material			
<ol style="list-style-type: none"> 1. Advertising Amita Shankar 2. Advertising London & Britta 3. Advertising Ramaswamy & Namakeeman 			

Sem. V

CONSUMER BEHAVIOUR.

Max. Marks: 100 (Theory:75, Internals: 25)

OBJECTIVES.

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

Module – I

- (a) Introduction to Consumer Behaviour.

- Concepts
- Need to study Consumer Behaviour.
- Factors influencing Consumer Behaviour.
- Changing Trends in Consumer Behaviour.

(b) Consumer Behaviour & Marketing.

- Marketing Segmentation. – VALS.
- Components, Process of Marketing Communication.
- Message.
- Persuasion. -Need & Importance.
 - ELM.
 - Appeal.

Module – II Relevance of Perception & Learning in Consumer Behaviour. 10

(a) Concepts, Elements in Perception, Subliminal Perception.

(b) Learning.

- Elements of Consumer Learning.
- Cognitive Theory. – Social Learning.
- Behavioural Learning. – Classical, Instrumental Theory.

Module – III Psychological Determinants & Consumer Behaviour. 10

(a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.

(b) Personality & Attitude. – Theories of Personalities & its application.

- Freudian, Trait, Jungian, Self-concept.

(c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour.

- Cognitive Dissonance.
- Tricomponent.
- Changing attitude in Consumer Behaviour.

Module – IV Social & Cultural aspects of Marketing & its impact on Consumer Behaviour. 08

- Family.
- Social Stratification. – Class, Age, Gender.
- Group. – Reference Group.
- Culture. – Sub-Culture.
- Changing Indian Core Values.

Module - V.

(a) Consumer Decision Making.

- Process.
- Models.
- Levels.
- Opinion Leaders & Consumer Decision Making.

(b) Adoption & Diffusion Process.

Reference Books :-

- Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
- David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
- Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
- S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.
- Satish.K.Batra, Consumer Behaviour. Test & Cares , Excel Books India. Jan 2009.

SEM. V

COPYWRITING

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively

- To learn the rudimentary techniques of advertising - headline and body copywriting.

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Copywriting	<ul style="list-style-type: none"> • Basics of copy writing • Responsibility of Copy writer 	2
MODULE II	Creative Thinking	<ul style="list-style-type: none"> • How to inculcate a 'creative thinking attitude'. • Left brain thinking; Right Brain thinking • Conscious mind; unconscious mind • Role of Heuristics and assumptions in creative thinking • Five steps of Creative process 	3
MODULE III	Idea Generation Techniques	<ul style="list-style-type: none"> • Theories of ideation • Idea generation techniques: eg. <ol style="list-style-type: none"> a. Brainstorming, b. Triggered brainwalking, c. Questioning assumptions, d. Picture prompts, e. Scamper, f. Observation, g. Referencing, h. Interaction, i. Imagination, j. Dreams, and k. Creative Aerobics. 	3
MODULE IV	Transcreativity	<ul style="list-style-type: none"> • Introduction • Purpose 	1
MODULE V	Briefs	<ul style="list-style-type: none"> • Marketing Brief • Creative Brief 	4
MODULE VI	Writing persuasive copy	<ul style="list-style-type: none"> • The CAN Elements (connectedness, appropriateness, and novelty) • Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling, 	4

MODULE VII	Writing copy for various Media	<ul style="list-style-type: none"> a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital: email, web pages 	10
MODULE VIII	Writing copy for various audiences	<ul style="list-style-type: none"> a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives 	6
MODULE IX	How to write copy for:	<ul style="list-style-type: none"> a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Advertorial, f. Informercial. 	6
MODULE X	Various types of Advertising appeals and execution styles	<ul style="list-style-type: none"> a. Rational appeals b. Emotional appeals: Humour, Fear, Sex appeal, c. Various advertising execution techniques 	6
MODULE XI	The techniques Evaluation of an Ad Campaign	<ul style="list-style-type: none"> a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	3
Guidelines for Internals:			
<p>Producing the following:</p> <ul style="list-style-type: none"> c. 30secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality. d. A poster on any one social issue. e. Every student should be instructed to maintain a scrap book where they write copy for one brand every week. 			
Suggested reading: Copywriting by J.JonathanGabay FRSA			

Sem. V

Ad Design:

Max. Marks: 100 (Theory:75, Internals: 25)

Objective:

- To make students understand the process of planning & production of advertisement
- To highlight the importance of visual communication
- To provide practical training in the field of advertising

1. Introduction to Agency Departments & Role of each department. (2 Lectures)

a. Basic depts.:

- i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.
- ii. Media Dept: Media research/ Media planning/ Media booking, buying.
- iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree
- iv. Production Dept: In house or outsource. Production
 1. Print: Hoardings/ Brochures/ Packaging etc
 2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing
 3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing

2. Understanding Design: Design as a language of emotions/ Communication. (6 Lectures)

a. Introducing to students to: Elements of design (as vocabulary).

i. Point/ Line/ Shape/ Tone/ Colour/ Texture

b. Introducing to students to: Principles of Design: (grammar of design Language)

i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity

c. Introducing students to the Rules: Gestalt principles

i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

3. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning. (2 Lectures)

4. Introduction to Optical illusions: (2 Lectures)

a. Influence of surrounding shapes on shape & size

b. Influence of surrounding colour/tone on object colour & tone

c. Appearance of space & depth/ form

5. Introduction to Word expression: (Expressive words) (2 Lectures)

a. How word meaning is expressed through the appearance of word/ visual impact.

b. Calligraphy & graceful typography.

6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class (4 Lectures)

a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.

b. Tagline: typeface/ alignment/ placement etc.

7. Introduction to Layout: (2 Lectures) Choosing right format/ right canvas/ Optical center/ Equilibrium
Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar 95610 95105 | 98215 95105

- a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window
- b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

8. Use of picture (visual) as means to select Target audience (4 Lectures)

- a. Choosing a picture
 - i. Expression of Problem (Hair-fall, toothache etc)
 - ii. Expression of benefit (Glowing face, fitness etc)
 - iii. Irresistible presentation of product (Watch/Car etc) class
 - iv. Dramatization (Cold drinks/ Mentos etc)
 - v. Association of ideas
- b. Headline size/ break/ highlight/ two tone head
- c. Subhead size/ style
- d. Body copy type: Descriptive/ pointer/ bulleted

9. Introduction to Typography & Text treatment: (2 Lectures)

- a. Classification of typefaces & combinations.
- b. Size/Weight/posture etc.

10. Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand (2 Lectures)

11. Introduction to Art direction for diff media: (4 Lectures) Role of an Art Director

- a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc
- b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc
- c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc
- d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
- e. Web ad: Advantage of pop up/ Key word SEO etc
- f. Direct mailers: Advantage of prior knowledge/ prior relation etc

12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign

Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

- a. Understanding Brand (Brand building)
 - b. Understanding TA's favorite place, shows, reading (Media research/ planning)
 - c. Understanding buying motives/ habits/ influences (Consumer behaviour)
 - d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief
 - e. Arriving to a **Big idea**/Copy platform (Copy writing) considering all the factors above.
 - f. Layout stages & final design
13. Corporate stationary & Brand manual (Logo design philosophy)
14. Ad Campaign (system work) Prints & presentation

Internals:

AC 26/6/2015

Item No. 4.19 (A)

a. **Scrap book:** Ads collected from newspaper & magazines & analysis based in design context.
(guidelines on separate paper)

b. **Sketch book:** Explanation with examples & practical assignment based on the topic in sketch book.

a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.

b. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar 95610 95105 | 98215 95105

Elements of External Campaign:

1. **Logo** Design with design philosophy (manual)
2. **Stationary:** Letterhead, Envelope, Visiting card with common theme
3. **Newspaper ads: Set of 3 ads** with layout similarity (common theme)
4. **Magazine ads:** Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)
5. **Outdoor Ad:** Poster/ Hoarding
6. **Innovative/ Ambient/ Transit** (Any one)
7. **Point of Sale ad:** Dangles/ Standees/ Show-cards etc
8. **Merchandise:** Branding/ recall instrument (cap/ keychain etc)
9. **TVC:** Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash
10. **Website:** Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)

Reference books:

1. **Advertising Art & Ideas G. M. Rege**
2. **Art & Production N. N. Sarkar**
3. **Brand Positioning Subroto Sengupta**
4. **Ogilvy on Advertising David Ogilvy**
5. **The Advertising Handbook Dell Denison**
6. **Advertising by Design Robin Landa**

Paper no. 1 - Financial Management for Marketing and Advertising

Objectives

To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.

To enable the understanding of the need for financial planning through Budgets and their benefits.

To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

Unit-I

Introduction of financial management:-

Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.

(10 lectures)

Unit-II

Financial Planning & Budgets:-

Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets.

Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only)

Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media.

(10 lectures)

Unit-III

Working Capital Estimation:

Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).

(8 lectures)

Unit-IV

Financial statements & Ratio analysis:-

Vertical Financial Statements – Financial Decision Making using financial statements analysis.

Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.

(12 lectures)

Unit-V

Introduction of costing:-

Costing -Types of cost- their relevance in marketing decision making.

Classification of costs- Traceability, Functionality and level of activity.

Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)

(10 lectures)

Reference books

Reference books.

- 1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications**
- 2. finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication**

3. Accounting and financial Analysis – J.C. Varshney, wisdom publications
4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication
7. Adverttising and Promotion an Integrated Marketing Communication perspective- George E. belch & Michael A. Bela, Tata Mcgrawhill publication
8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication
9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.
10. Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala
11. Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.
12. fundamentals of Financial management Eugene F. Brigham & Joel F. Houston
Meenakshi Venkatesh ,Ranjeet Kaur Patel and Girish Kavyachandani

TYBMM- Advertising		
Paper no. 2 - The Principles & Practice of Direct Marketing		
Sem - VI Marks- 75 No of Lectures : 50		
OBJECTIVES:-		
1	To understand the concept and importance of Direct Marketing	
2	To understand the various techniques of direct marketing and its advantages	
Units	Particulars	No of Lectures
UNIT - 1	<u>INTRODUCTION TO DIRECT MARKETING</u>	

	Meaning and Introduction to Marketing	
	Traditional Versus Direct Marketing Techniques	2
UNIT -2	<u>BASICS OF DIRECT AND INTERACTIVE MARKETING</u>	6
	Meaning,Definition,Importance of Direct Marketing	
	Advantages and Disadvantages of Direct Marketing	
	Approaches of Direct Marketing	
	Reasons for the growth of Direct Marketing	
	Economics of Direct Marketing	
	3 Tasks of Direct and Interactive Marketing = Customer Acquisition,Development and Retention	
UNIT -3	<u>CUSTOMER RELATIONSHIP MANAGEMENT</u>	5
	What is Customer Relationship Management (CRM)	
	Importance of CRM	
	Planning and Developing CRM	
	Customizing Products to different needs	
	Studying the customers mix and Managing the Key customers	
	Relationship Marketing - Customer Loyalty	
UNIT -4	<u>DATABASE MANAGEMENT - RESEARCH/ANLYSIS AND TESTING</u>	6
	4.1 Database Management	
	Meaning,Importance,Functions of Database	
	Sources and uses of E-database	
	Techniques of Managing Database - Internal/External	
	Steps in developing a database	
	Advantages and Disadvantages of Database Management	
	4.2 Direct Marketing Strategies	5
	Meaning of Marketing Strategies - Why it is needed	
	Internal and External Analysis	
	Objectives of Strategies	
	Creating a Direct Marketing Budget	
	4.3 Direct Marketing Research and Testing	6
	What is customer Life time Value (LTV)	
	Factors affecting Life time Value	
	How we use LTV	

	LTV - Sums (3 methods - Present/Historical and Discounted)	
	Using LTV analysis to compare the effectiveness of various marketing strategies	
4.4	Direct Marketing Analysis	5
	List Selection,Prospecting	
	Market Segmentation	
	Product Customization	
	Response Modeling and Experimentation	
	Mail order,Lead generation,Circulation,Relationship/loyalty programmes,Store traffic/Site traffic generation	
	Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post-Selling	
UNIT -5	<u>DIRECT MARKETING AS AN INTEGRAL PART OF INTEGRATED MARKETING COMMUNICATION</u>	8
	Meaning,Introduction of IMC	
	Role of IMC in the Marketing Process	
	Relationship of IMC with Direct Marketing	
	Importance of IMC	
	Tools of IMC - Advantages,Sales Promotion,Publicity,Personal Selling,etc.	
	Person to person ,Group Selling,Direct Mail	
	Direct response Television(DR-TV),	
	Direct Response Print Advertising	
	Catalogues,Inserts,Videos,E-mail,Trade shows	
UNIT -6	<u>FUTURE OF DIRECT MARKETING SENARIO</u>	2
	Growth of Direct Marketing in future	
	Indian and Global Perspective in Direct Marketing	
UNIT -7	<u>DIRECT MARKETING CASE STUDY</u>	3
	Product offering, re-generation, database management and methodology	
<u>Guidelines for Internals :</u>		

	As per the discretion of the faculty internals can either be taken as case study along with the sums or introducing completely a new product & try to use various direct marketing tools & channels to promote the product by creating a portal
REFERENCES:-	
1	Alan Tapp,Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
2	Drayton Bird,Commonsense Direct Marketing - Kogan Page 1996
3	Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4	Robin Fairlie,Database Marketing and Direct Mail - Exley Publications 1990

Paper-IV**Paper no. 3 - AGENCY MANAGEMENT
Max. Marks: 100 (Theory:60, Internals: 40)****Objectives:**

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies to undertake professional work in the field of advertising.

MODULE	Topic	Details	Number of lectures
MODULE I	Advertising Agencies:	<ul style="list-style-type: none"> • their role, Functions, Organization and Importance • different types of ad agencies 	08
MODULE II	Client Servicing	<ul style="list-style-type: none"> • The Client - Agency Relationship • 3P's of Service: Physical evidence, Process and People • The Gaps Model of service quality • Stages in the client-agency relationship • How Agencies Gain Clients • Why Agencies Lose Clients • Evaluation Criteria in Choosing an Ad Agency • The roles of advertising Account executives 	02
MODULE III	Account Planning	<ul style="list-style-type: none"> • Role of account planning in advertising • Role of Account Planner • Account Planning Process 	04
MODULE IV	Advertising campaign management	<ul style="list-style-type: none"> • Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns 	04
MODULE V	Ad Film making	<ul style="list-style-type: none"> • Converting story board to TVC • Editing and post production 	04
MODULE VI	Marketing plan of the client	<ul style="list-style-type: none"> • The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan 	06
MODULE VII	The Response Process	<ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Sales-Oriented Objectives • Communications Objectives • DAGMAR: An Approach to Setting Objectives 	04
MODULE VIII	Setting up an Agency	Business plan introduction, Various Stages in setting up a new Agency	02

MODULE IX	Agency Compensation	Various methods of Agency Remunerations	02
MODULE X	Growing the Agency	<ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR, 	04
MODULE XI	Sales Promotion Management	<ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • The psychological theories behind sales promotion • Consumer Franchise-Building versus Nonfranchise-Building Promotions • Designing Loyalty, continuous and frequency programs • Objectives of Trade-Oriented Sales Promotion • Techniques of Trade-Oriented Sales Promotion • Objectives of Consumer-Oriented Sales Promotion • Techniques of Consumer-Oriented Sales Promotion 	08
Guidelines for Internals			
<p>1. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p>			
<p>2. Designing the loyalty / frequency / continuity program for any one of the real life client</p>			
Suggested Reading:			
1. Advertising and Promotion by G. Belch and M. Belch			
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp			

Paper no. 4 - ADVERTISING AND MARKETING RESEARCH**Max. Marks: 100 (Theory:75, Internals: 25)****Objectives:**

- To inculcate the analytical abilities and research skills among the students.
- To understand research methodologies – Qualitative vs Quantitative
- To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
- To understand the scope and techniques of Advertising and Marketing research, and their utility.

MODULE	Topic	Details	Number of Lectures
MODULE I	Fundamentals of Research	<ol style="list-style-type: none"> 1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process. 	1
MODULE II	Hypothesis	Meaning, Nature, Significance, Types of Hypothesis,	3
MODULE III	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal. 	3
MODULE IV	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: <ol style="list-style-type: none"> i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	3
MODULE V	Data collection	<ol style="list-style-type: none"> 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: <ol style="list-style-type: none"> a. Observation b. Experimental c. Interview Method: <ol style="list-style-type: none"> i) Personal Interview ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 	6

		Staple scale, iv) Constant sum scale	
	Projective Techniques	a. Association, b. Completion, c. Construction d. Expressive	3
MODULE VI	Report Writing	1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography	3
MODULE VII	Advertising Research	1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups 4. Pretesting: A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test. B. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests C. Challenges to pre-testing. Example: The Halo effect 4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test	10
	Neuroscience in Advertising Research	1. Neuroscience: A New Perspective 2. When to Use Neuroscience	3
	Physiological rating scales	1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis	1
MODULE VIII	Marketing Research	1. Introduction to Advertising Research 2. New product research, 3. Branding Research, 4. Pricing research,	12

		5. Packaging research, 6. Product testing	
Guidelines for Internals: a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125			
Producing the following: a. Complete Research report of the survey conducted			
Reference Books and material			
1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf			

Semester VI - Advertising

Paper no. 5 - Legal Environment & Advertising Ethics

Objectives:

- (i) To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- (ii) To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- (iii) To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- (iv) Advertising as a profession today & how to protect it the future of advertising
 - a. The socio – economic criticisms
 - b. Why Advertising needs to be socially responsible?
 - c. The need for Critiques in Advertising
- (v) The syllabus has been redesigned to include advertising in both traditional & New Media.

Module I: Legal Environment:

(6)

- (i) The importance & the relationship between Self –Regulation, Ethics & the Law

- (ii) The laws of the land:
 - Constitutional Laws – Fundamental Rights
 - Personal laws- Criminal & Civil laws
 - Corporate laws
 - Consumer laws
 - Laws pertaining to Media
- (iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media

Module II: Government Policies & Cyber Laws

- (4)
 - (i) Government Policies governing advertisements
 - (ii) The role of Prasar Bharati for advertisements in Public Broadcast Services
 - (iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
 - (iv) The Question of Net Neutrality & its relevance in Media
 - (v) Right to Information Act

Module III: Laws pertaining to Media:

(8)

- (i) Standard Contract between Advertiser & Agency
- (ii) Laws :
 - Drugs & Cosmetics Act
 - Drugs & Magic Remedies (Objectionable Advertisements) Act
 - Drugs Price Control Act
 - Emblems & Names (Prevention of Improper Use) Act
 - Indecent Representation of Women’s Act
 - Intellectual Property Rights-
 - Copyright Act
 - Trademarks Act
 - Patents Act

Module IV: A. Ethics in Advertising

(8)

- (i) What is Ethics? Why do we need Ethics?
- (ii) The philosophy of Ethics- Absolutist & Situational
- (iii) Ethics in Advertising & Stereotyping:
 - Religious minorities
 - Racial minorities
 - Ethnic groups
 - Cultural Minorities
 - Senior Citizens
 - Children
 - Women
 - LGBT
- (iv) Advertising of Controversial products
- (v) Surrogate & Subliminal Advertising

- (vi) Political Advertising
- (vii) Manipulation of Advertising Research

Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:

- ASCI
- AAAI
- BCCC
- IBF
- CENSOR BOARD FOR FILMS
- Press Council

Module V: Unfair Trade Practices & the Competition Act 2002

(5)

- (i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:
 - False Promises
 - Incomplete Description
 - False & Misleading Comparisons
 - Bait & Switch offers
 - Visual Distortions
 - False Testimonials
 - Partial Disclosures
 - Small print Clarifications
- (ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry
- (iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives (7)

- (i) Consumerism – The rising need for consumer guidance & awareness
- (ii) Government Initiatives:
 - Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management
 - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO
 - International Bodies- ISO, FDA, CMMI, Six Sigma & CE
 - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)

Laws:

- (i) Essential Commodities Act 1955
- (ii) Consumer protection Act 1986
- (iii) Standards of Weights & Measures Act
- (iv) Standards of Weights & Measures (Packaged Commodities) Act
- (v) Prevention of Food Adulteration Act

Other Initiatives:

- PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
- Consumer Co-operatives

Non- Government initiatives:

- CGSI
- CFBP
- CERC
- Grahak Panchayat
- Customer care centres

Module VII: Advertising & Society

(2)

A. Socio- Economic Criticisms of advertising

- Increasing prevalence of Materialism
- Creating Artificial Needs
- Idealizing the “Good Life”
- Stressing Conformity with Others
- Encouraging instant gratification & a throwaway society
- Promoting the good of the individual over the good of society
- Creating Unrealistic Ideal characterizations
- Using appeals that prey on feelings of inadequacy
- Manipulation by advertising

B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values

(2)

Module VIII: Critique of Advertising

(8)

- A study of Vance Packard- The Hidden Persuaders (1957)
- A study of Jean Kilbourne – Can’t buy My love
- A study of Naomi Klein – No Logo
- A study of Naomi Woolf- The Beauty Myth
- A study of Noam Chomsky- Understanding Power

Bibliography:

- (1)P. B. Sawant & P.K. Bandhopadhyaya- *Advertising Laws & Ethics* – Universal Law Publishing Co.
- (2)Vidisha Barua, *Press & Media: Law Manual*- Universal law Publishing Co.
- (3) Cyber Law Simplified – Vivek Sood Tata McGraw Hill

TYBMM VI semester
Paper no . 6 - Contemporary Issues
Max. Marks: 100 (Theory: 75, Internals: 25)

Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
- To highlight the importance of human rights and its implementation in India.
- To understand the present day problems and challenges and its implications on

Development.

Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Costal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

Module- 2

(a) Human Rights(12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- Child:** Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education :** Right to Education Act 2009

Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone : Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

Module 5

Social development and challenges: (08)

- Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh : Challenges and impact
- Developmental Issues: Displacement and rehabilitation

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- Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
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- Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
- Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly

SEM. VI

Paper no. 7 - DIGITAL MEDIA

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the of use key digital marketing tools
- Learn to develop digital marketing plans

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Digital Media	<ol style="list-style-type: none">1. Understanding Digital Media2. Principles3. Key Concepts4. Evolution of the Internet5. Traditional v Digital	4
MODULE II	Search Engine Optimization (SEO):	<ol style="list-style-type: none">1. What are Search Engines:<ul style="list-style-type: none">• Types of Search Engines,• How Search Engines work and how they rank websites based upon a search term?2. Introduction to SEO and what it involves:<ul style="list-style-type: none">• What is the importance of search for websites?• What are the areas of operation for Search Engine Optimization Professionals?• How do you search for the right keywords that will help bring in the most traffic?3. What is On-Page Optimization?<ul style="list-style-type: none">• Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,4. What is OFF-Page Optimization?<ul style="list-style-type: none">• What are Backlinks?, How to Get Backlinks?• What is Google Page Rank? How to Increase	10

		<p>Page Rank?</p> <p>5. Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
MODULE III	Social Media	<ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs 2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex 4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 5. Using Blogs: How Blogging can be used as a tool. 	10
MODULE IV	Tools & Trends	<ol style="list-style-type: none"> 1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	3
MODULE V	Features of a Website	<ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia 	4
MODULE VI	Content Writing	<ol style="list-style-type: none"> 1. Blog 2. Twitter 3. Mobile 	

MODULE VII	New Challenges	Cyber Crime and Challenges of the new media	
MODULE VIII	Cyber Laws	<ol style="list-style-type: none"> 1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security 	

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

UNIVERSITY OF MUMBAI



Syllabus for the B.M.M.

Program : B.M.M.

Course : Bachelor of Mass Media

(Credit Based Semester and Grading System with effect from the academic year 2011-2012 for First Year, 2012-13 for Second Year and 2013-14 for Third Year)

Credit and Grading System

General Guidelines

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 30 Hours.

The scheme of Examination shall be divided into two parts i.e. Internal Assessment includes Assignments, Seminars, Case Studies and Unit Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from program to program but the value of Credits for Under Graduate Programmes shall be of 120 Credits and for Post graduate Degree programmes it will be 80 credits in the Faculty of Arts. The programme wise illustrations have been given for Under Graduate and Post Graduate Programmes separately.

Assignment of Credits

One (01) credit is approximately equal to thirty (30) hours of the learners load for all UG (Undergraduate) programmes and One (01) credit is equal to twenty (20) hours for theory & One (01) credit is equal to twenty (24) hours for practical of the learners load for PG (Postgraduate) Programmes. This credits is divided in to two parts, one is half of the hours actually spent in class room / practical / field work instructions and half of the hours notional spent for self study in library, institutions or at home, case study, writing of journal and assignments, projects etc by the learners him/her self for the completion of that course. The UG programmes carry a value of 120 credits for all courses under the faculty of Commerce, Arts & Science and PG programmes of Faculties of Arts and Commerce have 80 credits and the same for Faculty of Science is 96.

- **Undergraduates Programmes (3 Years Programmes of Arts, Commerce & Science)**
 - All 3 years undergraduate programmes are of 120 credits.
 - 17-23 credits in each semester.
 - One (01) Credit = Thirty (30) Hours of learners load.

Credit Based Evaluation System

Scheme of Examination

The performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

a) Internal Assessment – 40%**40 Marks**

Sr. No.	Particulars	Marks
1	One periodical class test held in the given semester	10 Marks
2	Subject specific Term Work Module/assessment modes –atleast twoas decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc and written assignments, Case study, Projects, Posters and exhibits etc for which the assessment is to be based on class presentations wherever applicable) to be selflessly assessed by the teacher/s concerned	20 Marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc as the case may be)	05 Marks
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

b) Semester End Examinations – 60%**60 Marks**

- i) **Duration** – These examinations shall be of **2 Hours** duration.
- ii) Theory Question Paper Pattern:
 - 1) There shall be four questions each of 15 marks.
 - 2) All questions shall be compulsory with internal choice within the questions.
 - 3) Question may be subdivided into subquestions a, b, c... and the allocation of marks depends on the weightage of the topic.

The assessment of **Part ‘A’ i.e. Internal Assessment and Part ‘B’ i.e. Semester End Examination** as mentioned above for the Semesters I to IV shall be processed by the Colleges / Institutions of their learners and issue the grade cards to them after the conversion of marks into grade as per the procedure mentioned.

The assessment of **Part ‘A’ i.e. Internal Assessment** as mentioned above for the **Semesters V & VI shall be processed by the Colleges / Institutions** of their learners admitted for the programme while the University shall conduct the assessment of **Part ‘B’ i.e. Semester End Examination** for Semesters V & VI. The Internal Assessment marks of learners appearing for Semesters V & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters V & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

Passing Standard

The amended R. 4292 relating to standard of passing to be read as under:

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

CARRY FORWARD OF THE MARKS IN CASE IF THE LEARNER GETS 'F' GRADE IN ONE OR MORE SUBJECTS:

- 1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination of that course. However his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- 2) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that course. However his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- 3) **For Courses without practicals:** In case of a learner who is reappearing for the Internal Examination, the examination will consist of one project of 40 marks which will be divided into 20 marks for the documentation of the project, 10 marks for the presentation and 10 marks for the viva and the interaction.

ALLOWED TO KEEP TERMS (ATKT):

- a) A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the Semester I.
- b) A learner shall be allowed to keep term for Semester III if he/she passes each of Semester I and Semester II.

OR

A learner who fails in not more than two courses of Semester I and Semester II taken together.

- c) A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.
- d) A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV.

OR

A learner shall pass Semester I and Semester II and fails in not more than two courses of Semester III and Semester IV taken together.

- e) A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner shall pass each course of Semester III and Semester IV in order to appear for Semester VI.

- f) The result of Semester VI shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

Additional Examinations:

A) INTERNAL ASSESSMENT: Eligibility norms to appear for the additional class test or assignment or project for learners who remained absent:

- a) The learner must apply to the Head of the Institution giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.
- b) If the learner is absent for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.
- c) The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

Class test or assignment for Internal Assessment:

- a) A learner who is absent for the class test and the assignment/s will be declared fail in the Internal Assessment Scheme.
- b) A learner who is absent for the class test and has appeared for the assignment/s will be allowed to appear for the additional class test of 10 marks.
- c) A learner who has appeared for the class test but remains absent for the assignment/s will be allowed to appear for one additional assignment out of 10 marks and the internal assessment will be calculated as out of 40 marks.
- d) A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment and the internal assessment will be calculated as out of 40 marks.

The Additional Class Test (or viva examination) or Assignment must be conducted 15 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.

B) SEMESTER END EXAMINATIONS

ELIGIBILITY TO APPEAR FOR ADDITIONAL SEMESTER END EXAMINATION:

A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps conducted by recognized bodies / competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of two hours duration and of 60 marks per course. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed. Learners who are punished under O.5050 are not eligible to appear for this additional examination.

MODE OF CONDUCT OF SEMESTER END ADDITIONAL EXAMINATION:

- a) There will be one additional examination for semester I, II, III and IV for those who have failed or remained absent.
- b) The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution. This examination will be held 20 days after the declaration of results but not later than 40 days.

Evaluation of Projects (Wherever Applicable)

- 1. A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- 2. The evaluation of project and viva-voce examination shall be by awarding grade in the seven point scale.
- 3. A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 40% marks in project work.

Calculations of GPA & SGPA

Grade Point Average (SGPA Calculation)

Semester Grade point Average (SGPA) : It is the summation of product of Credit Points and Grade Points divided by the summation of Credits of all Courses.

$$SGPA = \frac{\sum CG}{\sum C} \text{ for a semester.}$$

Where G is grade and C is credit for Course.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$CGPA = \frac{\sum CG}{\sum C} \text{ for all semesters taken together.}$$

- The total credits cover the core, elective, field work or extension activities, soft skills etc.
- GPA is calculated at the end of each term after grades have been processed and after any grade have been

updated or changed.

- Same criteria are to be followed for Individual assignment / Quizzes / Test / Unit Test / Tutorials / Practical / Projects/ Seminar.
- The teacher should convert his/ her marking in to the quality points and letter grade.

PERFORMANCE GRADING

The PERFORMANCE GRADING of the learners shall be on the SEVEN point ranking system as under:

Grade	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

Note:

- The marks obtained by the student/s to be converted in to grade points and accordingly letter grade by the concerned teacher/s.
- The total credit covers the core, elective, field work or extension activities, soft skills etc.
- GPA is calculated at the end of each term after grades are processed and after any grade is upgraded or changed. Same criteria is to be followed for Internal assessment/quizzes/test/tutorial/practical project /seminar etc.

1. **Eligibility for Admission: O.2138:**

Candidates for being eligible for admission to the three-year integrated course leading to the Degree of Bachelor of Mass Media, shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent thereof by the Senate of the University of Mumbai.

2. **Eligibility for the award of the degree:**

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study in a College affiliated to the University for a period of **not less than** three academic years, passed the examinations of all the Six Semesters earning 120 credits, letter grade of at least E or above (i.e. O/A/B/C/D/E) in core and specialised papers and fulfilled such conditions as have been prescribed there for.

Course Content and Credit System

SEMESTER-I

Paper-I

EFFECTIVE COMMUNICATION SKILLS-I

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure, abilities in reading and writing and skills of:

- Close, critical reading of informative and discursive texts in Marathi, Hindi and English
- Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Marathi, Hindi and English
- Efficient oral communication in Marathi, Hindi and English
- To equip students with structured and analytical thinking skills
- To teach presentation skills and effective use of presentation aids in Marathi, Hindi and English

Topic	No. of lectures
Reading (Marathi, Hindi and English)	10
Writing (Marathi, Hindi and English)	10
Editing & Summarizing (Marathi, Hindi and English)	10
Oral Communication (Marathi, Hindi and English)	10
Thinking	05

Paper-II

FUNDAMENTALS OF MASS COMMUNICATION

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the students to communication models and expose them
 - to the various aspects of Mass Communication
 - To develop a critical understanding of Mass Media, its potentialities and Impact

Topic	No. of lectures
Definitions of communication	02
Functions of Communication	04
Barriers of Communication	04
Types of Communication	06
Basic Communication models	10
An overview of media evolution from Gutenberg to Internet	02
Role of Leading Mass Communicators	08

The contribution of Bengali and Marathi press towards the Struggle for Independence	06
Impact of Mass Media in Indian mass movements	08

Paper-III

INTRODUCTION TO COMPUTERS

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.

Topic	No. of lectures
Computer Basics	07
Networking Basics	02
Introduction to internet	05
Text and Documents Editing and Presentation, Microsoft Word	06
MS Excel	03
Powerpoint	06
Introduction to designing	04
Page Layouts (Pagemaker indesign and Quarkxpress)	10
Photoshop	07
Introduction to Corel Draw	07

Paper-IV

**LANDMARK EVENTS IN 20TH CENTURY HISTORY OF
WORLD, INDIA & MAHARASHTRA**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with important ideas & events that shaped 20th Century world with emphasis on India & Maharashtra

Topic	No. of lectures
Introduction	08
Ideas & Ideologies That Shaped The World	02
Causes and Consequences of the First and Second World Wars	08
Era Of Cold War and emergence of the New World Order	02
Brief introduction to SAARC	02
Events In India	10
India After Independence	12
Emergence Of Maharashtra	12

Paper-V
**INTRODUCTION TO SOCIOLOGY, THE SOCIOLOGY OF NEWS AND
SOCIAL MOVEMENTS IN INDIA**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Provide a sociological understanding of the basic concepts and perspectives relevant to mass-media.
- To make the students aware of Indian Society's socio- cultural diversity and their responsibility as media personnel.
- To sensitize them to pressing social issues of the contemporary Indian society.
- To know and to understand origins & spread of the
- various social movements in India

Topic	No. of Lectures
Intoduction to Sociology	12
Role of Media in Society	20
Dalit And OBC Movement	02
Dravidian Movement	02
Class Movements	02
Hindutva Movement	02
Linguistic Movements	02
Feminist Movements	02
Islamic Movements in India	02
Shaping Of Consumer Consciousness In the Era Of Globalization	02

Paper- IV
INTRODUCTION TO ECONOMICS
Max. Marks: 100 (Theory:50, Internals: 50)

Preamble:

In the day to day functioning of an economy, a large number of economic terminologies are used frequently in the media. The main objective of this paper is to familiarize the students of mass media with the fundamental concepts of economics so that their analytical ability can be strengthened. To achieve this, the paper is to be taught with practical relevance. Wherever applicable, reference is to be made in the context of Indian economy.

Topic **No. of Lectures**

Section-I

Basic Concepts of Microeconomics: **25**

- Nature and scope of Micro Economics
- Market forces of demand and supply
- Production function: short run and long run
- Cost of Production: Meaning
- Introduction to the competitive markets

Section-II

I. Fundamentals of Macroeconomics **20**

- Basic Concepts of income aggregates
- Introduction to Money, Banking and Public Finance
- Introduction to External Sector

II. India in a globalised world **05**

SEMESTER-I Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Effective Communication Skills-I	03	100
2. Fundamentals of Mass Communication	03	100
Allied Subjects:		
1. Introduction to Computers	03	100
2. Landmark Events in 20 th Century World History with Emphasis on India and Maharashtra	03	100
3. Introduction to Economics	03	100
4. Introduction to Sociology, the sociology of news and social movements in India.	03	100
Total	18	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;

- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-II

Paper-I

EFFECTIVE COMMUNICATION SKILLS-II

Max. Marks: 100 (Theory:50, Internals: 50)

Objective:

- To advance the communication skills in Marathi, Hindi and English acquired in the first semester.

Topic	No. of Lectures
Reading	10
Writing	10
Editing & Summarizing	10
Oral Communication	10
An Introduction to Logic	05

Paper-II

POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- Orient the students to the Indian Constitution and the functioning of the Indian political system.
- To provide the students with a strong base on the 'Indian Concepts' and to expose them to the complexities of Indian Political Systems.

Topic	No. of Lectures
Concepts	04
Indian Constitution	10
Political Dynamics (India)	20
Political Dynamics (Maharashtra)	16

Paper-III
PRINCIPLES OF MANAGEMENT AND MARKETING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an introduction to the fundamentals of management and marketing.

Topic	No. of Lectures
Introduction to Management	05
Management Today	06
Organizational Environment and Ethics	02
Introduction to the Marketing Process	04
Marketing Strategy & Marketing Mix	04
Product Mix	04
Price Mix	04
Place Mix	04
Promotion Mix	04
Marketing in the Digital Age	02
Responsible Marketing & Ethics	02

Paper-IV
INTRODUCTION TO PSYCHOLOGY
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an understanding of the basic concepts of Psychology and its relevance to mass media

Topic	No. of Lectures
Evolution of Psychology	08
Personality	08
Motivation and Emotion	08

Cognition	08
Perception	08
Attitude	08

Paper-V
AN INTRODUCTION TO LITTERATEURS
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Through reading about litterateurs and their work help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life.
- To expose students to good writing to help them write better.
- To introduce students to the various genres and literary terms to enhance their understanding of world literature.

Topic	No. of Lectures
<i>Part I</i>	
Introduction to North American writers	06
Introduction to African writers	06
Introduction to European writers	06
Introduction to South American Writers	06
Introduction to Asian writers	06
<i>Part II</i>	
Introduction to Indian Writers	08
<i>Part III</i>	
Introduction to literary criticism terms	12

Paper-VI
TRANSLATION SKILLS
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To know the importance of translation in media.
- To provide English, Hindi and Marathi translation skills required in media.

Topic	No. of Lectures
Importance of Translation and Need	02
The Concept of Translation	02
Translation Theories	16
Types of Translation	04
Translation in three languages (Practical)	20

SEMESTER-II Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Effective Communication Skills-II	03	100
2. An Introduction to Literature	03	100
Allied Subjects:		
1. Introduction to Psychology	03	100
2. Political Concepts and the Indian Political system	03	100
3. Principles of Management and Marketing	03	100
4. Translation	03	100
Total	18	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;
- Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-III
Paper-I
INTRODUCTION TO CREATIVE WRITING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- to encourage students to read stories, poems, plays
- to develop further and build upon the writing and analytical skills acquired in Semesters I and II
- to acquaint students with basic concepts in literary writing
- to familiarize students with the creative process

Topic	No. of lectures
<i>Section – I</i>	
A Brief Introduction to Creative Writing	05
Formal structure of the short story	06
Formal aspects of Poetry	06
Formal aspects of Drama	06
Publication Aspects	06
<i>Section-II</i>	
Scripting, Screenplay, and dialogue writing focusing on	15
Writing for the internet, with special reference to	06
<i>Suggested projects: Film Review</i>	
<i>Book Review: Adapting a short story to a screenplay Writing an original screenplay / script for radio or television</i>	

Paper-II
INTRODUCTION TO CULTURE STUDIES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce students to a set of approaches in the study of culture
- To examine the construction of culture
- To understand how the media represents culture

Topic	No. of lectures
Evolution and need to study cultural studies	03
Concept of 'Culture': examining definitions and theories of culture	05
Popular and Mass Culture	06
Culture and Conditioning	10
Construction of Culture	06

Globalisation	08
Studying Representation in Cultural Expressions and Artefacts	04
Media and Culture	06
Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio Visual presentation / Oral Presentation}	

Paper-III

INTRODUCTION TO PUBLIC RELATIONS

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society. It will equip the student with the basic tools of public relations and give them an overall understanding of the subject.

Topic	No. of lectures
Definition of PR : Its nature, process and Publics	04
Public Relations and Public Opinion, Publicity and PR	08
Function & Scope of PR	08
PR Tools – Media and Non Media	04
Introduction to Media Relations	02
Public Relations and Crisis Management	02
Marketing Public Relations and Marketing and Branding	04
Introduction to Public Relations Campaign	02
Public Relations and Consumer Relations	02
Introduction to Digital PR	02
Code of Ethics in Public Relations	06

Internal Assessment : Group Project / Individual Project / Class Test / Case Study / Presentation { Power Point / Audio-Visual Presentation / Oral Presentation}

Paper-IV

INTRODUCTION TO MEDIA STUDIES

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To expose students to the well developed body of media theory and analysis
- To foster analytical skills that will allow them to view the media critically

Topic	No. of lectures
Introduction to Media Studies	06
Media Studies as an Interdisciplinary Approach	08

Early Effects Theories	06
Limited Effects Theories	08
Cultural and Critical Theories	08
Media and Society	04
Introduction to Audience Theory	08

Internal Assessment : Group Project / Individual Project / Class Test / Case Study / Presentation
 { Power Point / Audio-Visual Presentation / Oral Presentation }

Paper-V
UNDERSTANDING CINEMA
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with the various styles and schools of cinema throughout the world.

Topic

1. A discussion of early narrative cinema
2. A screening and discussion on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat Talkies' films, along with a discussion of early Indian cinema, and the development of the studio system in India.
3. Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane, with lecture and clips on evolution of Hollywood Studio System
4. A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of 'The Bicycle Thief')
5. A discussion of French New Wave cinema (screening of Jean-Luc Godard's Breathless)
6. A screening of Kurosawa's film along with a discussion of its impact on Hollywood cinema and Hindi cinema.
7. A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie.
8. A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
9. Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
10. A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
11. Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishnan
12. Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
13. The Business of Cinema -“ Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
14. Major Film Awards and Institutions.
15. A visit to a shoot in Film City.

16. Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound .

Teaching Plan :

A Minimum of 10 to 12 hrs of Lectures to discuss the films.

30 to 32 hrs to be dedicated for the screening of the films followed by discussions.

Internal Assessment:

Assessment of the Cinema viewed by the students in a journal stating Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends Social, Technical, Personalities, Influences etc.

Group project for Short films, Documentaries upto 15 mins on fictional/factual topics as suggested by the faculty

Paper-VI

ADVANCED COMPUTERS

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
Web Designing and Video Production	
Projects:-	
Each student creates a website of not more than 10 pages on a given subject.	
Web Designing	15
Video Production	15
Computer Animation	20

Projects:

To work on Macromedia Flash to create banner ads for websites.

Possibly introduction to High-end animation softwares like 3d Studio Max, Maya, etc.

SEMESTER-III Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Introduction to Media Studies	03	100
2. Introduction to Creative Writing	03	100
3. Understanding Cinema	03	100
4. Introduction to Public Relations	03	100
Allied Subjects:		
1. Introduction to Culture Studies	03	100
2. Advanced Computers	03	100
Total	18	600

SEMESTER-IV
Paper-I
INTRODUCTION TO ADVERTISING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To give a brief insight about advertising & its different aspects to the students of Media.

Topic	No. of lectures
Advertising - Meaning, Definition and functions	03
Evolution of Advertising National & International level	03
The structure of and Ad agency and the functions and service of each department	03
Relationship between various participants of advertising (Client, agency, media ,consumer)	03
Research in Advertising Pre and post campaign testing	05
Economic and Social Aspects of Advertising	03
Types of Advertising	03
Introduction to Integrated Marketing Communication	03
Techniques and strategies of web advertising	03
Public Service advertising its role and importance	03
Introduction to advertising strategies : AIDA, DAGMAR, Information processing model	03
The Concept of USP	03
Introduction to Agency Commissions /retainerships, media commission	03
Future Trends in Advertising: Advertising as a career; Advertising opportunities in community networking/blogging/chat marketing	03
Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio “ Visual presentation / Oral Presentation}	

Paper-II
INTRODUCTION TO JOURNALISM
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To give students an understanding of the history and development of journalism in the global and the Indian context
- Introduce students to concepts related to news and journalistic practice

Topic	No. of lectures
History	04
Journalism in India	12
International journalism stages of (Representative news media of U.S. Europe and Asia)	04
Types of News papers	02

The Role and Functions of Journalism	04
Organization and structure of newspaper	06
Basic Journalistic writing	08
Supplements	02
Principles / Canons of Journalism	06

Internal Assessment: Group Project I Individual "Project / Book Review I Class Test lease Study Presentation { Power Point I Audio – Visual presentation I Oral Presentation)

Paper-III
PRINT PRODUCTION AND PHOTOGRAPHY
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To help students understand the principles and practice of photography
- To enable students to enjoy photography as an art.

Topic	No. of lectures
Basic Principles	05
Camera	10
Basic Photography	07
Colour photography	07
Concepts of composition	08
Movements in Art and photography	06
Print Production	07
Internal Assessment: Photography practicals, project submissions.	

Paper-IV
RADIO AND TELEVISION
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the basic terms and concepts of broadcasting
- To give an overview of the structure and function of the broadcast industry
- To create an awareness of the development of broadcast media and current trends

Topic	No. of lectures
<i>Radio</i>	
The history of radio	01
Radio as a medium	01
Types of Radio transmission	02

Organizational chart - Role of Department	02
The radio programme	03
Radio and Business	
Ownership	03
Current trends in radio	02
<i>Television</i>	
The history of television.	01
The technology of television	02
Organization Chart – Roles of Departments	04
TV and Society – Impact on Society	06
TV as a means of edutainment and information	05
TV and Business	
Ownership	

Internal Assessment: Radio/TV – script or programme or ads, assignments.

Paper-V
MASS MEDIA RESEARCH
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- 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

Topic	No. of lectures
<i>Section-I</i>	
Introduction to Research concepts	04
Steps in conducting research – I	09
Steps in conducting research – II	09
Steps in conducting research - III	06
Statistical procedure - Mean, median, mode, standard deviation and co-relation	10
<i>Section-II</i>	
Application of research in mass media	
Content analysis - Definition and uses, steps, limitations	03
Research in print media	02
Research in Advertising	02
Research in Public Relations	02
Mass media Research and the Internet	02
Research in Media Effects	02

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

Paper-VI
ORGANISATIONAL BEHAVIOUR
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Orienting students to issues in organizational functioning
- To introduce students to the concepts given below at a preliminary level

Topic	No. of lectures
Nature of Organisation Behaviour	04
Structural Dimensions of Organisation and its Environment	04
Organisational Culture	04
Motivation	08
Motivation Theory – Application	06
Groups in organisation and Group Dynamics	05
Group Decision making	05
Power and Authority	07
Dynamics of Stress	05

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

SEMESTER-IV Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
5. Introduction to Advertising	03	100
6. Introduction to Journalism	03	100
7. Radio and Television	03	100
8. Print, Production and Photography	03	100
Allied Subjects:		
1. Organizational Behaviour	03	100
2. Mass Media Research	03	100
Total	18	600

**SEMESTER-V
ADVERTISING**

Paper-I

ADVERTISING IN CONTEMPORARY SOCIETY

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To recognize the roles of advertising in modern society
- To understand the current developments and problems concerning advertising as an economic and social force.
- Appreciate the increasingly international nature of advertising.
- To analyze the interdependent nature of advertising and popular culture.

Topic	No. of lectures
Advertising in the Indian economy	10
Advertising and culture	10
Advertising and the audience	06
Global advertising	16
Internet marketing	06
Social marketing	02

Paper-II

COPYWRITING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To develop their inherent writing skills
- To train students to generate, develop and express ideas effectively
- To familiarize students with contemporary advertising techniques and
- Practices

Topic	No. of lectures
Copywriting, Introduction, Responsibility of Copy writer	02
Creative Strategy: Planning and Development	05
Phases of campaign creation	05
Brief	05
The big idea	05
Writing for print media	05
Understanding the medium and writing for TV, Cinema, Radio,	08
Innovative medium, Internet, SMS	
Principles of writing press release copy	05

Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising	05
Different types of copy	05

Paper-III

ADVERTISING DESIGN (Project Paper)

Max. Marks: 100 (Internal:50, External, Viva: 50)

Objectives:

- To expose students to the creative and technical aspects of art direction

Topic	No. of lectures
Introduction to the Art department in ad agency	02
What is Art Direction –Making of an Art Director	02
Introduction to colour - colour harmonies	03
Introduction to Illusion -Principles and elements of design	03
Introduction to Photography	02
Introduction to Typography/Calligraphy-Word expression , Layout designing Logo designing	03
Introduction to desktop publishing	04
Introduction to Print Production -stationary design	02
Working with copy –partner	
Art direction in print media	03
Art direction in outdoor Transit/Ambient	02
Art direction in films /television	02
Art direction in internet and new media	03
Art direction in Direct Mailers	02
Advertising campaign planning :Art -Radio ,T.V, Newspaper, magazine outdoor	02
Corporate Identity systems - Packaging , Brochure,P.O.P ,etc.	03
How to brief the art direction and get the best out of him	01

Paper-IV

CONSUMER BEHAVIOUR

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the students to the complexities of consumer behaviour

Topic	No. of lectures
Introduction to Consumer Behaviour	02
Communication	05
Perception : Physical Psychological : Subliminal perception	03
Cultural – Subculture (concepts and its impact on consumer behaviour)	02
Learning - Cognitive Theory, Conditioning Theory	05
Attitude	07
Motivation	05

Personality	05
Market Segmentation	02
Social Class	02
Groups	03
Family	02
The Consumer Decision making Process	02
Adoption and Diffusion	03
Indian Core Values	02

Paper-V

MEDIA PLANNING AND BUYING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

Topic	No. of lectures
Media planning	10
Sources of media research	06
Selecting the suitable media options	12
Criteria for selecting the media vehicles	03
Media timing	02
Comparing and Evaluating continuity of media options/choices	01
Deciding the ideal media mix	02
The communications mix	02
Media buying and negotiation	04
Competitive media expenditure analysis	
The concept of aperture	01
Scheduling and budgeting allocation	03
Media plan evaluation	01
Media presentations to the client	01
Media audit	02

Paper-VI

BRAND BUILDING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an introduction to the concepts and practices of contemporary brand management.
- To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.
- To learn to plan an effective advertising campaign

Topic	No. of lectures
-------	-----------------

The Brand	04
Branding Strategies	06
Introducing And Naming New Brands and Extensions	02
Brand Positioning	08
Brand Equity	08
Brand Leveraging	04
Managing Brands Over Time	04
Building Brand On Internet	04
Corporate Branding (Internal Assessment Only)	04
Campaign Planning (Internal Assessment Only)	04

SEMESTER-V (Advertising) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Copy Writing	04	100
2. Media Planning and Buying	04	100
3. Consumer Behaviour	04	100
4. Advertising Design (Project Paper)	04	100
5. Brand Building	04	100
6. Advertising in Contemporary Society	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

**SEMESTER-V
JOURNALISM**

**Paper-I
REPORTING**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Certain basic principles: Accuracy, Objectivity, Clarity and speed
- The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories
- Understanding New Values

Topic	No. of lectures
Writing reports	10
Leads and its types	10
Gathering news	10
New news writing style	10
Investigative Reporting	10

**Paper-II
EDITING**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

Topic	No. of lectures
Specific language inputs	10
Structure and functions of the editorial set-up of a newspaper	05
Functions of the sub-editor – Writing, editing, design	10
Editing	10
Typography and design	10
Editing on the computer	05

**Paper-III
FEATURE AND OPINION**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing
- Role of opinion writing the need for mature thinking and professional experience

Topic	No. of lectures
'Hard' news, 'soft' news, definitions and differences	02
'Report' and 'features'	05
The non-news feature	05
Special types of features	05
Obits a brief history	03
Reviews	05
Columns	05
Trend stories	03
The Editorial page and op-ed page	05
Editorial writing, special skills and analytical power	02
Some famous editors in Indian journalism	03

Paper-IV**JOURNALISM AND PUBLIC OPINION****Max. Marks: 100 (Theory:50, Internals: 50)****Objectives:**

- To examine critically the relationship between the media and public, how much does the media influence public opinion Which are the agencies manipulating this process of influencing public opinion

Topic	No. of lectures
What is public opinion? Who constitutes the public?	02
Which are the tools used to gauge public opinion? How reliable are they?	02
Examining the process where the media is said to have a role in influencing public opinion? How far is this true? Examine the diversities and prejudices in the media,	05
Issues as discussed by opinion makers like Walter Lippman, Noam Chomsky and Lasarsfeld	05
Agenda setting v/s Uses and Gratifications model	02
The increased use of comment in reporting	05
Provocative editorials and news analysis	
Political opinion as formed by the media	10
Role of media in times of war	10
Vietnam and Iraq Wars, Bangladesh liberation, etc.	
Internal Conflicts and media reactions to these	05

State terrorism, is media too much in sympathy with the views of human rights experts as	
Covering communal riots, ethnic problems,	
Shaping Trends how does media react to changing times	05
The CNN effect impact	04

Paper-V

INDIAN REGIONAL JOURNALISM Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Study the evolution, growth and role in modern-day India of Indian newspapers other than in English
- Case studies of Hindi, Marathi, Telugu and Urdu newspapers
- Role of language papers in fostering socio – cultural development in their areas of circulation
- Study intimacy between readers and language newspapers

Topic	No. of lectures
1. Overview of impact of important newspapers	02
2. Use of common facilities like news pool, personnel, etc.	03
3. History and development of newspapers	05
4. How Indian language newspapers have shaped outlook and cultural identities.	05
5. Rise of 'Hindi' newspapers	02
6. The language press and local politics	05
7. Growth of regional newspapers	05
8. Tendency to hunt for higher profits	05
9. Political role of newspapers before and after Independence	05
10. Role of editors in upholding standards of journalism	05
11. Study the role of Editor- campaigners	03
12. Era of mass circulated regional newspapers	05

Paper-VI

NEWSPAPER – MAGAZINE MAKING(Project Paper) Max. Marks: 100 (Internal:50, External, Viva: 50)

Objectives:

- This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper - magazine making.

Topic	No. of lectures
Graphic Communication – Past and Present	03
Why and how we read	02
Graphic Reproduction Processes and Presses	05
Type and Typesetting	03

Using Type Creatively	06
Electronic Copy Processing Systems	02
Preparation for Printing	04
Principles of Magazine Layout	06
Newspaper Design and Layout	12

Internal Assessment : Individual Project

1. Four page Local Newspaper- A3 size- Tabloid
2. Four Page National Newspaper- Broadsheet
3. Thirty-two page Magazine- A4 size

SEMESTER-V (Journalism) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Reporting	04	100
2. Editing	04	100
3. Journalism and Public Opinion	04	100
4. Features and Opinion	04	100
5. Indian Regional Journalism	04	100
6. Newspaper and Magazine Making (Project Paper)	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

**SEMESTER-VI
ADVERTISING**

**Paper-I
ADVERTISING AND MARKETING RESEARCH
Max. Marks: 100 (Theory:50, Internals: 50)**

Objectives:

- To discuss the foundations of research and audience analysis that is imperative to successful advertising.

Topic	No. of lectures
Fundamental of marketing research	05
Product Research	08
Copy research	08
Copy testing measures and methods	05
Print pretesting	01
Broadcast pretesting	03
Projective techniques	02
Physiological rating scales	02
Challenges to pre-testing. E.g. The halo effect	01
Post testing	06

**Paper-II
LEGAL ENVIRONMENT AND ADVERTISING ETHICS
Max. Marks: 100 (Theory:50, Internals: 50)**

Objectives:

- To provide a perspective on the Legal Environment in India.
- To guide students of media through the various ethics connected to Advertising.
- Maharashtra state centric cases to be discussed in class as the situation demands.

Topic	No. of lectures
Legal Environment	06
Self-Regulation, Ethics and the Law	04
Laws that affect Advertising in India	08
Ethics	08
Unfair Trade Practices and the Competition Act	04
Consumer Rights and Laws	08
Advertising and Society	04
Critique of Advertising	06

Paper-III
FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
Introduction to Marketing and Advertising Finance	12
Long Term Finance -Sources of Long Term Finance	10
Short Term Finance	04
Financial Statements	12
Marketing Costs	12

Paper-IV
AGENCY MANAGEMENT

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To expose students to the business of advertising
- To familiarize students with the different aspects of running an ad agency

Topic	No. of lectures
Structure of an ad agency, functions of different departments, types of ad agency	05
Client Servicing	10
Marketing plan of the client	08
Agency Finances	07
Client's evaluation of the agency	03
Setting up an Agency	07
Growing the Agency	05
Sales Promotion Management	05

Paper-V
THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

To learn and understand :

- What Direct marketing is, including direct marketing terminology
- How direct marketing differs from “traditional marketing”
- Direct marketing techniques

Topic	No. of lectures
Definition and importance of direct marketing	02
Economics of direct marketing	02
Growing importance of Direct marketing in IMC mix	01
Understanding the DM business	08

Direct marketing strategies	08
Direct marketing concepts	08
Various direct marketing methods and media	05
Future of direct marketing current and future Scenario	05
Customer relationship management	06

Paper-VI
CONTEMPORARY ISSUES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To sensitise students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society

Topic	No. of lectures
I Ecological system, services and Economics of Environmental Protection	12
II Concepts of human rights and civil liberties	12
III Regional issues – Economics, Social, Political	12
IV Sugar Lobby, operation Flood, Terrorism, tribal Movement, etc.	12

SEMESTER-VI (Advertising) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Financial Management for Marketing and Advertising	04	100
2. Contemporary Issues	04	100
3. Agency Management	04	100
4. Advertising and Marketing Research	04	100
5. Legal Environment and Advertising Ethics (Law)	04	100
6. Principles and Practice of Direct Marketing	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;

- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-VI JOURNALISM

Paper-I

PRESS LAW AND ETHICS

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
<i>Law</i>	
Introduction to Laws	05
Classification of Laws	05
Copyright Act and Intellectual property Rights	05
Official Secrets Act	05
Press Council of India act 1978	05
Contempt of courts Act, 1971	05
Other Laws aimed at curbing press freedom	05
Introduction of The Indian Evidence Act 1872	05
<i>Ethics</i>	
Advertiser and Ownership influence and interference etc.	05

Paper-II

BROADCAST JOURNALISM

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To understand the development of broadcast journalism in India
- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment- a camcorder and recorder – for a story
- Regional language broadcast journalism to be examined as a growing and flourishing field

Topic	No. of lectures
1. History of the development of radio journalism	02
2. The potential of radio as a broadcast medium	02
3. Radio news formats	05
4. Writing news for radio	05

5.	Skills of speaking over the radio	02
6.	Principles of sound and production techniques	05
7.	History of the development of TV Journalism	03
8.	TV journalism – local , regional, national and international	03
9.	TV news in the regional languages	03
10.	TV journalism formats ; evolution and popularity of new forms on TB	05
11.	Scripting news for TV	05
12.	Principles of video camera use	02
13.	Skills of anchoring or presenting	02
14.	Videotape editing	02
15.	Examining Broadcast journalism and allegations of ‘dumbing down’ of news	02
16.	Understanding the power of the image	02

Paper-III

BUSINESS AND MAGAZINE JOURNALISM (COMBINATION OF NICHE I AND II)

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
1 Brief history	02
2 The structure of financial management	05
3 The Budget preparation and presentation	05
4 Companies, balance sheets, AGMs window dressing of balance sheets, the loopholes	05
5 Stock exchange, Sensex and its ups and downs	05
6 Ethics for business journalism	05
7 Magazine journalism	05
8 Magazines during post emergency	05
9 Western craze among glossy women’s magazines	05
10 Writing and editing for magazines	04
11 Role of Alternative media to deal with people’s issues.	04

Paper-IV

INTERNET AND ISSUES IN THE GLOBAL MEDIA

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Examine global journalism as a newly emerging reality – it’s implications, strengths and weakness
- To examine the journalistic scene in S.Asia
- Learning about the Internet as a news medium
- Equipping students with basic skills required for internet reporting and editing

Topic	No. of lectures
Global journalism	
<i>Internet journalism</i>	25
Reporting and editing for the net	
Developing your own web site	
Internet design	
<i>News Agencies</i>	25
International news flow	
Politics of representation of the 'third world' in international press	
International reporting	
Reporting International politics	
Challenges to international journalism	
International law and the role of Western media in defining human rights, and ethinking the concept of human rights from a Third World media perspective	
Asian region and the need for greater connectivity	

Paper-V

NEWS MEDIA MANAGEMENT

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To make students aware of the structure, functioning and responsibilities of managements of media organisations
- To create awareness of laws governing media organisations and their complexities in a globalised world in the wake of an information explosion.

Topic	No. of lectures
1. Types of ownership and their agendas	05
2. Ideal management structure	05
3. Management role in ensuring editorial freedom.	05
4. Organisational structure	05
5. Financial management	05
6. Specialized training for skilled workers	05
7. Marshalling resources	05
8. Marketing strategies	05
9. Challenges of globalization, liberalization	05
10. Legal aspects	05

Paper-VI
CONTEMPORARY ISSUES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To sensitise students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society

Topic	No. of lectures
I Ecological system, services and Economics of Environmental Protection	12
II Concepts of human rights and civil liberties	12
III Regional issues – Economics, Social, Political	12
IV Sugar Lobby, operation Flood, Terrorism, tribal Movement, etc.	12

SEMESTER-VI (Journalism) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Journalistic Laws and Ethics	04	100
2. Internet and issues in Global media	04	100
3. Broadcast Journalism	04	100
4. Business and Magazine Journalism	04	100
5. New Media Management	04	100
6. Contemporary Issues	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

AC 4/3/2014

Item No.4.5

UNIVERSITY OF MUMBAI



Revised Syllabus for the F.Y.BMM

Program: BMM

(As Per Credit Based Semester and Grading System with effect from the academic year 2014–2015)

Syllabus

Effective Communication Skills – I

- OBJECTIVES
- ❖ To make the students aware of functional and operational use of language in media.
- ❖ To equip or enhance students with structural and analytical reading, writing and thinking skills.
- ❖ To introduce key concepts of communications

1 - The concept of communication – process and barriers

2 – Reading (English, Marathi or Hindi)

- i. Types of reading (skimming and scanning)
- ii. Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)
- iii. Recognizing aspects of language particularly in media
 - Vocabulary 100 media words
 - Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.

3 – Writing (English, Marathi or Hindi)

- Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing.
- Introduction to feature and script writing

4 - Oral Communication – presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion

5 - Thinking and Listening Skills –

- ✓ Types of thinking (rational and logical)
- ✓ Errors in thinking
 - Partialism
 - Time scale
 - Egocentricity
 - Prejudices
 - Adversary Thinking
 - Extremes
- ✓ Types of listening, Barriers to listening

6 – Introduction of Translation & Views of Translation: Concept and importance of translation, External view of translation – Textual reliability, The Translator’s reliability, Timeliness, Cost, Trade-offs.

Internal view of translation –

- Translator as a learner,
- Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.
- The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/ Structural Environment, Independence/Dependence/Interdependence, Relationship/ Content Driven.

7 - Processing in Translation:

- **Input and Processing:** Input – Visual, Auditory and Kinetic ; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
- **The process of translation:** The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.

Internal Assessments – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/ Presentation and Reading & Oral components be included.

Reference Books:

Business Communication - Rhoda A.Doctor and Aspi H.Doctor

Communication Skills in English – Aspi Doctor

Teaching Thinking - Edward De Bono

De Bono's Thinking Course – Edward De Bono

Serious Creativity – Edward De Bono

The Mind Map Book – Buzan Tony

Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson

A Textbook of Translation - by Peter Newmark, Newmark

Question Paper Pattern: Semester I

Internal assessment: Components - Reading, Oral communication should be for 40 Marks

External assessment:

Section 1: English:

Q.1 a) The concept of Communication/ Thinking and Listening Skills: 7 Marks

b) Script writing: 8 Marks

Or

Q.1 a) The concept of Communication/ Thinking and Listening Skills: 7 Marks

b) Script writing: 8 Marks

Q.2 a) Translation theory: 7 Marks

b) Letter writing: 8 Marks

Or

Q.2 a) Translation theory: 7 Marks

b) Letter writing: 8 Marks

Section 2: Hindi Or Marathi:

Q.1 a) Comprehension Passage: 7 Marks

b) Letter writing: 8 Marks

Q.2 a) Essay: 7 Marks

b) Translation words, sentences, passages: 8 Marks

FUNDAMENTALS OF MASS COMMUNICATION

Semester-I

Objectives:

- ❖ To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- ❖ To study the evolution of Mass Media as an important social institution.
- ❖ To understand the development of Mass Communication models.
- ❖ To develop a critical understanding of Mass Media.
- ❖ To understand the concept of New Media and Media Convergence and its implications.

Unit – I Mass Communication (12)

- Meaning and need for Mass Communication
- Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.
- Elements and process of communication
- Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model
- Functions of Mass Communication
- Barriers of Mass Communication

Unit – II Impact of Mass Media (12)

- Introduction to Mass Media.
- Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience.
- Differentiate between Mass Communication & Mass Media.
- Means & Tools of Mass Communication:
 1. Traditional & Folk Media: Types, importance of traditional media
 2. Print: Books, Newspapers, Magazines
 3. Broadcast: Television, Radio
 4. Films
 5. Internet
 6. Advertising, Public Relations
 7. Other outdoor media

Unit – III Mass Communicators (06)

Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)

Unit – IV The New Mass Media (10)

- Media Convergence: conceptual framework, technological dimension, economic dimension, socio-cultural dimension and its implications to 'Mass Communication'.
- Developments in the Economy, Society, and Culture and its impact on current communication media.
- Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."
- Impact of social media on Mass Communication

Unit-V Impact of Mass Media on Society (08)

1. Education
2. Children
3. Women
4. Culture
5. Youth
6. Development

References:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Towards a Sociology of Mass Communication: Denis Mcquail
10. Perspective Human Communication: Aubrey B Fisher.
11. Communication Technology & Development: I P Tiwari
12. The Process of Communication: David K Berlo
13. Cinema & Television: Jacques Hermabon& Kumar Shahan
14. Mass Media Today: Subir Ghosh
15. You & Media: Mass Communication & Society: David Clark
16. Mass Culture, Language & arts in India: Mahadev L Apte
17. The Communication Revolution: Narayana Menon
18. Communication Facts & Ideas in Business: L. Brown (Prentice Hall)
19. Introduction to Communication Studies: John Fiske

20. India's Communication Revolution: ArvindSinghal and Everett Rogers
21. Many Voices One World: Report of the McBride Commission
22. Here's the News: Paul de Maesener
23. The Myth of Mass Culture: Alan Swing wood
24. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai)
25. Communication-concepts &Process: Joseph A Devito
26. Lectures on Mass Communication: S Ganesh.

INTRODUCTION TO COMPUTERS

Syllabus

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.
- To equip the student with basic knowledge of use of technology in Media Industry.

I.	Computer Basics (7 Lectures)
	Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.
	Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?
	Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
	File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.
	Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.
II.	Networking Basics (2 Lectures)
	Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
	Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans.
III.	Introduction to Internet (4 Lectures)
	Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).
	Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues
	Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.
IV.	Text and Documents Editing and Presentation Microsoft Word (5 Lectures)
	Creating, Saving documents

	Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
	Language Tools (spelling, grammar thesaurus)
	Inserting images, cut, copy, paste
	Creating Tables
	Mail merge, Use of keyboard shortcuts
V.	Microsoft Excel (4 Lectures)
	Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet
	Entering data, Formulae, functions, Editing sheets, Formatting.
	Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.
VI.	Power Point (4 Lectures)
	Introduction to presentations, create, save
	Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.
	Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,
	Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.
VII.	Introduction to Designing (4 Lectures)
	Types of communication, What is design, Types of design
	Colour theory, Hierarchy in a design, Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective
	Unicode, installing and using Unicode.
VIII.	Page Layout (Page Maker In Design and Quarkxpress (8 Lectures)
	Introduction to different pagemaking software, Tools, menus, Tools, Making pages in Quark Express / Pagemaker
	Inserting a photograph / graphics for print, Creating blurbs, Using drop caps, etc, Differences between Quark Express and Pagemaker.
	Creative page layouts in different media (flyers, brochures, books, newspapers, etc.), Basics of newspaper layout, folds, importance of placement of news above and below the fold, Preparing a dummy newspaper.
IX.	Photoshop (7 Lectures)
	Introduction to graphics, difference between vector and bitmap images, CMYK and RGB
	Image size, canvas size, Resolution and DPI. Learning tools (all tools of the toolbox), colour separation.
	Different graphic formats (PSD, JPG, GIF, etc.) Scanning and colour correction, Touching up photographs, importance of

	highlights, mids and shadows, Cloning, duplicating and adjustment.
	Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films.
X.	Adobe Illustrator (5 Lectures)
	Introduction to illustrator, tools and panels
	Creating a new document, drawing and painting, working with points - paths-layers-colours.
	Working with graphics, manipulation and effects.
	Exporting the file, proof reading and optimization for printing.
	Creating for artwork design for web and devices
XI.	Introduction to Corel Draw (5 Lectures)
	CorelDraw Terminology and Concepts
	Drawing Ellipses, Circles, Arcs, and Pie Shapes
	Drawing Lines in CorelDraw
	Drawing Rectangles, Squares, Polygons and Stars
	Cloning objects, applying colour and tone effects

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation {Power Point/Audio-Visual Presentation/Oral Presentation}

Reference Books:

Learn Microsoft Office in 24 hrs.	Photoshop
CS2 in simple step: By Dream Tech	CS2 Bible: By Dream Tech
Photoshop Savvy: By Dream Tech	
Classroom in a book: Tech Media	CS2 Bible: Tech Media
5 for windows and mac: Tech Media	Visual Quickstart Guide: Tech Media

Adobe Illustrator CS6 on Demand

By . Perspection Inc., Steve Johnson

Adobe Illustrator CS6 Classroom in a Book by Adobe Creative Team

The Adobe Illustrator CS6 WOW! Book by Sharon Steuer

A free user manual can be downloaded from the following link

http://www.google.co.in/url?sa=t&source=web&cd=1&ved=0CC0QFjAA&url=http%3A%2F%2Fmanual.finaldraft.com%2Ffd8manual.pdf&ei=8yYCU-muOoOQrQfC44HYAg&usg=AFQjCNF_sFY6BWRnmDTX2cby5zILEEPr6A

SCRATCH PROGRAMMING

1. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Scratch 1.4) Version 1.0 (<http://stwww.weizmann.ac.il/g-cs/scratch/scratch-14-textbook-1-0-two-side.pdf>)
2. Michal Armoni and Moti Ben-Ari, Computer Science Concepts in Scratch (Supplement for Scratch 2.0) Version 1.0 (Free download from: <http://stwww.weizmann.ac.il/g-cs/scratch/scratch-20-supplement-1-0-two-side.pdf>)

UNIVERSITY OF MUMBAI
FYBMM, SEM 1
INTRODUCTION TO ECONMICS

No. of Lectures – 50

The aim of this paper is to introduce the basic concepts of Micro & Macro Economics to First Year BMM students. Coupled with this, a basic understanding of the Indian economy is crucial for media students. This will sensitise them on economic issues relevant to India, Considering the augmenting importance of the media in highlighting and debating such concerns, a brief overview is essential.

SECTION 1	BASIC CONCEPTS IN MICROECONOMICS	Lectures (22)
1	Nature and Scope of Micro Economics: Meaning-nature-scope-significance & limitations, positive and normative economics. Basic Concepts, wealth-welfare and scarcity.	(2)
2	Consumer Behaviour and Demand Analysis: MarshallianApproach –Equimarginal utility- Law of demand –Determinants of demand- Elasticity of drmand and its measurement-Price, Income, Cross and Promotional Elasticity of Demand	(6)
3.	Production Function: Short run and long run production function – Economies and Diseconomies of scale, scope – international economies	(6)
4.	Costs of Production: Concepts of cost – measures of costs – Total, Fixed, Variable, Marginal, Average Costs, opportunity costs, social and private costs, implicit, explicit costs. Total Revenue – Breakeven Analysis	(6)
5.	Market Structure: Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly	(2)
SECTION II	MACROECONOMICS	(28)
1.	Introduction: Meaning and scope of macroeconomics- Concepts of National Income –	(4)

	GNP,GDP,NNP,NDP, Per Capita Income – Circular flow of income – Trade Cycles – Features and Phases	
2.	Money and Inflation: Meaning and function of money-Constituents and Determinants of money supply – Velocity of circulation of money – RBIs approach to money supply – Demand for money – Inflation – meaning- causes – effects – measures to control inflation – Monetary policy - Functions of Commercial Banks and Central Bank	(10)
3.	Brief Understanding of Government: Fiscal Policy-Sources of Public Revenue- Areas of Public Expenditure – Union Budget -Social Expenditure – Millennium Development Goals	(4)
4.	Overview of Indian Economy: Structure and macroeconomic scenario – salient features-challenges and economic issues – poverty-unemployment – infrastructure – population – India’s position in world economy – share in world GDP , Trade and Capital flows.	(6)
5.	Introduction to External Sector: Balance of Payments –Exchange Rate -Trade Policy – Free Trade and Protectionism – FDI - FII. World Institutions – IMF, World Bank and WTO – India in a globalized world	(4)

References:

1. **Paul Samuelson** – Economics
2. **David Begg, Stanley Fischer, RudigerDornbusch**– Economics
3. **Stonier & Hague** – A Textbook of Economic Theory
4. **Lipsey& Steiner** – Economics
5. **D.M. Mithani** – Business Economics
6. **R.R. Sahuraja** – Economic Theory
7. **A. Koutsoyiannis** – Modern Microeconomics
8. **Misra&Puri**– Indian Economy
9. **Economic Survey** - GOI

Subject: Introduction to Sociology

FYBMM Semester-I

Objectives:

- To acquaint the students with the basic foundations of Sociology
- To establish the relationship between Sociology and Mass Media
- To discuss Mass Media from a sociological perspective
- To highlight the need and relevance of Sociology in Mass Media.

Introduction to sociology: (4)

- Definition and features
- Sociological imagination
- Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.

Society and Social Interaction (6)

Definition of society, features, Types of Society- Rural and Urban, civil society

Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration

Social Institution (4)

- Definition
- Need for social institutions
- Types: Family, Marriage, education, religion, economy, polity, and media

Media with reference to sociology of news (4)

- Definition of news
- Types of news
- News values
- Sociological significance of news

Culture and Media (6)

- Culture: meaning, elements, types, features
- Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)
- Discussion of Core Indian values
- Establish the link between culture and media

Social stratification (4)

- Definition
- Segments: caste, class, gender, and age.

Socialization (4)

- Meaning
- Need
- Agencies of socialization with particular reference to Media

Social group(4)

- Meaning, need and importance
- Types (primary, secondary, formal, informal, in-group and out-group, Reference group)

Social control (4)

- Meaning,
- Functions
- Formal and informal means of control over media.

Social change and social movements: (8)

- **Social Change** - meaning, factors of social change, impact of social change with special reference to media and communication.
- **Social movements** - Definition, features, types of social movement, elements, stages of social movement, some examples.

References:

Title	Author	Publisher
Principles of Sociology	R.N.Sharma	Media Promoters & Publishers Pvt.Ltd
Sociology	Anthony Giddens	Wiley India Edition
Culture Change in India:Identity and Globalisation	Yogesh Sharma	Rawat Publications
Family,Kinship and marriage in India	Edited by Patricia Oberoi	Oxford India Papers
Caste in Modern India and other Essays	M.N.Srinivas	Media Promoters & Publishers Pvt.Ltd
Modernisation of Indian Tradition	Yogendra Singh	Rawat Publications
Indian Social System	Ram Ahuja	Rawat Publications
Sociology	John.J. Macionis	Pearson Education
Contemporary Sociological theory	Ruth. A. Wallace	Pearson Education
Society In India	Ram Ahuja	Rawat publications
Sociology	Shankar Rao	S. Chand

Syllabus

Effective Communication Skills – II

- OBJECTIVES

- ❖ To advance the communication and translation skills acquired in the first semester

Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Re-structuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.

Summarization: (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content,

Interpretation of technical data: Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.

Letter writing: (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.

Copywriting: (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)

Report writing: (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)

Types of translation and Practical Exercises: Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.

Reference Books:

Business Communication - Rhoda A.Doctor and Aspi H.Doctor

Communication Skills in English – Aspi Doctor

Teaching Thinking - Edward De Bono

De Bono's Thinking Course – Edward De Bono

Serious Creativity – Edward De Bono

The Mind Map Book – Buzan Tony

Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson

A Textbook of Translation - by Peter Newmark, Newmark

Question Paper Pattern: Semester II

Editing and Summarisation, General Knowledge and current affairs should be for internal assessment.

Guidelines to be followed for the question paper format:

1.a) Letter Writing: 10 Marks

b) Technical Writing: 5 Marks

Or

1.a) Letter Writing: 10 Marks

b) Technical Writing: 5 Marks

2.a) Report writing: 10 Marks

b) Copywriting: 5 Marks

Or

2.a) Report writing: 10 Marks

b) Copywriting: 5 Marks

INTRODUCTION TO MEDIA PSYCHOLOGY

Objectives:-

1. To impart knowledge of the basic concepts and modern trends in psychology.
2. To provide an interdisciplinary study of concepts in the field of media, communication and psychology.
3. To expose students to a multicultural understanding, use, influence and impact of media.
4. To prepare students for a future filled with opportunities in the field of media and communication.

TOPIC 1 - EVOLUTION OF PSYCHOLOGY.

8 Lectures.

(A) Definition of psychology.

- Branches of psychology- Overview of the fields.
- Media psychology- Definition, scope & objectives.
- Psychology and media- An uneasy relationship.

(B) Research methods in media psychology.

TOPIC 2- ROLE OF PSYCHOLOGY IN MEDIA.

10 lectures.

(A) Memory- Definition- Information processing model, LOP.

Thinking - Definition - Lateral thinking and creative thinking.

Perception – Visual and depth perception.

(B) Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising) .

TOPIC 3- PSYCHOLOGICAL EFFECTS AND INFLUENCE OF MEDIA. 12 Lectures.

(A) Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media.

Social influence. (Definition, Conformity, Compliance, Obedience& Indoctrination)

(B) Effects of media violence.

Effects of pro-social media.

TOPIC 4- DEVELOPMENTAL PSYCHOLOGICAL ISSUES WITH RESPECT TO MEDIA. 12Lectures.

(A) Learning- Theories- Classical conditioning and Operant conditioning.

- Cognitive Learning.
- Observation learning.
- Social cognition- Script and schema.
- Motivation- Definition- Types- Need hierarchy theory.

(B) Young children and media- socialization through media.

Media use and influence during adolescence.

TOPIC 5- SOCIAL PSYCHOLOGY OF THE MEDIA.

6 Lectures.

(A) Attitude formation - Theories, cognitive dissonance, role of media in attitude formation.

- Persuasion.
- Prejudice.

(B) Gender representation in media. (internal assessment)

- Representation of minority groups.
- Media representation of disability.
- Media representation of mental health.
- Audience participation and reality T.V.

Books for study:

1. Ciccarelli, S.K. & Meyer, G.E.(2006). Psychology. Pearson Education inc. and Dorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008.
2. David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.

Books for Reference:

1. Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). Social Psychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009.
2. Feldman, R.S. (2008). Understanding Psychology. (8thed.).McGraw- Hill Publication, New York.
3. Lahey , B.B. (2007). Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York.
4. Karen, E.D. (2012). Oxford Handbook of media Psychology. (1st ed.). Oxford Library of Psychology.

TOPICS FOR INTERNAL ASSIGNMENTS.

1. Media violence.
2. Love and relationships.
3. Body image and eating behavior.
4. Reality T.V.
5. News and current affairs.

6. Computer and video games.
7. Advertising and its effects.
8. Portrayal of crime in media.
9. Celebrity and Parasocial relationships.
10. Gender stereotyping on TV and media.
11. Racial and ethnic stereotyping.
12. Health communication.
13. Daily soaps.
14. Media and politics.
15. Internet and interaction.

The above topics for assignments or any others could be given to students individually or as a group project. Assignments could be written / typed report of any of the following types of work or others.

1. Review of a Film with a psychosocial perspective.
2. Small survey using questionnaire regarding issues in mass media.

EX- Reality shows real/ reel.

Use of sexual appeal in advertising.

3. Photo essay on any psychosocial topic.
4. Comic strip / Cartoon drawing from a socio- psychological perspective.
5. Review of a news report/ article and presentation with the help of posters, photos & charts.
6. One minute video/ advertisement on any psychosocial theme.
7. Debate / Group discussion in class on issues related to mass media.
8. Audio- visual presentation on any specific topic from the syllabus.

SEMESTER II

Subject : Political Concepts and the Indian Political System

Paper : II

Objectives

- To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- To orient the students to the Indian Constitution and the functioning of the Indian political system.
- To provide the students with a strong base in the 'Indian Political System' and to expose them to its dynamics and complexities.
- To establish a link between Politics and Media

Concepts: (6)

- Interaction between State and Society
- Definition and Elements of State and factors building a Nation
- Democracy: Principles, Institutions and Challenges
- Non-Democratic forms of government: Characteristics

Indian Constitution: (10)

- Features of the Constitution
- Preamble and Philosophy of the Constitution
- Fundamental Rights
- Fundamental Duties
- Directive Principles of State Policy
- Federal structure

Political Dynamics (India): (14)

- Indian Party System: Evolution
- Major National and Regional Parties
- Caste and Reservation
- Role of Religion in Indian Politics
- Local Self Government
- Electoral System and Reforms

- Coalition governments

Political Dynamics (Maharashtra): (12)

- Party system in Maharashtra: Evolution
- Regional Imbalance
- Dominant Caste
- The Dalit movement in Maharashtra and its present status.
- The Naxal movement in Maharashtra
- Mumbai's political history

Politics and Media (6)

- Role of Media in democracy
- Media and formation of Public opinion
- Political Campaigning and advertising in new media

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation
{Power point/Audio – Visual presentation/Oral Presentation}

LIST OF REFERENCE BOOKS

1. Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
2. Politics, 2nd Edition, Andrew Heywood, Ane Books.
3. Dictionary of Politics, D. Robertson, Penguin Books India.
4. An Introduction to Political Theory, Gauba, O. P., Macmillan
5. Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
6. Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
7. Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.
8. Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
9. Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.
10. An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
11. Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
12. Our Constitution KashyapSubhash, National Book Trust.
13. Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
14. Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
15. Introduction to Media and Politics, Sarah Oates, Sage publishers.
16. Principles of Modern Political Science, J.C. Johari, Sterling publishers.

Draft Syllabus	
Principles of Management: FYBMM, Semester II	
Topic	No of Lectures
Management -Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)	4
Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.	6
Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.	12
Decision Making- concept, importance and steps in decision making	6
Leadership qualities. The need for different types of leaders for different work force. Different types of Leaders	4
Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams – Team Work, Leading the team, Conflict Management - Traditional vis-à-vis Modern view of conflict, Stress management.	6
Recent Trends in Management: Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality Management, International Management	6

Reference Books

- 1 Essentials of Management Koontz H & W McGraw Hill, New York
- 2 Principles of Management Ramaswamy Himayala, Mubai
- 3 Management Concept and Practice Hannagain T. McMillan, Delhi
- 4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
- 5 Management - Text & Cases VSP Rao Excel Books, Delhi
- 6 Essentials of Management Massie Joseph Prentice Hall of India

7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra

8 Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya

9 Management Concepts and Strategies J S Chandran Vikas Publishing House

10 Principles of Management Tripathi P.C. Tata McGraw Hill

11 Principles of Management: Theory and Practice Sarangi S K V M P Publishers & Distributors

12 Principles of Management Terry G R AITBS

Draft Syllabus	
Principles of Marketing: FYBMM, Semester II	
Topic	No of Lectures
Marketing – scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.	6
Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.	6
New product strategies – Innovation, Market entry, Product line extension	6
Pricing of products: Pricing considerations and approaches, strategies and methods.	4
Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	6
Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process	10
Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies	6
Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature & importance suggestion for improvement of Rural Marketing.	4
Concept & components of a Marketing Information System,	2

Suggested Readings:

1. *Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.*
2. *Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.*
3. *Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.*
4. *Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.*

Syllabus designed by the following:

1. Dr M Hanif Lakdawala
2. Dr Shikha Dutta
3. Prof Mrs Anita Mandrekar
4. Prof Mona Bhatia
5. Prof Vaneeta Raney
6. Prof Sadaf A Shaikh

Syllabus
Introduction to Literature

Objectives-

- To give exposure to media students to various forms of Literature
- To make them understand how literature reflects contemporary period
- To identify relation between Literature and Media

Unit 1

1 Introduction to Literature

(A) Concept of Literature

(B) Forms of literature-

1. Poetry & it's types
2. Prose- Fiction-Types of Fiction
3. Drama- Elements of drama
 - (A) Plot
 - (B)Characters- Types of characters
 - (C)Setting
 - (D)Script

Unit 2

Short Stories- Kiran Desai/Ruskin Bond/Shashi Deshpande/Anton Chekhov (any collection of short stories)

Unit 3

Novel- R.K.Narayan, Raja Rao, Amitav Ghosh, Jhumpa Lahiri, Shashi Tharoor, Upamanu Chattrejee, Ernest Hemmingway, Mark Twain

Unit 4

Poetry

William Wordsworth, John Keats, Emily Dickenson, Lord Alfred Tennyson , William Shakespeare

Unit 5

Drama

The Merchant of Venice – William Shakespeare

Joseph Andrews – Henry Feilding

The Rising of the moon – Lady Gregory

Reference Books:

The Law and Literature: Shakuntala Bharvani

Introduction to literature: Gilbert Muller, John Williams

Question Paper Pattern:

Q.1) Compulsory question (Fiction)

Q.2) Critical Appreciation of any poem A or B

Q.3) Question on Short Stories – (Characterisation, Theme, Style, Narration) A or B

Sem I :BMM: History Marks 60. Internal 40

The aim of the following revised history paper for sem 1 is to acquaint the student with global happenings which have made historical milestones, changing power equations. The idea is to

Help the student understand the role of media in these events. *The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India. Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism.*

I. World Wars, Aftermath, changing boundaries: rise of dictatorships

Negative propaganda by war perpetrators,

Positive media by president Wilson

Case studies: Holocaust; War crimes

II. Cold War:

Ideological clash: Media espionage

Theatres of Cold War: Korea Vietnam, Brinkmanship in Cuba, Economic Alliances

III. UNO Formation:

Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem),

Formation of Israel, Middle East conflict

IV. Red star over China-reign of Mao-tse-tung

Pol Pot- Cambodia Killing fields-human rights violation. UDHR document, role of UN in peace keeping in Sudan, Liberia

Case studies: Iran Iraq war; End of Saddam Hussein regime

V. Nelson Mandela's contribution to removal of Apartheid.

Peace time media intervention:

- Star Radio
- Talking Drum Studio-Liberia
- Voice of Hope in Sudan

VI. Collapse of Communism:

USSR, East European nations, Glasnost & Perestroika

American hegemony-its role in Afghan War

People's Movement in China-Tianaman Square

Case studies: Collapse of Berlin Wall, Formation of CIS

VII. Role of Social Media:

Arab Spring, Tahrir Square, Egypt & Jasmine Revolution

VIII. India

Partition of India: Refugee problem; Sino Indian War 1962, Indo-Pak Wars 1965, 1971-formation of Bangladesh

India & SAARC, India's Role in Non-Aligned Movement

Cross Border terrorism, Kargil.

IX. Maharashtra" Formation of State 1960.

Game changers in the State:: Vinoba Bhave- Bhudan Movement, Maharshi D. K. Karve- Wome's Univ, Baba Amte, Anna Hazare's fight for good governance.

AC 26/2/2015

Item no. 4.11

UNIVERSITY OF MUMBAI



Revised Syllabus

Program- B.M.M.

Course: Mass Media

Sem III & IV

(As per Credit Based Semester and Grading System
w.e.f. the academic year 2015–2016)

MEDIA STUDIES

- Ch.1
 - a. Relevance of Media Studies in Contemporary Times.
 - b. Historical perspectives to media studies
- Ch.2. The Mid 20th Century Media Evolution Theory
 - a. Agenda Setting
 - b. Uses and Gratification
 - c. Two Step How
 - d. Mc. Luhan – Medhini is the message
 - e. Foucault – Power & Authority
 - f. Propaganda Model
- Ch.3 Media and Globalisation
 - a. Division and contradiction in the Global Information Infrastructure
 - b. Racist Ideologies and the Media (Stuart Ha)
 - c. Media and Diaspora
 - d. New Media Theory
 - e. Cognitive Theory
- Ch.4 Media and its commercial Impact.
 - a. Advertising Magazine Culture and the new man
 - b. Trends in Media
 - c. Feminist Strategies of Detection
 - d. Media Power and Political Culture
- Ch.5 Constituents of Media
 - a. Language
 - b. Religion
 - c. Discourse
 - d. Technology
- Ch.6 Challenges to contemporary Media
 - a. Media and Consumerism
 - b. Intellectual Property and New Media
 - c. Young people as consumers of Advertising Art.

Bibliography

1. Media Studies – Eoin Devereux
 - Media & Diaspora Pg. 363 and 369.
 - Media Power and Political Culture – Four factors of change pg. 216
2. Paul F. Lazarfeld, ‘Remarks on Administrative and Critical Communications Research’
Studies in Philosophy and Social Change P 2-16
3. Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9.
4. Norman Fasiclough – Media Discourse pg.53-74
5. M.E. Brown (ed) Television and Women’s Culture P.117 – 33.
6. R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.
7. Joke – Cultural Studies (1993) P.493-506.
8. S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption
P.103, 116-22, 131-37, 143-44.
9. Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul
Marris& Sui Thomham (Edinnurgh University Press).
10. New Technologies and Domestic Consumption – Eric Hersch (same as no.9)
11. M. Nava, changing cultures : Feminism, Youth and Consumerism P. 171-82.

Bachelors in Mass Media
INTRODUCTION TO ADVANCE COMPUTERS
SEMESTER III

Syllabus

Objectives:

- To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- To train them with the software knowledge required in the above mentioned Industries.

I Basics of Online Marketing (5 Classroom Lectures)

- Building an online marketing foundation.
- Planning and Building the Website.
- Content Marketing.
- Blogging.
- Social Media Marketing.
- Web Analytics. (Google Analytics).
- Search Engine optimization / How Google Works.
- Online Advertising / Search Engine Marketing. (Google Adwords).
- Email Marketing / Webinar.
- Online Public Relation.
- Managing Multitasking Web Marketing.

II Basics Of Animation (2 Class room Sessions + 5 Lab sessions)

- Understanding Animation (Adobe Flash may be used).
- Working with Fills and Outline, Layers and Pen tool.
- Understanding Layers and Symbols.
- Working with Text and Mask Layers.
- Creating Frame by Frame Animation.
- Motion Tweening and Motion Editor.
- Classic tweening and Shape tweening.
- Working with Sound and Video and Publishing a Movie.

III HTML 5 with CSS (3 Class room sessions + 6 Lab sessions)

- Introduction to the Web.
- Introduction to HTML5.
- Formatting Text Using Tags.
- Creating Hyperlinks and Anchors.
- Introduction to CSS3.
- Formatting Using Style Sheets.
- Displaying Graphics and CSS3 Animation.
- Creating Navigational Aids and Division Based Layout.

- Creating Tables.
- HTML Forms.
- HTMLS Audio and Video.

IV Web Designing (2 Class room Sessions + 4 Lab sessions)

- Getting Started with Web Designing (Dreamweaver CS 6 may be used).
- Working with Lists, Tables, Links and Frames.
- Forms, CSS, Behaviors and Snippets.
- Working with Multimedia Objects.
- Testing a Website.
- Working with Dynamic Websites.

V Basics Of Audio / Video Editing (4 Class room Sessions + 10 Lab Sessions)

- Introduction to Adobe Audition.
- Working with Audio Editing.
- Working with Multi-track Editor and Recording Audio.
- Working with Audio Effect.
- Introduction to Digital Video Editing.
- Starting with Adobe Premiere Pro CS6.
- Capturing Clips and Using Tools.
- Video Editing.
- Animating, Effects, Transitions and Exporting Video.
- Working with Audio.
- Creating Titles and Superimposing.
- Previewing & Rendering Output.

VI Basics Of 3D Animation (6 Class room Sessions + 6 Lab Sessions)

- Overview.
- Working with Objects.
- Transforming and Grouping.
- Shapes and Modifiers.
- Compound Objects.
- Low Poly Modeling.
- High Poly Modeling.
- Creating Models with Nurbs.
- Patch Modeling and Surface Tool.
- Modifying Objects.
- Integration of Various Modeling Techniques.
- Creation of Morph Targets.

Reference Books:

➤ Basics Of Online Marketing :

- The 36-Hour Course – Online Marketing by Lorrie Thomas From Mcgraw Hill
- Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
- 13 Pillars of Internet Marketing E book By David Bain.
- Understanding Digital Marketing By Damian Rayan & Calvin Jones.
- Social Media Marketing – All in one for Dummies.
- Advanced Web Metrics with Google Analytics.
- Advanced Google Adwords – by Brad Geddes.
- Brad Callens - Google Adwords Secrets

➤ Basics Of Flash CS6 With Animation :

- The Missing Manual by Chris Grover.
- Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team

➤ Basics Of Audio / Video Editing :

- Adobe Premier CS 6: Classroom In A Book
- Adobe After Effects Digital Classroom
- Adobe Audition CS6 Classroom In A Book

➤ Dreamweaver : Adobe Dreamweaver CS6 Bible.

- HTML 5 with CSS 3:
 - HTML 5 For Web Designers by Jeffrey Zeldman
 - HTML 5 Animation by Billy Lambert & Keith Peters

➤ Basics Of 3D Animation :

- Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani

Sybex

- Autodesk 3Ds Max 2014 by Randi L. Derakhshani & Dariush Derakhshani

Sybex

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation Power Point/Audio-Visual Presentation/Oral Presentation }

UNDERSTANDING CINEMA (SEM III)

100 MARKS PAPER

TO BE ADMINISTERED AT SEMESTER III OF BACHELOR OF MASS MEDIA

Please Note: This one paper cannot guarantee any creation of Film-makers. However, the paper takes a holistic approach giving sufficient insight to the students seeking diverse careers and certain specific knowhow of films in the short span of Three (3) months. Thus it is also necessary to retain the title of this paper as **Understanding Cinema** (to mean in the process of learning) and by its name it has given credits and jobs to a large number of students already working in the industry.

SUGGESTED GUIDELINES AND OBJECTIVES OF THE PAPER:

1. **This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.**
 - a. From A Personal Point Of View
 - b. From A Social Point Of View
 - c. From A Business Point Of View (in context of Box Office Success)
2. **The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)**
3. **The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.**
4. **Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.**
5. **The students should study cinema by watching through an open-ended list of movies.**

(Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)

6. The teacher must briefly address diverse films in the course of their lecture (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms - to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

COURSE MODULES:

MODULE 1: (12 lectures)
Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

MODULE 2: (10 lectures)
Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.

MODULE 3: (10 lectures)
In the Indian Context: Contribution and Impact of Regional Cinema.

MODULE 4: (10 lectures)
In the Indian Context: Contribution and Impact of Regional Cinema.

MODULE 5: (10 lectures)

- Basic Introduction to the TECHNOLOGY used in Cinema.
- Introduction to few important TECHNIQUES employed by different film makers.
- Introduction to the BUSINESS with prevailing practices in the production and marketing of films.

NOTE: A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.

MODULE 6: (08 lectures)
Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newsreels, Public Service Ads and others.

SYSTEM OF MARKING:

- A. This syllabus is suggested keeping in mind the credit based system of Mumbai University.
- B. The examination pattern should be strictly as per the guidelines of Mumbai University under the new credit based system sparing sufficient weightage for Internal Marks examination through assignment of practical exercises.
- C. As per the view of this Sub Committee, It would be only appropriate to administer this paper by 60:40 ratio where 60 marks should be for theory and 40 marks for practical session.

PLEASE NOTE: The Sub Committee strongly suggests that the 40 marks for internals (or 25 marks as in the present system) should be entirely retained for practicals. This is quintessential for this paper and therefore the faculty for this paper (Visiting faculty from Industry as well as Academicians) should be very judicious in assigning the projects for the same.

- D. Atleast one question from each module should be included for the term end Question paper giving equal weightage to all modules.

Suggested Bibliography

1. Classical Hollywood Cinema, Film Style and Mode of Production to 1960
- D. Bordwell, J. Staiger and K. Thompson
2. Hollywood Cinema: An Introduction – R. Maltby and I. Craven
3. The Hollywood Studio System – D. Gomery
4. Narration in Fiction Film – D. Bordwell
5. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker
7. Our Films Their Films – S. Ray
8. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema

- VinayLal and AshisNandy (Ed.)

PLEASE NOTE:The faculty for this paper can use all other possible sources to resource material for the students.

Cultural studies SYBMM Semester - III

Objectives:

- To create awareness on cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media.
- To understand the cultural concepts and its impact on the media

No. of Lectures: 48

Chapter No.1

Introduction to cultural studies:

(12)

(a) Evolution, Need and significance of cultural studies.

- Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity

(b) Theories and its relevance in media

- Diffusionism- Kroeber
- Cultural materialism- Raymond Willams
- Functionalism- Malinowski, and R. Brown
- Social interaction- G.H.Mead and Cooley
- Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall
- Culture and industry – John Fiske

Chapter- II

(12)

(a) Construction of culture

- Social
- Economic
- Political
- Religion
- Technology

(b) Re- representation and media culture

- Language
- Gender
- Race
- Class
- Ethnicity
- Kinship and terminology

Chapter- 3

(12)

Globalisation and cultural studies

- Popular culture- trends, transformation and its impact on society
- Commodification of culture and its impact on lifestyle
- Changing values, ideologies and its relevance in the contemporary society
- Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power
- Digital media culture

Chapter -4

Cultural expressions and media

(12)

- Oral traditions- folklore
- Fashions and fad
- Cuisine
- Festivals
- Sports
- Art and Architecture.

References:

- Meenakshi Gigi Durham and Douglas M.Kellner , Media and cultural studies, Blackwell publishing house,2012
- Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
- Chris Baker, "Theory and Cultural Studies", Sage Publication,2003
- Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
- Keesing Roger and Strathern Andrew: Cultural Anthropology-A Contemporary Perspective, Harcourt Brace,1998

- Ed.During, Simon: The Cultural Studies Reader
- Scupin Raymond: Cultural Anthropology, Wadsworth, 2002
- Nanda and Warms: Cultural Anthropology, Wadsworth, 2002.
- S.L. Joshi and P.C. Jain: Social Anthropology, Rawat Publications, 2001
- Richard Schaefer: Sociology-A Brief Introduction, Tata Mc-Graw Hill Publishing Company Ltd., 2006.
- Johan Hartley and Terence Hawkes: Popular Culture and High Culture-History & Theory.

Semester III

Subject : **INTRODUCTION TO CREATIVE WRITING**

Paper : I

Objectives:

- (i) To encourage students to read stories, poems, plays
- (ii) To develop further and build upon the writing and analytical skills acquired in Semesters I & II
- (iii) To acquaint students with basic concepts in literary writing.
- (iv) To prepare students to write for media.

Syllabus :

SECTION – I

A Brief Introduction to Creative Writing

Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews (05 sessions).

1. **Formal structure of the short story:** (06 sessions)
 - a. Theme
 - b. Plot
 - c. Character
 - d. Point of view
 - e. Setting

Analyse some short stories preferably contemporary on the basis of each of these formal aspects.

2. **Formal aspects of Poetry:** (06 sessions)
- a. Theme
 - b. Diction
 - c. Tone
 - d. Imagery
 - e. Symbolism
 - f. Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.

3. **Formal aspects of Drama** (06 sessions)
- a. Theme
 - b. Plot
 - c. Character
 - d. Dialogue

Analyse on play preferably contemporary on the basis of each of these formal aspects.

4. **Publication Aspects** (06 sessions)
- a. Understanding the intended readership
 - b. Revising editing and proof-reading.
 - c. Exploring the market for a suitable publisher
 - d. Preparing the manuscript as hard and soft copy
 - e. Intellectual property rights.
 - f. The financial aspects of publication

SECTION II

5. **Scripting, Screenplay, and dialogue writing focusing on** (15 sessions)
- a. Radio
 - b. Television
 - c. Short film / documentary / ad film

These are to be discussed with special reference to

- a. The storyboard
- b. The two-column script
- c. Interactive scripts
- d. Narration scripts in the screenplay format

6. **Writing for the internet, with special reference to** (06 sessions)
- a. Alerts
 - b. Blogs
 - c. News on the net

Evaluation

Sections I & II to be tested in the semester end examination (75 marks)

Assignments / Projects (25 marks)

Suggested Projects :

- Film Review
- Book Review
- Adapting a short story to a screenplay
- Writing an original screenplay / script for radio or television

Reference:

1. Arco, Peterson, S. **How to write short stories**. Peterson's, 2002.
2. Axelrod, R.B. et al. **The St. Martin's Guide to Writing: Instructor's Resource Manual**. New York: St. Martin's Press, 1994.
3. Bell, Julia. Editor. **The Creative Writing Coursebook: 40 Authors share Advice and Exercises for Fiction and Poetry**. Pan, Macmillan, 2001.
4. Brooks, Cleanth & Robert Penn Warren. eds **Understanding Poetry**, Fourth Edition, Holt, Rinehart and Winston. 1976.
5. Ciardi, J. and M. Williams. **How does a poem mean?** Boston: Houghton Mifflin Co., 1959, 1975.
6. DevAnjana, Anuradha Marwah and Swati Paul (eds), **Creative Writing: A Manual for Beginners**. Delhi: Pearson, 2008
7. Gardner, John. **The Art of Fiction: Notes on Craft for Young Writers**. Vintage Books, 1991.
8. Grenville, Kate. **The writing book: A workbook for Fiction Writers**. Allen and Unwin, 1999.
9. Kanar, Carol. **The confident Writer: Instructor's Edition**. Boston: Houghton Mifflin Co., 1998.
10. Kness, Nancy. **Beginnings, Middles and Ends (The Elements of Fiction Writing)**.
11. McCrimmon, James M. **Writing with a Purpose**. Boston: Houghton Mifflin Co., 1980.
12. Muller, Gilbert H. & John A Williams. **The McGraw-Hill Introduction to Literature**. Second Edition, McGraw-Hill, Inc. 1995.
13. Ritter, Robert, M. Editor. **The Oxford Dictionary for Writers and Editors**. OUP, 2000.
14. Roberts, Edgar, V. **Writing Themes about Literature**. New Jersey: Prentice Hall Inc. 1982.
15. Singleton, John and M. Luckhurst. Eds. **The Creative Writing Handbook**. Plagrave, Macmillan,

1999.

16. Sova, Dawn, B. *How to write articles for Newspapers and Magazines*. Peterson's, 2002.

Books on Script Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- [The Complete Book of Scriptwriting](#) by [J. Michael Straczynski](#)
- [Successful Scriptwriting](#) by [Jurgen Wolff](#)
- [Successful Scriptwriting](#) by [Kerry Cox](#)
- [Writers on Comics Scriptwriting, Vol.2](#) by [Andrew Kardon](#)
- [Film Scriptwriting, Second Edition: A Practical Manual](#) by [Dwight V Swain](#)
- [Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules](#) by [Ken Dancyger](#)
- [Trip to Quiapo: Scriptwriting Manual](#) by [Ricky Lee](#)
- [Alternative Scriptwriting: Writing Beyond the Rules](#) by [Ken Dancyger](#)
- [Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition](#) by [John Morley](#)
- [Global Scriptwriting](#) by [Ken Dancyger](#)
- [Alternative Scriptwriting](#) by [John Greyson](#)
- [Radio Scriptwriting](#) by [Sam Boardman-Jacobs](#)
- [Basics Animation: Scriptwriting \(Basics Animation\)](#) by [Paul Wells](#)
- [The Scriptwriting Pack](#) by [Ross Smith](#)
- [How to Make Money Scriptwriting](#) by [Julian Friedmann](#)
- [Scriptwriting for Effective Telemarketing](#) by [Judy Mckee](#)
- [Alternative Scriptwriting 2nd Edition](#) by [Ken Dancyger](#)
- [Scriptwriting for Animation \(Media Manuals\)](#) by [Stan Hayward](#)
- [Scriptwriting for the Screen](#) by [Charlie Moritz](#)
- [Scriptwriting Updated](#) by [Linda Aronson](#)
- [Screen Adaptation : A Scriptwriting Handbook, 2nd Edition](#) by [Kenneth Portnoy](#)
- [Scriptwriting for the Screen \(Media Skills\)](#) by [Charlie Moritz](#)
- [Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules](#) by [Ken Dancyger](#)
- [The Complete Book of Scriptwriting](#) by [J. Michael Straczynski](#)
- [Complete Book of Scriptwriting Rev Edition](#) by [J. Michael Straczynski](#)
- [Humbridge: an Everyday Story of Scriptwriting Folk](#) by [Anthony Parkin](#)
- [Writers on Comics Scriptwriting Volume 2](#) by [Tom Root](#)
- [Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage](#) by [Ronald Wolfe](#)
- [Gardner's Guide to Animation Scriptwriting : The Writer's Road Map \(Gardner's Guide series\)](#) by [Marilyn Webber](#)
- [Video Scriptwriting : How to Write for the \\$4 Billion Commercial Video Market](#) by [Barry Hampe](#)
- [Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering,Factual Information, First Edition](#) by [John Morley](#).
- [Aristotle in Hollywood: Visual Stories That Work \(Studies in Scriptwriting\)](#) by [Ari Hiltunen](#)
- [An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres](#) by [Robert B. Musburger, PhD](#)
- [The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows](#) by [Donna Matrazzo](#).

- [Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production \(Bfi Teaching Film and Media Studies\) by Mark Readman](#)

Books on Screenplay Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- [Screenplay : The Foundations of Screenwriting by Syd Field](#)
- [Writing the Character-Centered Screenplay by Andrew Horton](#)
- [Writing Your Screenplay by Lisa Dethridge](#)
- [500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend by Jennifer Lerch](#)
- [How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane](#)
- [Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson](#)
- [Screenplay: Writing the Picture by Robin U. Russin](#)
- [The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and Television by Cynthia Whitcomb](#)
- [Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit](#)
- [Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton](#)
- [Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton](#)
- [The Perfect Screenplay: Writing It and Selling It by Katherine Herbert](#)
- [Writing the Screenplay: TV and Film, 2/E by Alan A. Armer](#)
- [The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley](#)
- [The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno](#)
- [Writing a Screenplay by John Costello](#)
- [The Technique of Screenplay Writing by Eugene Vale](#)
- [Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes](#)

Useful Websites: (Retrieved from [http:// education-portal.com/articles/25 Helpful Websites for Creative Writers.html](http://education-portal.com/articles/25%20Helpful%20Websites%20for%20Creative%20Writers.html))

General Writing

[Writer's Digest](#)

[NoviceWriters.net](#)

[Writing Fix](#)

[Writer's FM](#)

Writing Prompts

[The Story Starter](#)

[CreativeWritingPrompts.com](#)

[Fifteen Minutes of Fiction](#)

[Imagination Prompt Generator](#)

[Bonnie's Online Story Spinner](#)

Writing Mechanics

[Grammar Girl](#)

[SparkNotes Searchable Database](#)

[The Owl](#)

[Web English Teacher](#)

[AutoCrit Editing, Wizard](#)

Getting Published

[First Writer](#)

[Agent Query](#)

[Literary Marketplace](#)

[Duotrope's Digest](#)

[Funds for Writers](#)

Additional:

[40 of the Best Websites for Young Writers](#)

[The Ultimate Writers Guide to improving Your Blogging Skills](#)

www.museindia.com

www.languageinindia.com

Suggested Syllabus Revision for SYBMM Sem III

Introduction to Public Relations

Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations.
2. To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
3. To equip students with basic skills to write & develop Press Release & other PR communication.
4. To design a PR campaign.

Topic Outline

Sr. No	Topic	No. of Lectures
1.	a. Definition of Public Relations (PR) A. Nature B. Scope C. Stakeholders b. Evolution of PR. With special focus on India.	06
2.	PR, Propaganda, Public Opinion & Publicity.	02
3.	PR and Marketing PR & Advertising, PR and Branding	06
4.	Objectives, Functions of PR, Skills needed to be a PR Professional.	04
5.	a. In-house PR and PR Consultancy: Advantages & Disadvantages b. Internal and External PR : With focus on Corporate Communications	04
6.	Corporate Image Management	02
7.	PR Tools: I. Media tools a. Press release b. Press conference c. Others II. Non Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others III. Content Development in PR a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media	08

8.	New age PR:Digital PR (To be taught with contemporary cases)	04
9.	PR process with emphasis on developing a PR campaign	04
10.	Crisis communication (With case studies) a. Preparing a crisis plan b. Handling crisis	04
11.	Social responsibility & PR (With case studies)	02
12.	Ethics in PR: Code of conduct(With case studies)	02

References

- Excellence in Public Relations and Communication Management
 - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.
- Crisis Communications: A Casebook Approach
 - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
- Strategic Planning for Public Relations
 - Ronald D. Apr Smith; Lawrence Erlbaum Associates.
- Corporate Public Relations: A New Historical Perspective
 - Marvin N. Olasky; Lawrence Erlbaum Associates.
- Public Relations Writing: Principles in Practice
 - Donald Treadwell, Jill B. Treadwell; Sage Publications.
- Media Writing: Print, Broadcast, and Public Relations
 - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.
- New media and public relations
 - Sandra C. Duhé; Peter Lang.
- Online Public Relations
 - David Phillips, Philip Young; Kogan Page.
- Effective Public Relations
 - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- PR and Media Relations
 - Dr. G.C. Banik; Jaico Publishing House.
- Public Relations techniques that work

- Jim Dunn; Crest Publishing House.

- Principles of Public Relations
 - C.S. Rayudu and K.R. Balan; Himalaya Publishers.

- Public Relations for your business
 - Frank Jefkins; Jaico Publishing House.

- The fall of advertising and the rise of PR
 - Al Ries, Laura Ries; Harper Collins.

- Public Relations : The profession and the practice
 - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.

- A Handbook of Public Relations and Communication
 - Lesly Philip; McGraw Hill Education.

- This is PR – The realities of Public Relations
 - Newsom, Turk, Kruckeberg; Thomas Asia.

Mass Media Research

Objectives:

- **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**

SL.No	Particulars	Sessions
1.	Relevance, Scope of Mass Media Research and Role of research in the media	3
2.	Steps involved in the Research Process	3
3.	Qualitative and Quantitative Research	3
4.	Discovery of research problem, identifying dependent and independent variables, developing hypothesis.	6

5.	Concept, types and uses of Research Designs: a. Exploratory b. Descriptive and c. Causal.	3
6.	Data – Collection Methodology : a. Primary Data – Collection Methods i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations b. Secondary Data Collection Methods c. Literature review	6
7.	Designing Questionnaire and measurement techniques: a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales	6
8.	Sampling process	6
9.	Data Tabulation and Research report format	3
10.	Application of research in mass media	3
11.	Introduction to Semiology a. The semiotic approach to the construction of meaning b. Barthes Primary level and secondary level signification. c. Semiotic analysis	6
12.	Content Analysis: a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis	6

Reference Books:

1. Kothari; Research Methodology; Wiley Eastern Ltd.
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
4. Gunter, Brrie; Media Research Methods; (2000); Sage
5. Wimmer and Dominick; Mass Media Research
6. De Fleur; Milestones in Mass Communication Research

Syllabus revision Committee:

1. Dr M HanifLakdawala (Convenor)
2. Prof Anita Mandrekar
3. Prof Shikha Dutta

BMM (SEMESTER - IV)

INTRODUCTION TO JOURNALISM

Objectives:

To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

1. Changing face of journalism from Guttenberg to new media4
2. Journalism in India:
 - Earliest publications
 - The rise of nationalist press
 - Post 1947
 - The emergency 1975
 - Post Emergency
 - Post liberalization of the economy boom in magazines niche journalism
.....6

How technology advancement has helped media?

3. New media with special reference to rise the Citizen Journalism 4
4. Definition of News; Hard News / Soft News and blend of the two.....4
5. The news process from the event to the reader.....2
6. Criteria for news worthiness2
7. News Reports; Features; Editorials2
8. Components of a news story
 - Finding a new angle
 - Writing a lead

• Types of Lead	
• Inverted pyramid format	8
9. Role of Journalism with special emphasis on its role to educate	
• Interpretation	
• Transmission of values	
• Development	
• Entertainment	2
10. Principles of Journalism	
• Objectivity	
• Accuracy	
• Without fear or favour	
• Balance	2
11. Basic difference in writing for the print, television and online journalism	2+2
12. Jobs in journalism.....	2
13. Latest trends and issues in journalism.....	2
14. Short notes on	
Press council of media students	2
Audit bureau of circulation.....	2

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism : Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism : James glen stowall

SEMESTER IV

Subject :Print Production And Photography

Paper: III

Objectives: To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.

Photography

Basic Photography:

1. History of Photography
2. Loading the film and shooting
3. Operation of a film camera
4. Care and maintenance of camera equipment

Basic Principles:

1. Properties of light, reflection, transmission, refraction, Different type of light sources and their sources and properties, controlling light, Types of light, forms of light.
2. Types of Cameras, virtual image formation, Lens (various types of lenses) – Wide Angle, Tele, Normal, Zoom)
3. Photosensitive material, Celluloid, Film & ISO, Types of film, Colour film – C41 process.

Exposure:

1. Mechanism of aperture, shutter, ISO.
2. Correct exposure.

Concepts of composition

Digital Capture

Various types of Digital Capture and Image.

Total sessions: 35 of 50 minutes each.

Print Production

Major landmarks in history and development of ‘print technology’

Basic print: processes, contact, projection, composition, inprinter, special effect printer.

Print machines and image carriers

+ Letterpress, offset, silkscreen, digital print

DTP

Future trends in print technology

Awareness of Photo-editing softwares (Possibilities and Limitations)

Softwares:

Adobe Photoshop, Adobe Lightroom, Colour Correction, Processing, High Dynamic Range, Illustrator.

Internal Assessment :Group Project / Individual project / Book review, Class test, Casestudy, Presentation, Powerpoint, Audio-Visual presentation, Oral presentation

Total sessions: 13 of 50 minutes each.

References:

1. Mitchell Beazley – The Art of Colour Photography – Octopus Publishing Group Ltd.
2. John Hedgecoe – John Hedgecoe’s Creative Photography – Collins and Brown
3. M. Beazley- John Hedgecoe’s Workbook of Darkroom Techniques – Red International Books Ltd.
4. Steve Bavister – Digital Photography – Collin’s & Brown Ltd 2000
5. John Hedgecoe – John Hedgecoe’s Basic Photography – Collins and Brown

ORGANISATIONAL BEHAVIOUR.

OBJECTIVES.

- To impart knowledge of the basic concepts and facets of organisational behaviour.
- To highlight the role of psychological factors & process at work.
- To foster management skills among students.

1. **Nature of Organisational behaviour.** (4)

- Definition of Organisation & Types.
- Concept of OB & its scope.
- Models of Organisational Behaviour.

2. **Organisational structure & its Environment.** (6)

- Organisation and its environment.
- Formal Organisation: Design & Structure.
- Divisions of work and task interdependence.

3. **Organisation Culture.** (6)

- Sources of Organisational Culture.
- Types of Organisational Culture.
- Manifestation & Managing Organisational Culture.
- Work force diversity - Gender , Ethnic & Community issues & personality factors.

4. **Motivation.** (8)

- Theories of Motivation – Need & Process Theory.
- Application of Motivation Theories.

5. **Group Dynamics in Organisation.** (6)

- Concepts of group & types of group.
- Group norms & Group cohesion.
- Concept of team work.

6. **Decision making.** (6)

- Decision making – definition & process.
- Group Think, risky shift & Polarisation.
- Techniques for improving decision making- MIS (Management Information System).

7. **Leadership.** (6)

- Importance & Characteristics of control.
- Qualities of an effective Leader.
- Leadership Style & effective Communication.

8. **Dynamics of stress.** (6)

- Concept.
- Causes & effect.
- Coping Strategies.

REFERENCE BOOKS.

1. Newstorm, J.W & Davis, K.(2002) Organisational Behaviour, Human Behaviour at Work (11th Edition)., Tata McGraw Hills.
2. Khanka, S.S.(2006)Organisational Behaviour-Text & Cases (5th Edition) S.Chand& Co Ltd.
3. Robbins, S.P.(2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.
4. Luthans& Fred (2010) Organisational Behaviour (12th edition) McGraw Hills.

TV Radio-SYBMM Syllabus

Semester IV

Objectives

To acquaint students with the working of two powerful media ie radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

I. Introduction	No. of lectures
- A Short History of Radio & TV in India	6
- All India Radio	
- Doordarshan	
- Prasar Bharti main points	
- Convergence trends	
II. Introduction to Sound for both TV & Radio	
- Types of Sound: Natural, Ambient, Recorded	10
- The Studio Setup	
- The Sound Equipment: Mixer, Control Panel	
- Tape Recording	
- Digital Recording	
- Outdoor Recording	
- Types of Microphones	
- The Editing suite	
..	

III. Introduction to Visuals

- The Power & Influence of Visuals 6
- The Video-camera: types of shots, camera positions, shot sequences, shot length
- Lighting: The importance of lighting
- Television setup: The TV studio, difference between Studio & on-location shoots

IV. Introduction to Radio Formats 4

Broad guidelines -classifications

- News
- Documentary
- Feature
- Talk Show
- Music shows
- Radio Drama
- Sports broadcasting

V. Introduction to Television Programming 4

Broad guidelines and classification

- News
- Documentary
- Feature
- Talk Shows
- TV serials & soaps

- Sports
- Reality
- Animation

VI. Different Roles

6

- Community Radio-role and importance
- Contribution of All India Radio
- The Satellite and Direct to Home challenge

VII. Other Requirements

6

- Story board
- On-line editing
- Educational TV with reference to Jamia-milia, etc. virtual classrooms

VIII. Broadcast Production

6

- Pre- Production
- Production
- Post- Production

Suggested case studies: BBC Radio

Suggested assignments: Short documentary films

S.Y.B.M.M.

SEM- IV

Teaching Learning Objectives

1. To introduce Students to the basic steps in advertising
2. To help students understand the creations of an ad campaign
3. To understand the structure of an Ad Agency

Introduction to Advertising Proposed Changes

NO. of Lectures

- | | |
|--|------|
| 1. A brief history of Advertising and the current status of Advertising
The basic characteristics of Advertising
The limitations of advertising
Effects of Advertising on the Economy, on Society
The Ethical Issues in Advertising
The criticism of advertising | (8) |
| 2. The Advertising Agency
Structure of an Ad Agency
The role of an Ad Agency
The various departments of an Ad Agency, Account Planning, Research,
Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept.
and Production Dept.
The functions of each department (in brief) | (10) |
| 3. The role of Advertising in the Marketing Mix
(10)
The communication Process
The steps involved in creating an Advertising Strategy
(The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
Post Campaign Research | |
| 4. Concepts IMC – Dagmar – USP – AIDA
(6) | |
| 5. The need for Research
(10)
Copy research, pretesting, post testing, concept testing
Product research, Media research | |
| 6. The Advertising Budget
(4) | |

How the Agency earns its income

The relationship between the Client – Agency-Media-Consumers

Project Individual Projects. Students should be given a product or service and asked to Develop the advertising strategy for the same

- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education

Sem.-V

MEDIA PLANNING AND BUYING**Max. Marks: 100 (Theory:75, Internals: 25)**

Objectives:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Media Planning and Selection	<ol style="list-style-type: none"> 1. An Overview of Media Planning 2. Basic Terms and Concepts 3. The function of Media planning in advertising 4. Role of Media planner 5. Challenges in Media planning 6. Media Brief 7. Media Audit 8. NCCS Grid 	4
MODULE II	Sources of media research	<ol style="list-style-type: none"> 1. Nielson Clear Decision (NCD for Print) 2. Broadcast Audience Research Council 3. Audit Bureau of Circulation 4. RAM 5. Comscore - Digital 	4
MODULE III	Media planning process	<ol style="list-style-type: none"> 1. Situation analysis and Marketing strategy plan 2. Setting Media objectives 3. Determining Media strategy 4. Selecting broad Media classes 5. Selecting Media within classes 6. Budget and Media Buying 7. Evaluation 	8
MODULE IV	Criterion for selecting media vehicles	<ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print) 	4
MODULE V	Selecting suitable Media options and Media Buying	<ol style="list-style-type: none"> 1. Newspaper 2. Magazine 3. Television (National, Regional and Local) 4. Radio 5. Outdoor and out of home 6. Cinema Advertising 	4

		7. Digital Advertising	
MODULE VI	Communication Mix	• Events • sponsorship • Merchandising • Point of purchase • In film advertising • Mobile advertising • word of mouth • Ambient advertising	4
MODULE VII	Negotiation skills in Media Buying	1. Negotiation Strategies 2. Laws of Persuasion	6
MODULE VIII	Digital Media Planning	1. Various Digital channels a. Search Engine Optimisation b. Search Engine Marketing c. Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) d. Targeting/Remarketing e. Mobile advertising (WAP & APP) 2. Various types of digital a. Display Advertising ads and its various Ad formats b. Video Advertising and its various Ad formats c. Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)	8
MODULE IX	Digital Media Buying	1. Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Direct buys from the websites 3. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 4. a. Cost per action (CPA), or pay per action (PPA) b. cost per conversion or Revenue sharing or cost per sale, 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) 8. The Local Publishing Market	6
Guidelines for Internals: a. Every student must submit a media plan for local television along with the rates, and			

detailed media scheduling. product, budget and city to be given by the faculty.

Mandatories :

- a. Six hours workshop on Media scheduling software conducted by industry practitioner
- b. Two case studies on actual Media plans

Reference Books and material

1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

Sem.-V**BRAND BUILDING**

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

MODULE	Topic	Details	Number of Lectures
MODULE-I	Brand	<ol style="list-style-type: none"> 1. Definition 2. Importance of branding 3. Difference between Brand and Product 4. Process of branding 	04
MODULE-II	Brand Identity	<ol style="list-style-type: none"> 1. Core Identity 2. Extended Identity 3. Brand Identity Traps 	04
MODULE-III	Brand Positioning	<ol style="list-style-type: none"> 1. Definition 2. Importance of Brand Positioning 3. Perceptual Mapping 	08
MODULE-IV	Brand Personality	<ol style="list-style-type: none"> 1. Definition 2. The importance of creating Brand Personality 3. Attributes that affect Brand Personality 4. Factors that affect Brand Personality 5. Brand Personality Models <ul style="list-style-type: none"> - Relationship Model - Self Expressive Model 	04

		<ul style="list-style-type: none"> - Functional Benefit Model 6. The Big Five 7. User Imagery 	
MODULE-V	Brand Leverage	<ul style="list-style-type: none"> 1. Line Extension 2. Brand Extension 3. Moving Brand up / down 4. Co-branding 	04
MODULE-VI	Branding Strategies	<ul style="list-style-type: none"> 1. The three perspective of Brand Strategic customer analysis 2. Completion self analyss 3. Multi Product Branding 4. Multi Branding 5. Mix Branding 6. Brand Licensing 7. Brand Product Matrix 8. Brand Hierchy 9. Brand Building Blocks 	08
MODULE-VII	Brand Repositioning	<ul style="list-style-type: none"> 1. Meaning 2. Occasion of use 3. Falling sales 4. Making the brand contemporary 5. New customers 6. Changed market conditioning 7. Differentiating brands from competitors 1. Case studies such as Vicks Vapour, Milkmaid etc 	06
MODULE-VIII	Brand Equity	<ul style="list-style-type: none"> 2. Definition 3. Step in creating Brand Equity 4. Awareness 5. Perceived Quality 6. Brand Association 7. Brand Loyalty 8. Other Brand Asset 	06
MODULE-IX	Brand Equity Management Models	<ul style="list-style-type: none"> 1. Brand Equity Ten 2. Y & R (BAV) 3. Equi Trend 4. Interbrand 	02
MODULE-X	Brand Building Imperative	<ul style="list-style-type: none"> 1. Co-ordination across organisation 2. Co-ordination across media 3. Co-ordinating strategy & tactics across markets. 	02

Guidelines for Internals:

- a. Every student must submit a brand augmentation for a well known brand with detailed such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.
- b. Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines , color etc and submit to the faculty

Reference Books and material

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

Sem.-V

ADVERTISING IN CONTEMPORARY SOCIETY

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

MODULE	Topic	Details	Number of Lectures
MODULE I	Change in Environment	Policy post independence Policy 1990 onwards	4
MODULE II	Study of Environment post independence and post 1991 Liberation Policy	Effects of Liberalisation on Economy Business Employment Advertising Life Style	8
MODULE III	International & Global Advertising & Marketing	The environmental analysis of all foreign countries The use of this analysis in marketing and Advertising.	8
MODULE	Social	Definition	8

IV	Marketing	Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	
MODULE V	Advertising	The effect of Advertising on Society Criticism of Advertising Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias Advertising and popular culture Social implication of advertising The role of advertising on the economy	10
MODULE VI	Types of Advertising	Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	6
MODULE VII	Internet	Digital Marketing	4
Reference Books and material			
<ol style="list-style-type: none"> 1. Advertising Amita Shankar 2. Advertising London & Britta 3. Advertising Ramaswamy & Namakeeman 			

Sem. V

CONSUMER BEHAVIOUR.

Max. Marks: 100 (Theory:75, Internals: 25)

OBJECTIVES.

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

Module – I

- (a) Introduction to Consumer Behaviour.

- Concepts
- Need to study Consumer Behaviour.
- Factors influencing Consumer Behaviour.
- Changing Trends in Consumer Behaviour.

(b) Consumer Behaviour & Marketing.

- Marketing Segmentation. – VALS.
- Components, Process of Marketing Communication.
- Message.
- Persuasion. -Need & Importance.
 - ELM.
 - Appeal.

Module – II Relevance of Perception & Learning in Consumer Behaviour. 10

(a) Concepts, Elements in Perception, Subliminal Perception.

(b) Learning.

- Elements of Consumer Learning.
- Cognitive Theory. – Social Learning.
- Behavioural Learning. – Classical, Instrumental Theory.

Module – III Psychological Determinants & Consumer Behaviour. 10

(a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.

(b) Personality & Attitude. – Theories of Personalities & its application.

- Freudian, Trait, Jungian, Self-concept.

(c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour.

- Cognitive Dissonance.
- Tricomponent.
- Changing attitude in Consumer Behaviour.

Module – IV Social& Cultural aspects of Marketing & its impact on Consumer Behaviour. 08

- Family.
- Social Stratification. – Class, Age, Gender.
- Group. – Reference Group.
- Culture. – Sub-Culture.
- Changing Indian Core Values.

Module - V.

(a) Consumer Decision Making.

- Process.
- Models.
- Levels.
- Opinion Leaders & Consumer Decision Making.

(b) Adoption & Diffusion Process.

Reference Books :-

- Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
- David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
- Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
- S.Ramesh Kumar, Consumer Behaviour & Branding .Pearson Education India. 2009.
- Satish.K.Batra, Consumer Behaviour. Test & Cares , Excel Books India. Jan 2009.

SEM. V

COPYWRITING

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various media
- To train students to generate, develop and express ideas effectively

<ul style="list-style-type: none"> To learn the rudimentary techniques of advertising - headline and body copywriting. 			
MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Copywriting	<ul style="list-style-type: none"> Basics of copy writing Responsibility of Copy writer 	2
MODULE II	Creative Thinking	<ul style="list-style-type: none"> How to inculcate a 'creative thinking attitude'. Left brain thinking; Right Brain thinking Conscious mind; unconscious mind Role of Heuristics and assumptions in creative thinking Five steps of Creative process 	3
MODULE III	Idea Generation Techniques	<ul style="list-style-type: none"> Theories of ideation Idea generation techniques: eg. <ol style="list-style-type: none"> Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics. 	3
MODULE IV	Transcreativity	<ul style="list-style-type: none"> Introduction Purpose 	1
MODULE V	Briefs	<ul style="list-style-type: none"> Marketing Brief Creative Brief 	4
MODULE VI	Writing persuasive copy	<ul style="list-style-type: none"> The CAN Elements (connectedness, appropriateness, and novelty) Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling, 	4

MODULE VII	Writing copy for various Media	<ul style="list-style-type: none"> a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital: email, web pages 	10
MODULE VIII	Writing copy for various audiences	<ul style="list-style-type: none"> a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives 	6
MODULE IX	How to write copy for:	<ul style="list-style-type: none"> a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Advertorial, f. Informercial. 	6
MODULE X	Various types of Advertising appeals and execution styles	<ul style="list-style-type: none"> a. Rational appeals b. Emotional appeals: Humour, Fear, Sex appeal, c. Various advertising execution techniques 	6
MODULE XI	The techniques Evaluation of an Ad Campaign	<ul style="list-style-type: none"> a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	3
Guidelines for Internals:			
<p>Producing the following:</p> <ul style="list-style-type: none"> c. 30secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality. d. A poster on any one social issue. e. Every student should be instructed to maintain a scrap book where they write copy for one brand every week. 			
Suggested reading: Copywriting by J.JonathanGabay FRSA			

Sem. V

Ad Design:

Max. Marks: 100 (Theory:75, Internals: 25)

Objective:

- To make students understand the process of planning & production of advertisement
- To highlight the importance of visual communication
- To provide practical training in the field of advertising

1. Introduction to Agency Departments & Role of each department. (2 Lectures)

a. Basic depts.:

- i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.
- ii. Media Dept: Media research/ Media planning/ Media booking, buying.
- iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree
- iv. Production Dept: In house or outsource. Production
 1. Print: Hoardings/ Brochures/ Packaging etc
 2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing
 3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing

2. Understanding Design: Design as a language of emotions/ Communication. (6 Lectures)

a. Introducing to students to: Elements of design (as vocabulary).

i. Point/ Line/ Shape/ Tone/ Colour/ Texture

b. Introducing to students to: Principles of Design: (grammar of design Language)

i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity

c. Introducing students to the Rules: Gestalt principles

i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

3. Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning. (2 Lectures)

4. Introduction to Optical illusions: (2 Lectures)

a. Influence of surrounding shapes on shape & size

b. Influence of surrounding colour/tone on object colour & tone

c. Appearance of space & depth/ form

5. Introduction to Word expression: (Expressive words) (2 Lectures)

a. How word meaning is expressed through the appearance of word/ visual impact.

b. Calligraphy & graceful typography.

6. Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class (4 Lectures)

a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.

b. Tagline: typeface/ alignment/ placement etc.

7. Introduction to Layout: (2 Lectures) Choosing right format/ right canvas/ Optical center/ Equilibrium
Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar 95610 95105 | 98215 95105

- a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window
- b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

8. Use of picture (visual) as means to select Target audience (4 Lectures)

- a. Choosing a picture
 - i. Expression of Problem (Hair-fall, toothache etc)
 - ii. Expression of benefit (Glowing face, fitness etc)
 - iii. Irresistible presentation of product (Watch/Car etc) class
 - iv. Dramatization (Cold drinks/ Mentos etc)
 - v. Association of ideas
- b. Headline size/ break/ highlight/ two tone head
- c. Subhead size/ style
- d. Body copy type: Descriptive/ pointer/ bulleted

9. Introduction to Typography & Text treatment: (2 Lectures)

- a. Classification of typefaces & combinations.
- b. Size/Weight/posture etc.

10. Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand (2 Lectures)

11. Introduction to Art direction for diff media: (4 Lectures) Role of an Art Director

- a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc)
- b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc
- c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc
- d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV
- e. Web ad: Advantage of pop up/ Key word SEO etc
- f. Direct mailers: Advantage of prior knowledge/ prior relation etc

12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign

Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

- a. Understanding Brand (Brand building)
 - b. Understanding TA's favorite place, shows, reading (Media research/ planning)
 - c. Understanding buying motives/ habits/ influences (Consumer behaviour)
 - d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief
 - e. Arriving to a **Big idea**/Copy platform (Copy writing) considering all the factors above.
 - f. Layout stages & final design
13. Corporate stationary & Brand manual (Logo design philosophy)
14. Ad Campaign (system work) Prints & presentation

Internals:

AC 26/6/2015

Item No. 4.19 (A)

a. **Scrap book:** Ads collected from newspaper & magazines & analysis based in design context.
(guidelines on separate paper)

b. **Sketch book:** Explanation with examples & practical assignment based on the topic in sketch book.

a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.

b. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar 95610 95105 | 98215 95105

Elements of External Campaign:

1. **Logo** Design with design philosophy (manual)
2. **Stationary:** Letterhead, Envelope, Visiting card with common theme
3. **Newspaper ads: Set of 3 ads** with layout similarity (common theme)
4. **Magazine ads:** Set of 3 ads with layout similarity (considering size, print Q, Paper Q, life & frequency of reading)
5. **Outdoor Ad:** Poster/ Hoarding
6. **Innovative/ Ambient/ Transit** (Any one)
7. **Point of Sale ad:** Dangers/ Standees/ Show-cards etc
8. **Merchandise:** Branding/ recall instrument (cap/ keychain etc)
9. **TVC:** Story board of 12 to 16 frames with character detail, OSD, VO, VFX, SFX, Product flash
10. **Website:** Pop up/ Banner/ scroll ad & home page (Note: Home page is not the ad)

Reference books:

1. **Advertising Art & Ideas G. M. Rege**
2. **Art & Production N. N. Sarkar**
3. **Brand Positioning Subroto Sengupta**
4. **Ogilvy on Advertising David Ogilvy**
5. **The Advertising Handbook Dell Denison**
6. **Advertising by Design Robin Landa**

Sem. V
Editing

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives

- As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement .
- It aims at orienting students to gain more practical knowledge in the print media scenario.
- The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.
- The syllabus tackles editing from various beats points of view.
- Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.
- With global media and changing advertising concepts lay-outs in modern times can be imparted.

Module	No of Lectures
I. Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes.	6
II. Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.	6
III. Justification of news placements. Beat speciality in writing news.	4
IV. Art of writing headlines. Types of head lines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids.	4
V. Layout- and design. Different types of layouts.	4
VI. Requirements of copy (sub) editor. Using search engines and maintaining data and other duties of the sub editor. Additional responsibilities due to changes in printing technology etc.	6
VII. Copy editing techniques for digital media and e editions, multi-editional papers	4
VIII. Judging newsworthiness and knowing wire services	2
IX. Organisation and hierarchy chart for editorial department and functions at each level.	4
X. Vocabulary, changing usages of mixed coding and guidelines for writing according to stylebooks.	4

XI. Photo and visual selection, writing captions, ethics for visuals.

4

XII. Case Studies:

- a. Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/ Mumbai Chapter
- b. Broadsheet- Times of India, Asian Age
- c. Broadsheet: Regional Lokmat
- d. International tabloid- The Sun
- e. International Broadsheet: The Washington Post

Recommended references:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard

SEM. V

REPORTING

Objectives

-To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. To make

them understand basic ethos of the news and news-gathering.

-To prepare them to write or present the copy in the format of news.

-To develop nose for news.

-To train them to acquire the skills of news-gathering with traditional as well as modern tools.

-To inculcate the skills for investigative journalism.

-To make them understand the basic structure/ essential knowledge for various beats.

-To make them responsible reporters and the face of media.

Syllabus

1. What is News? Definition of News.

News values. Elements of news/news sense. What makes news as news.

2. 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?

3. News Gathering

A) How do reporters gather news.

Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes.
Incident/On the spot coverage.

B) Sources

Primary & Secondary

Official & Unofficial or Hidden or Confidential.

Off the record sources/ Self Developed sources.

Role of anonymous sources.

New-age technological sources.

How to develop sources.

Reliability and confidentiality of sources.

4) News-writing

How to write a news story

Construct the news. - Intro, Dateline, Credit-line, Bod-ytext.

Inverted Pyramid style as the basic requirement.

Use of news parlance. Use of verbs, adjectives, comment.

5) Follow-up Story

6) Beats System in Reporting - What is beat system, why it is necessary, how does it help, What are requirements of various beats.

The basic beats such as.

Crime, Civic Affairs/Local Administration, Law & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation),

Infrastructure, Education, Health, Entertainment, Defence.

New upcoming beats :

Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer.

7) Citizen Journalism

Participation of citizens in breaking news-stories. A new branch.

8) Importance of New Tools in the hands of Reporters.

RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.

The use/misuse of these tools, Authenticity and credibility of these tools.

Significance of pictorial/graphic element and support to your news story or any such extra audio-visual material supporting your story. Can it add value, efforts to get hold of it, Can it have negative impact.

9) Coverage of Disasters

Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities.

Study these with special in-depth reference to the 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack.

The references of Tsunami, Nepal Earthquake and Uttarakhand floods may also be studied.

10) Investigative Journalism

History of Investigative Journalism in the world and India.

How to cover an investigative story, Do's and don'ts.

The Role of Investigative Reporters in bringing about change in the respective establishments/society

or the system.

Limitations/Obstacles in covering an investigative story.

Role of Whistle Blowers and also news tools.

Sting Operations.

11) Ethical Issues in reporting/ Credibility of Reporters.

Yellow Journalism and its comparison with other forms.

Privileges/Extra powers to Reporters. Myth or Reality?

Imminent Dangers or threats in Reporting.

12) Case Studies

A) Watergate Scandal

B) Tehelka - West End Deal Sting

C) Bofors Gun scandal

D) Nira Radia Case

E) 2 G Scam

F) Anna Hazare Movements Coverage

G) Maharashtra Irrigation Scam

The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these..

For internal assessment : 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 mock environment, be given priority. The knowledge of basic beats can be tested through the application.

BMM SEMESTER V

Features and Opinion

Objectives:

- Understanding the differences between reporting and feature writing
- Understanding the other types of soft stories
- Learning the skills for writing features/ opinion/soft stories and of interviewing

.....
1. Difference between 'hard' news, 'soft' news and how the demarcation is blurring (4)

2.

- what is a feature (2)
- difference between news reports and features
- difference between features for newspapers and magazines

3. Writing a feature (4)

- formulating a story idea and writing a pitch

4. Other aspects of feature writing (2)

- collecting facts and opinions/anecdotes/quotes
- types of leads
- adding colour and imagery

5. Outline of (4)

- seasonal stories
- nostalgic stories
- human interest stories
- trend stories

6. Art of interviewing(4)

- preparing for face-to - face interview
- structuring the questions
- attitude during interview
- transcribing: notes or recording
- writing the interview : question-answer format and descriptive format

7. Outline and special techniques needed for the following interviews(2)

- phone
- email
- television

8. Writing reviews : Format ,ethics involved and qualities/ skilled required (4)

- books
- films
- eatries

9. Obituary(2)

- what is an obituary
- how to write an obituary
- can obituaries be critical

10. Columns (4)

- what is a column
- types: analytical, advisory, interactive and agony aunt columns
- ethics involved

11. Editorial page

(4)

- what is an editorial
- importance of editorial page
- layout of editorial page
- transformation of the page: fading of op-ed, middle,
- erosion of editorial independence with growing commercialization

12. Travel writing (4)

- how to write a travel story

- tips and tools
- understanding cultural, political and social nuances

13 . Profile (4)

- what is a profile
- how to write a profile
- profile of : S Sadanand, Kumar Ketkar , ShyamLal , Vinod Mehta, P Sainath

14.Snippets(4)

- what are snippets
- writing snippets with catchy headlines

References:

- The Art of Feature Writing by HunadContractor , Icon Publications
- Writing Opinion: Editorials by William L.Rivers, Bryce McIntyre, Alison Work, Iowa State University Press
- Writing Features for Newspapers by Daniel R. Williamson , Hastings House Publishers New York
- The Art of Interview: A Guide to Insightful Interviewing by Martin Perlich , Silman James Press

Semester-V Journalism and Public Opinion Paper IV

Objectives:

- *To assess the importance of the media vis a vis the public*
- *To project a fair idea of the role of the media in creating and influencing Public Opinion*
- *To analyze the impact of the media an public opinion on socio political issues*

1. Defining Public Opinion. Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion, diversities and biases within the media. [4]
2. Media theories and their understanding of Public Opinion
Walter Lippman - Modern Media and Technocracy
Paul Lazarsfeld – Research, Two Step Flow of Information
Noam Chomsky – Manufacturing Consent, Selective Perception, Propaganda Model
Agenda Setting Vs Uses and Gratifications [6]
3. Media and Political Opinion:

Coverage of Political Parties, Personalities and General Elections by national and international media; media biases

Use of Media for election campaigns; Democrats in U.S.A.; BJP in India [4]

4. Media shaping opinion with respect to government's policies (reference to India):
Nuclear policy; Economic policy; Current Foreign Policy
[4]
5. Role of Media in shaping public opinion during conflicts
Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014
[6]
6. How Public Opinion can translate into Public participation: Arab Spring - Tunisia;
Libya;
Egypt; Syria- role of social media [4]
7. War on international terrorism – media coverage
Islamic State (IS); Al-Qaeda; Taliban [4]
8. Internal Conflicts and Media coverage:
Post Kargil insurgency
National media vis-à-vis regional media in India's North East – Manipur, Nagaland
Bodo conflict [6]
9. Portrayal of Women's issues in media – gender violence, rape, sexual assault,
domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other
contemporary cases. [6]
10. Media Coverage of Marginalised sections of Society : Perspective from Above'
[ignoring the marginalised]
Dalits; Tribals; reservation; displacement, Forest Rights Act [4]

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- Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
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- Ahmed Rashid: The Taliban
- Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
- Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Sardesai Rajdeep: "2014: The Election that Changed India"
- Walter Lippmann : "Public Opinion" by
- Herman Edward S. & Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
- Lalles John: Nature and Opinion of Public Opinion.
- Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiiond. – acadademia . edu
- Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies
- Coleman Benjamin: Conflict, Terrorism an Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Infidian media in a Globalised World, Sag Publications
- en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
- Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
- Ehab Galal and Riem Spielhans – Covering the Arab Spring: Middle East in the Media. Academia . edu
- Babla Maya – Arab Spring Media Monitor Report : One year of Cverage. UDC Centr of Public Diplomacy
- Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
- Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.
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- Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.

SEMESTER V

Indian Regional Journalism

Objective:

- Study of the history and role of Indian press other than in English.
- Understand the contribution and role of certain publications and stalwarts
- Study of the regional press and television of today

-
1. Regional press during the British Raj: an overview (2)
 2. Hindi Press (4)
 - Birth and earliest publications
 - Role during the freedom movement
 - Role in social reforms
 - Evolution post-1947
 - Hindi media today (overview)
 3. Marathi Press (8)
 - Role during the freedom movement
 - Role in social reforms and shaping cultural identity
 - Contribution of Kesari
 - Evolution post 1947
 - Role in the Samyukta Maharashtra Movement
 - Marathi media today (overview)
 - Sakal. Samna and Lokmat
 4. Bengali Press (4)

- Earliest publications
- Role in social reforms and renaissance
- Role during the freedom movement
- Amrit Bazar Patrika, Anand Bazar Patrika
- Bengali Media today (overview)

5. Urdu(4)

- Birth and growth pre 1947
- Contribution of Al Hilal
- Role in freedom movement Press
- Role in social reforms and establishing cultural identity
- Urdu press today

6. Malayalam Press(4)

- Birth and earliest publications
- Role during freedom struggle and social awakening
- Malayalam Manorama and Mathrubhumi
- Malayam media today(overview)

7. Telugu

(2)

- Evolution & Development
- Eenadu

8. Tamil

(2)

- Evolution & Development
- Tamil media today (overview)

9. Profile of the following legends (8)

- Raja Rammohan Roy
- Bal GangadharTilak
- KP Kesava Menon
- K.C MammemMapallai
- Maulana Abdul Kalam Azad
- Govind Talwalkar
- S. Sadanand

10. Comparison of English and regionalism journalism. Difference in (4)

- Impact
- Reporting
- Editorial policy
- Reach

11. Regional television channels (4)

- Growth

- Content
- Ownership
- Political patronage

12. Increasing ownership and dominance of families with political connections over regional newspapers. (2)

Reference

1. Jeffery Robin: India's Newspaper Revolution, Oxford union publication, 2000
2. RangaswamiParthasarathy: Journalism in India, Sterling Publication
3. P.K Ravindrath : Indian Regional Journalism, Authorpress

Sem. V

Newspaper & Magazine Making

Max. Marks: 100 (Theory:75, Internals: 25)

Objective:

- To study the design, elements of the newspaper and magazine
- To study space distribution
- To get exposure to design software such as Quark Express
- To study the process of planning and production of newspaper and magazine

Module :

- | | |
|---|---|
| 1. Why & How we read. The need of updates & favorite topics | 2 |
| 2. Analyzing the newspaper from layout point of view | 4 |
| a. Understanding parts of newspaper; Style Book | |
| b. Total Page Concept (TPC) | |
| c. Terminology, Regulars, Weekly columns, Supplements, | |
| d. Headline, Deck, Kicker –Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part | |
| e. Errors: Orphan, Widow, Dog legging etc | |
| 3. Grid structure: Introduction about space distribution in the news paper by way of column & grid pattern. These are latitude & longitude of the paper | 2 |
| 4. Comparison between various newspaper layouts/ distinguishing factors | 2 |
| 5. Types of Newspapers: Introducing to prime differences between Tabloid & Broadsheet in terms of stories, presentation, structural difference | 2 |

6. Introduction to Typography: **2**
- a. Typefaces, Fonts; Measures, leading, kerning, tracking, units etc.
 - b. Classification of typefaces: Serif/Sans Serif/ Decorative etc
 - c. Combination of Typefaces/ To achieve contrast & harmony/ Alignment
7. Introduction to Quark Express: **16**
- a. Runaround, Inset, Box colour & Tone, Frame, Linking
 - b. Shortcuts & keys,
 - c. Style Sheets, Colour palate, Measurement bar
8. Introduction to Graphic Principles: **2**
- a. Introducing how Contrast, Balance, Harmony work in overall organized look of a paper.
 - b. Visual path in a picture & Visual syntax
- Newspaper Magazine Making Syllabus: TYBMM sem-V Prof Arvind Parulekar

- | | |
|--|---|
| 9. Introduction to the Types of Layout: | 2 |
| a. Modular/ Brace/ Contrast & Balance | |
| b. Adaption of one layout over other for a purpose | |
| 10. Final project: (Rest of the lectures in guidance on the project to completion) | 4 |
| a. Discussing ideas to improve visual appeal as well as organized layout | |
| b. Introduction to Content plan (Magazine) | |
| c. Introduction to Flat plan (Magazine) | |
| d. Working of Rough Layout on paper (Sketch) | |
| 11. Introduction to print production: Taking the project towards finishing | 4 |
| a. Pagination & page set up, Guiding on print ready copy/ cut marks etc | |
| b. Types of paper/ Surface nature/ Weight/ Std sizes | |
| c. Collating/Gathering/ staple binding & Saddle stitch | |
| 12. Preparation for Viva Voce | 2 |
| a. Mock Viva/ Rectifying mistaken ideas | |

The above paper is based on extensive practical & project to be done on Quark Express as prime software & Photoshop as supportive only.

1. Introduction to In Design 4

a. Industry is fast shifting towards **Adobe In Design**. The students passing out ought to know both the soft-wares. Since next year onwards we will have to focus more on In Design.

b. Suggestion:

>Broadsheet & Tabloid on Quark Express

>Magazine on In Design

Internal: (25 marks)

1. Content Plan (Magazine): Working of page distribution
2. Flat Plan (Magazine): Working on page-wise space distribution
3. Rough Layout (Magazine): Dummy magazine on paper(pencil work on layout)

External Project: (75 marks)

1. Broadsheet (35cmX55cm) Number of pages 6
2. Tabloid (28cmX35cm) Number of pages 6
3. Magazine (A-4) Number of pages 32 (or more in multiple of 4)

Reference Books:

Newspaper Layout & Design: Daryl & Moen Surjeet publication

Visual Journalism: Rajesh Pandey Adhyayan publication

Editorial Art & Design Randy Stano Miyami Herald

The Magazine Handbook: NcKay J. Routledge

Paper no. 1 - Financial Management for Marketing and Advertising

Objectives

To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.

To enable the understanding of the need for financial planning through Budgets and their benefits.

To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

Unit-I

Introduction of financial management:-

Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.

(10 lectures)

Unit-II

Financial Planning & Budgets:-

Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets.

Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only)

Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media.

(10 lectures)

Unit-III

Working Capital Estimation:

Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).

(8 lectures)

Unit-IV

Financial statements & Ratio analysis:-

Vertical Financial Statements – Financial Decision Making using financial statements analysis.

Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.

(12 lectures)

Unit-V

Introduction of costing:-

Costing -Types of cost- their relevance in marketing decision making.

Classification of costs- Traceability, Functionality and level of activity.

Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)

(10 lectures)

Reference books

Reference books.

- 1. Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications**
- 2. finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication**

3. Accounting and financial Analysis – J.C. Varshney, wisdom publications
4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house
5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication
7. Adverttising and Promotion an Integrated Marketing Communication perspective- George E. belch & Michael A. Bela, Tata Mcgrawhill publication
8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication
9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.
10. Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala
11. Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.
12. fundamentals of Financial management Eugene F. Brigham & Joel F. Houston
Meenakshi Venkatesh ,Ranjeet Kaur Patel and Girish Kavyachandani

TYBMM- Advertising		
Paper no. 2 - The Principles & Practice of Direct Marketing		
Sem - VI Marks- 75 No of Lectures : 50		
OBJECTIVES:-		
1	To understand the concept and importance of Direct Marketing	
2	To understand the various techniques of direct marketing and its advantages	
Units	Particulars	No of Lectures
UNIT - 1	<u>INTRODUCTION TO DIRECT MARKETING</u>	

	Meaning and Introduction to Marketing	
	Traditional Versus Direct Marketing Techniques	2
UNIT -2	<u>BASICS OF DIRECT AND INTERACTIVE MARKETING</u>	6
	Meaning,Definition,Importance of Direct Marketing	
	Advantages and Disadvantages of Direct Marketing	
	Approaches of Direct Marketing	
	Reasons for the growth of Direct Marketing	
	Economics of Direct Marketing	
	3 Tasks of Direct and Interactive Marketing = Customer Acquisition,Development and Retention	
UNIT -3	<u>CUSTOMER RELATIONSHIP MANAGEMENT</u>	5
	What is Customer Relationship Management (CRM)	
	Importance of CRM	
	Planning and Developing CRM	
	Customizing Products to different needs	
	Studying the customers mix and Managing the Key customers	
	Relationship Marketing - Customer Loyalty	
UNIT -4	<u>DATABASE MANAGEMENT - RESEARCH/ANLYSIS AND TESTING</u>	6
	4.1 Database Management	
	Meaning,Importance,Functions of Database	
	Sources and uses of E-database	
	Techniques of Managing Database - Internal/External	
	Steps in developing a database	
	Advantages and Disadvantages of Database Management	
	4.2 Direct Marketing Strategies	5
	Meaning of Marketing Strategies - Why it is needed	
	Internal and External Analysis	
	Objectives of Strategies	
	Creating a Direct Marketing Budget	
	4.3 Direct Marketing Research and Testing	6
	What is customer Life time Value (LTV)	
	Factors affecting Life time Value	
	How we use LTV	

	LTV - Sums (3 methods - Present/Historical and Discounted)	
	Using LTV analysis to compare the effectiveness of various marketing strategies	
4.4	Direct Marketing Analysis	5
	List Selection,Prospecting	
	Market Segmentation	
	Product Customization	
	Response Modeling and Experimentation	
	Mail order,Lead generation,Circulation,Relationship/loyalty programmes,Store traffic/Site traffic generation	
	Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post-Selling	
UNIT -5	<u>DIRECT MARKETING AS AN INTEGRAL PART OF INTEGRATED MARKETING COMMUNICATION</u>	8
	Meaning,Introduction of IMC	
	Role of IMC in the Marketing Process	
	Relationship of IMC with Direct Marketing	
	Importance of IMC	
	Tools of IMC - Advantages,Sales Promotion,Publicity,Personal Selling,etc.	
	Person to person ,Group Selling,Direct Mail	
	Direct response Television(DR-TV),	
	Direct Response Print Advertising	
	Catalogues,Inserts,Videos,E-mail,Trade shows	
UNIT -6	<u>FUTURE OF DIRECT MARKETING SENARIO</u>	2
	Growth of Direct Marketing in future	
	Indian and Global Perspective in Direct Marketing	
UNIT -7	<u>DIRECT MARKETING CASE STUDY</u>	3
	Product offering, re-generation, database management and methodology	
<u>Guidelines for Internals :</u>		

	As per the discretion of the faculty internals can either be taken as case study along with the sums or introducing completely a new product & try to use various direct marketing tools & channels to promote the product by creating a portal
REFERENCES:-	
1	Alan Tapp,Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
2	Drayton Bird,Commonsense Direct Marketing - Kogan Page 1996
3	Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4	Robin Fairlie,Database Marketing and Direct Mail - Exley Publications 1990

Paper-IV**Paper no. 3 - AGENCY MANAGEMENT
Max. Marks: 100 (Theory:60, Internals: 40)****Objectives:**

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency
- To inculcate competencies to undertake professional work in the field of advertising.

MODULE	Topic	Details	Number of lectures
MODULE I	Advertising Agencies:	<ul style="list-style-type: none"> • their role, Functions, Organization and Importance • different types of ad agencies 	08
MODULE II	Client Servicing	<ul style="list-style-type: none"> • The Client - Agency Relationship • 3P's of Service: Physical evidence, Process and People • The Gaps Model of service quality • Stages in the client-agency relationship • How Agencies Gain Clients • Why Agencies Lose Clients • Evaluation Criteria in Choosing an Ad Agency • The roles of advertising Account executives 	02
MODULE III	Account Planning	<ul style="list-style-type: none"> • Role of account planning in advertising • Role of Account Planner • Account Planning Process 	04
MODULE IV	Advertising campaign management	<ul style="list-style-type: none"> • Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns 	04
MODULE V	Ad Film making	<ul style="list-style-type: none"> • Converting story board to TVC • Editing and post production 	04
MODULE VI	Marketing plan of the client	<ul style="list-style-type: none"> • The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan 	06
MODULE VII	The Response Process	<ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Sales-Oriented Objectives • Communications Objectives • DAGMAR: An Approach to Setting Objectives 	04
MODULE VIII	Setting up an Agency	Business plan introduction, Various Stages in setting up a new Agency	02

MODULE IX	Agency Compensation	Various methods of Agency Remunerations	02
MODULE X	Growing the Agency	<ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR, 	04
MODULE XI	Sales Promotion Management	<ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • The psychological theories behind sales promotion • Consumer Franchise-Building versus Nonfranchise-Building Promotions • Designing Loyalty, continuous and frequency programs • Objectives of Trade-Oriented Sales Promotion • Techniques of Trade-Oriented Sales Promotion • Objectives of Consumer-Oriented Sales Promotion • Techniques of Consumer-Oriented Sales Promotion 	08
Guidelines for Internals			
<p>1. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.</p>			
<p>2. Designing the loyalty / frequency / continuity program for any one of the real life client</p>			
Suggested Reading:			
1. Advertising and Promotion by G. Belch and M. Belch			
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp			

Paper no. 4 - ADVERTISING AND MARKETING RESEARCH**Max. Marks: 100 (Theory:75, Internals: 25)****Objectives:**

- To inculcate the analytical abilities and research skills among the students.
- To understand research methodologies – Qualitative vs Quantitative
- To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
- To understand the scope and techniques of Advertising and Marketing research, and their utility.

MODULE	Topic	Details	Number of Lectures
MODULE I	Fundamentals of Research	<ol style="list-style-type: none"> 1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process. 	1
MODULE II	Hypothesis	Meaning, Nature, Significance, Types of Hypothesis,	3
MODULE III	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal. 	3
MODULE IV	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: <ol style="list-style-type: none"> i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	3
MODULE V	Data collection	<ol style="list-style-type: none"> 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: <ol style="list-style-type: none"> a. Observation b. Experimental c. Interview Method: <ol style="list-style-type: none"> i) Personal Interview ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 	6

		Staple scale, iv) Constant sum scale	
	Projective Techniques	a. Association, b. Completion, c. Construction d. Expressive	3
MODULE VI	Report Writing	1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography	3
MODULE VII	Advertising Research	1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups 4. Pretesting: A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test. B. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests C. Challenges to pre-testing. Example: The Halo effect 4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test	10
	Neuroscience in Advertising Research	1. Neuroscience: A New Perspective 2. When to Use Neuroscience	3
	Physiological rating scales	1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis	1
MODULE VIII	Marketing Research	1. Introduction to Advertising Research 2. New product research, 3. Branding Research, 4. Pricing research,	12

		5. Packaging research, 6. Product testing	
Guidelines for Internals: a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125			
Producing the following: a. Complete Research report of the survey conducted			
Reference Books and material			
1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf			

Semester VI - Advertising

Paper no. 5 - Legal Environment & Advertising Ethics

Objectives:

- (i) To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- (ii) To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- (iii) To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- (iv) Advertising as a profession today & how to protect it the future of advertising
 - a. The socio – economic criticisms
 - b. Why Advertising needs to be socially responsible?
 - c. The need for Critiques in Advertising
- (v) The syllabus has been redesigned to include advertising in both traditional & New Media.

Module I: Legal Environment:

(6)

- (i) The importance & the relationship between Self –Regulation, Ethics & the Law

- (ii) The laws of the land:
 - Constitutional Laws – Fundamental Rights
 - Personal laws- Criminal & Civil laws
 - Corporate laws
 - Consumer laws
 - Laws pertaining to Media
- (iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media

Module II: Government Policies & Cyber Laws

- (4)
 - (i) Government Policies governing advertisements
 - (ii) The role of Prasar Bharati for advertisements in Public Broadcast Services
 - (iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
 - (iv) The Question of Net Neutrality & its relevance in Media
 - (v) Right to Information Act

Module III: Laws pertaining to Media: (8)

- (i) Standard Contract between Advertiser & Agency
- (ii) Laws :
 - Drugs & Cosmetics Act
 - Drugs & Magic Remedies (Objectionable Advertisements) Act
 - Drugs Price Control Act
 - Emblems & Names (Prevention of Improper Use) Act
 - Indecent Representation of Women’s Act
 - Intellectual Property Rights-
 - Copyright Act
 - Trademarks Act
 - Patents Act

Module IV: A. Ethics in Advertising

- (8)
 - (i) What is Ethics? Why do we need Ethics?
 - (ii) The philosophy of Ethics- Absolutist & Situational
 - (iii) Ethics in Advertising & Stereotyping:
 - Religious minorities
 - Racial minorities
 - Ethnic groups
 - Cultural Minorities
 - Senior Citizens
 - Children
 - Women
 - LGBT
 - (iv) Advertising of Controversial products
 - (v) Surrogate & Subliminal Advertising

- (vi) Political Advertising
- (vii) Manipulation of Advertising Research

Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:

- ASCI
- AAAI
- BCCC
- IBF
- CENSOR BOARD FOR FILMS
- Press Council

Module V: Unfair Trade Practices & the Competition Act 2002

(5)

- (i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:
 - False Promises
 - Incomplete Description
 - False & Misleading Comparisons
 - Bait & Switch offers
 - Visual Distortions
 - False Testimonials
 - Partial Disclosures
 - Small print Clarifications
- (ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry
- (iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives (7)

- (i) Consumerism – The rising need for consumer guidance & awareness
- (ii) Government Initiatives:
 - Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management
 - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO
 - International Bodies- ISO, FDA, CMMI, Six Sigma & CE
 - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)

Laws:

- (i) Essential Commodities Act 1955
- (ii) Consumer protection Act 1986
- (iii) Standards of Weights & Measures Act
- (iv) Standards of Weights & Measures (Packaged Commodities) Act
- (v) Prevention of Food Adulteration Act

Other Initiatives:

- PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
- Consumer Co-operatives

Non- Government initiatives:

- CGSI
- CFBP
- CERC
- Grahak Panchayat
- Customer care centres

Module VII: Advertising & Society

(2)

A. Socio- Economic Criticisms of advertising

- Increasing prevalence of Materialism
- Creating Artificial Needs
- Idealizing the “Good Life”
- Stressing Conformity with Others
- Encouraging instant gratification & a throwaway society
- Promoting the good of the individual over the good of society
- Creating Unrealistic Ideal characterizations
- Using appeals that prey on feelings of inadequacy
- Manipulation by advertising

B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values

(2)

Module VIII: Critique of Advertising

(8)

- A study of Vance Packard- The Hidden Persuaders (1957)
- A study of Jean Kilbourne – Can’t buy My love
- A study of Naomi Klein – No Logo
- A study of Naomi Woolf- The Beauty Myth
- A study of Noam Chomsky- Understanding Power

Bibliography:

- (1)P. B. Sawant & P.K. Bandhopadhyaya- *Advertising Laws & Ethics* – Universal Law Publishing Co.
- (2)Vidisha Barua, *Press & Media: Law Manual*- Universal law Publishing Co.
- (3) Cyber Law Simplified – Vivek Sood Tata McGraw Hill

TYBMM VI semester
Paper no . 6 - Contemporary Issues
Max. Marks: 100 (Theory: 75, Internals: 25)

Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
- To highlight the importance of human rights and its implementation in India.
- To understand the present day problems and challenges and its implications on

Development.

Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Costal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

Module- 2

(a) Human Rights(12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- Child:** Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education :** Right to Education Act 2009

Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone : Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

Module 5

Social development and challenges: (08)

- Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh : Challenges and impact
- Developmental Issues: Displacement and rehabilitation

Bibliography

- Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
- Barih Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications

- Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19-45)
- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
- KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
- Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
- V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
- Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
- Dr. B Ramaswamy and Nitin Shirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
- R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
- J.Shivanand, Human Rights:Concepts and Issues,
- Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
- Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
- A. R Desai, Rural Sociology.
- Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
- Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly

SEM. VI

Paper no. 7 - DIGITAL MEDIA

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the of use key digital marketing tools
- Learn to develop digital marketing plans

MODULE	Topic	Details	Number of Lectures
MODULE I	Introduction to Digital Media	<ol style="list-style-type: none">1. Understanding Digital Media2. Principles3. Key Concepts4. Evolution of the Internet5. Traditional v Digital	4
MODULE II	Search Engine Optimization (SEO):	<ol style="list-style-type: none">1. What are Search Engines:<ul style="list-style-type: none">• Types of Search Engines,• How Search Engines work and how they rank websites based upon a search term?2. Introduction to SEO and what it involves:<ul style="list-style-type: none">• What is the importance of search for websites?• What are the areas of operation for Search Engine Optimization Professionals?• How do you search for the right keywords that will help bring in the most traffic?3. What is On-Page Optimization?<ul style="list-style-type: none">• Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,4. What is OFF-Page Optimization?<ul style="list-style-type: none">• What are Backlinks?, How to Get Backlinks?• What is Google Page Rank? How to Increase	10

		<p>Page Rank?</p> <p>5. Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p>	
MODULE III	Social Media	<ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs 2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex 4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 5. Using Blogs: How Blogging can be used as a tool. 	10
MODULE IV	Tools & Trends	<ol style="list-style-type: none"> 1. key terms and concepts 2. Web analytics 3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	3
MODULE V	Features of a Website	<ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia 	4
MODULE VI	Content Writing	<ol style="list-style-type: none"> 1. Blog 2. Twitter 3. Mobile 	

MODULE VII	New Challenges	Cyber Crime and Challenges of the new media	
MODULE VIII	Cyber Laws	<ol style="list-style-type: none"> 1. Information Technology Act 2. Copyright 3. Ethics 4. Digital Security 	

References:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

AC 26/06/2016

Item No. 4.19 (D)

TY BMM VI semester

Contemporary Issues

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues .
- To highlight the importance of human rights and its implementation in India.
- To understand the present day problems and challenges and its implications on development.

Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Costal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

Module- 2

(a) Human Rights(12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- **Women:** Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- **Child:** Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.

- **Education** : Right to Education Act 2009
- **Health** : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone : Its role and significance in Maharashtra
- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

Module 5

Social development and challenges: (08)

- Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh : Challenges and impact
- Developmental Issues: Displacement and rehabilitation

Bibliography

- Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
- Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
- Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
- Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: [Routledge](#).
- KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
- Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
- V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
- Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
- Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
- R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
- J.Shivanand, Human Rights:Concepts and Issues,
- Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
- Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
- A. R Desai, Rural Sociology.
- Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
- Bill McKibben, The End of Nature.
- David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
- Jeffrey D.Sachs, The Age of Sustainable Development.

Magazines and journals

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. Yogana

Press Laws and Ethics

Semester -6 (Syllabus)

Objectives

- To study media laws
- To understand media

1) Introduction to law-

a) A brief introduction to Indian Constitution- (Salient features, Fundamental Rights)

b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action.

c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) 08 lectures

2) Press Council of India –

a) Its organisational structure, functions, history and rationale behind its establishment.

b) Powers – the debate over punitive powers

c) PCI's intervention in cases of communal rioting and protection of Press freedom.

d) Code of conduct for journalists

e) Comparison with the News Broadcasting Standards Authority (NBSA)

04 lectures

3) Laws regulating the media

a) Laws related to freedom of the Press — Article 19 clause (1)subclause (a) of Indian Constitution and how it guarantees freedom of the press.

b) Clause 2 of article 19 and reasonable restrictions.

c) Defamation –sections 499,500

d) Contempt of Courts Act 1971

e) Public Order – sections 153 A&B,295A,505

f) Sedition (124A)

g) Obscenity (292,293)

08 lectures

- 4) Introduction to laws connected with internet
- a) Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.
04 lectures
- 5) Article 21 of the constitution and Right to Privacy
- a) Right to Privacy versus Right to Know
b) Right to Information Act 2005
c) Official Secrets Act and conflict with RTI
d) Whistle Blowers Protection Act 2011-Implications and challenges.
04 lectures
- 6) Indian Evidence Act –
- a) Primary, Secondary, Direct and Indirect evidence
b) Confession and its evidentiary value 02 lectures
- 7) Copyright Act 1957-
A Discussion on Intellectual Property Rights in the context of changing Global environment.
04 lectures
- 8) Contempt of Parliament – a) Breach of Privilege rules.
b) Clash between Judiciary and Legislature
c) Is it a threat to media freedom? 04 lectures
- 9) Working Journalists Act-Its effectiveness in current scenario.02
- 10) Press and Registration of Books Act 02
- 11) Introduction to Ethics
- a) Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.
b) Conflict of Interest
c) Paid News
d) Trial by Media
e) Ethical Issues related to Television debates
f) Confidentiality of sources
g) Ethics of Sting Operations
h) Fakery and Fabrication of news
i) Using Shock value in language and visuals. 06

Recommended Books and websites:

- 1) Introduction to the Constitution of India by Durga Das Basu
- 2) Law of the Press by Durga Das Basu
- 3) Press Laws and Ethics of Journalism by P.K. Ravindranath
- 4) Journalism in India by RangaswamiParthasarthy.
- 5) Textbook on the Indian Penal Code Krishna Deo Gaur
- 6) The law of Intellectual Property Rights edited by Shiv Sahai Singh
- 7) The Journalist's Handbook by M V Kamath
- 8) Media and Ethics by S.K.Aggarwal
- 9) Introduction to Media Laws and Ethics by Juhi P Pathak

List of Websites:

- 1) www.indiankanoon.org
- 2) www.prasarbharathi.gov.in.
- 3) www.lawzonline.com
- 4) www.presscouncil.nic.in
- 5) www.thehoot.org

Journalism

Semester: VI

Paper: II

Subject: Broadcast Journalism

[PN :75 :MarksTheory)5 Questions one on each module; Question1 compulsory)
25 : Internals(Class Test;Projects; Assignments& Practicals)]

Objectives

1. development of Broadcast Journalism To understand the.
2. To Introduce the importance of Regional Journalism.

3. To learn to write in Broadcast Style conforming to the ethical and practical principles that guide it.
4. To learn the skills and techniques to investigate, cover news stories for produce and deliver various media outlets.
5. To learn the use of camera & sound in broadcast formats.
6. To develop reading habits that keep them aware of current affairs, local, national, and world;
7. To introduce Social Media; Convergence; Multimedia; Journalism Online.

I-Module

]06-sessions[

❖ History & Development of Broadcast Journalism.

- Traditional Journalism
- Global Journalism
- Brief History of the development of Radio Journalism.
- Brief History of the development of TV Journalism
- Brief History of the development of Online/ Web Journalism.

❖ PN: .Case Study

- **BBC & CNN** Organizational structure, functions of different divisions and Departments/units; News Service Division; Objectives of broadcast—Information, Education & Entertainment.
- **AIR & FM**: All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR; Objectives of broadcast—Information, Education & Entertainment; Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast; AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio channels - Development of Educational & Community Radio.
- **Doordarshan & Satellite Channels** Organizational structure, functions of different divisions and Departments / units & Doordarshan News; Commercialization of TV; Satellite television broadcast— Breaking of monopoly of DD-Television channels for niche audiences — entertainment, news, sports, science, health & life style. Proliferation of DTH services; Growth of Private International, National & Regional TV Networks & fierce competition for ratings.

II-Module

]06 sessions[

❖ Regional Journalism

]Introduction & Importance of Regional Channels in India[.

- ❖ PN: conduct comparative case study on any two News channels.

- **News Channels** * :Star Majha *IBN Lokmat *Zee 24 Taas *Sahara Samay Mumbai * Big News Marathi - Upcoming Channel from BIG TV *Big News Mumbai - Upcoming Channel from BIG TV *TML Voice of India Aamchi Mumbai - Upcoming channel from Triveni Media Group - with regard to multicentricity of language & culture
- * :**Entertainment Channels**Zee Marathi *Star Pravah * ETV Marathi *Mi Marathi * Doordarshan Sahayadri *Saam Marathi *BIG Gaurav - Upcoming channel from R-ADAG *Sahara Marathi - Upcoming channel from Sahara *9x Marathi - Upcoming channel from 9x[
- **Radio Channels** *:Akashvani Marathi (SW/AM) *Akashvani Mumbai GOLD (100.7 FM) *Akashvani Mumbai Rainbow (107.1 FM) *Worldspace Surabhi (Satellite Radio)
- **Movie Channels** * :Zee Talkies *BIG Cinema (Marathi) *BIG Chitrapat Upcoming channel from R-ADAG
- **Music Channels** *:Sangeet Marathi - Upcoming Channel from Media worldwide

III –Module

[06sessions]

- ❖ **Broadcast Formats**
]To be discussed and practiced with reference to News Channels preferably[
- ❖ **Radio /TV(**
 - NewsBulletins/Appeals/Reels.
 - News Magazines/Talk Shows/Reviews.
 - Main characteristics of News as against news in other media
 - Simple announcements
 - Talks/commentaries/comments
 - Interviews
 - Discussions
 - Features
 - Documentaries
 - Docudramas
 - Play
 - Running commentaries
 - Ads/Commercials
 - Phone ins and Bridges
 - Music

IV –Module

[10 sessions]

- ❖ **Writing In Broadcast Style**
]Each topic below can be introduced &discussed with suitable examples[
- Broadcast News Vocabulary (the ethics)

- Genres: Sports;Current Affairs;Lifestyle etc.
- Scripting for Fiction/Non Fiction
- Writing for the Radio& TV.
- News script format for Radio& TV.
- News Stories types (breaking news through kickers)
- Preparation of Audio and Video brief
- Idea generation – fiction and non fiction
- Developing an idea into story
- Script and story board
- Shooting scripts
- InterviewScripts -simulated and actuality
- Research and scripting of radio/TV documentary/feature/drama
- Photo Feature Writing.
- Writing for Web

Module- V

[10sessions]

❖ **Presentation Production& Editing:**

]Each topic below can be introduced &discussed with suitable examples[

❖ **Field-Reporting**

- shooting usable video footage
- conducting the on-camera interview
- shooting telling B-roll
- composing interesting shots
- telling stories in unconventional ways

❖ **Capturing Sound**

- Microphones
- Capturing Natural Sound
- Capturing Primary Audio Track Sound
- Analog vs. Digital

❖ **Radio**

- Elements of radio productions
- Acoustics
- Perspective
- Sound effects
- Music
- Distort/Filter
- Recording
- Editing

❖ **Television**

- Stages of production- pre-production, production and post-production

- The production personnel – Single camera and Multi camera production
- Use of graphics and special effects
- Developing a video brief
- Nonlinear editing, Cut to cut, assemble & insert, on line, offline editing of stories
- Telling a cohesive story (connecting SOTs)
- Using desktop publishing aspects to tell a visual story
- Mixing and Editing to tell a story

❖ **Production**

- Production schedule
- Budget
- Floor plan
- Lighting plan
- Production of a programme
- Post production
- Production of radio /TV discussions
- Production of social messages (max 30 seconds)
- Production of radio/TV documentary/feature

VI –Module

[08 sessions]

)PN :Topics listed below should be discussed with the help of case studies(

- ❖ – 24/7 news & its drawbacks.
- ❖ Ethics in regulation.
- ❖ Censorship.
- ❖ Protecting copyright
- ❖ Power and Society.
- ❖ Convergence: Need, nature and future of convergence
- ❖ Convergence and Multi-media: Print, radio, TV, internet and mobile.
- ❖ Emerging Trends: Mobile Technology, Social Media & Web 2.0
- ❖ Digital storytelling: Tools of multimedia journalists.
- ❖ Feature writing for online media: Story idea, development and news updates.
- ❖ Podcast and Webcast
- ❖ Open source journalism: Citizen Journalists.
- ❖ New Media on Journalism: Use of blogs, tweets, etc.

VII –Module

[02sessions]

)PN :This module VII should not be included for External Assessment 75 marks)

- ❖ Career opportunities in Broadcast Journalism/Electronic Media.
- ❖ Career options in public broadcasting agencies like Doordarshan and All India Radio or in private broadcasters.

- Researchers;Broadcast Reporters;Presenters;web journalist;field reporter;writer;editor correspondent;in-studio anchor;news analysts;direction ;production ;;graphics editing;sound;programme research;Script writing;photojournalism;social media;copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists etc;Moreover one can open his own TV/RM Radio channel.

❖ **Student Productions:Class TestProjects //Assignments:[Internal Assesment- 25 Marks as per University guidelines]**

- For eg:Prepare a News package which includes elements such as narration, b-roll, stand-ups, interviews/SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/video tell the story of the newsfor Radio -/TV/ Short Film/ Documentary etc OR writing Exercises from Module III; VI& V.

❖ **Suggested Readings**

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth
5. Television Production by Phillip Harris
6. CNN Student Bureau
7. Broadcast Journalism by David Keith Cohler (Prentice Hall)
8. Introduction to Mass Communication by Stanley Baran (McGraw Hill)
9. Journalism Matters by Schaffer, McCutcheon, and Stofer (National Textbook Company)
10. Journalism Today by Ferguson, Patten, and Wilson (National Textbook Company)
11. Scholastic Journalism by English, Hach, and Rolnicki
12. Lighting For Action: Professional Techniques for Shooting Video and Film by John Hart (Amphoto)
13. Bias: A CBS Insider Exposes How the Media Distort the News by Bernard Goldberg (Perennial)
14. If It Bleeds, It Leads:An Anatomy of Television News by Matthew Kerbelwestview)
15. Writing to Deadline: The Journalist at Work by Donald M. Murray (Heinemann)
16. Ronal Dewolk Introduction to Online Journalism Allyn&Bacon, ISBN 0205286895
17. John Vernon Pavlik New Media Technology Allyn& BaconISBN 020527093X
18. Michael M. Mirabito, New Communication Technologies :Application,Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th editionISBN 0240804295.
19. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
20. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
21. Hyde, Stuart. Television and Radio Announcing. Kanishka.
22. Masani, Mehra. Broadcasting and the People. National Book Trust.
23. Awasthi, G. C. Broadcasting in India. Allied Publications.
24. Listening to various news bulletins and other news based programmes of All India Radio and otherradio channels.
25. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
26. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
27. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004

28. Menon, Narayana. The Communication Revolution. National Book Trust.
29. Pavlik J.V. Media in the Digital Age. Columbia University Press.
30. Newspaper and magazine articles about New Media
31. Paul Chantler& Peter Stewart Basic Radio Journalism, Focal Press
32. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
33. R.Parthasarathy Journalism in India , Sterling Publishers
34. H.R.Luthra Indian Broadcasting
35. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
36. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
37. P.K Ravindran . Indian Regional Journalism, Author Press, New Delhi
38. ParthasarthyRangaswami Journalism in India, Sterling Publishers Private Limited, New Delhi
39. Robert McLiesh Radio Production, Focal Press
40. James R. Alburger The Art of Voice Acting, Focal Press Jan R. Hakemulder, Broadcast Journalism, Anmol Publications,
41. Ray AC de Jonge, PP Singh New Delhi
42. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi
43. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers
44. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
45. Ralph Donald and Thomas Spann Fundamentals of Television Production SurjeetPublications,New Delhi.
46. Herbert Zettl Handbook of Television Production, Publisher: Wadsworth
47. Lynn S Gross, Larry W. Ward Electronic Movie making Wadsworth Publishing
48. Neill Hicks Screen Writing, Michael Wiese Productions
49. Thomas D Burrows, Lynne S Gross Video Production, McGraw Hill Ronal Dewolk Introduction to Online Journalism Allyn& Bacon, ISBN 0205286895
50. John Vernon Pavlik New Media Technology Allyn& Bacon ISBN 020527093X
51. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295.
52. Media Culture: An Introduction to Mass Communication, Fifth ed.
53. By Richard Campbell, Christopher Martin, Bettina Fabos
54. Video Basics by Herbert Zettl (Wadsworth Publishing Company)
55. Media Ethics: Issues and Causes by Philip Patterson and Lee Wilkins (McGraw Hill)
56. Video Field Production and Editing by Campesi and Sherriffs
57. Mass Communication in India, Keval, J. Kumar, Jaico Publishing House, Mumbai.
58. Mass Communication theory, Denis Mcquail., Sage Publication, New Delhi.
59. Understanding of Media: The Extension of Man, Marshall McLuhan.
60. Journals and Web Sources
 - *Broadcast and CableSat*
 - *IMPACT*
 - *PITCH*
 - *www.allindiaradio.org*
 - *www.aiir.com*
 - *www.exchange4media.com*
 - *www.mib.gov.in*

- www.airwaves.net

]Broadcast Journalism Syllabus :Proposed Dicussed ,& Revised by: BOS Member Smt. Vrunda Moghe& Member Syllabus Revision Committee Broadcast Journalism Prof Namrataa Srivastav; Dated10/06/2015 ; Wednesday at University Of Mumbai ,Fort;Room No -26 ;Time :2.00 –pm 4.00pm.]

TYBMM Semester VI

Business & Magazine Journalism

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives:

- To understand the tools of business journalism and an overview of the economy
- To study the magazine sector and its specialisation

Section I Business Journalism

Module

I) Introduction to Business Journalism 01

II) A general overview of the financial systems in India

A) Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.

B) Securities and Exchange Board of India (SEBI) – Role, function and objectives.

C) The Banking Sector in India – a brief analytical study.

a. Functions of commercial banks

b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government

05

2

schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.

III) Union Budget (The Finance Bill) – Salient features of the latest Union Budget.

02

IV) The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.

02

V) “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.

02

VI) Scams in Indian financial system

The Satyam saga

The Sahara Scam

Saradha chit fund embezzlement

03

VII) Bombay Stock Exchange, National Stock Exchange,
Concept of SENSEX and NIFTY and impact of their volatility.

Retail Market – the Indian Scenario

The World Bank, The Asian Development Bank,

BRICS Development Bank – functions

03

VIII) Business journalism - a brief study of leading business magazines,
leading financial dailies in India.

02

Section II Magazine Journalism (Niche Journalism)

I) Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines.

03

II) Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media.

A general analytical study of magazines of different genre:

Women’s magazines

Travel Magazines

General Interest Magazines

Health Magazines

Technology Magazines
Automobile Magazines
09
3

III) A detailed study of women's magazines covering specific female related issues and other routine issues.
02

IV) Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.
02

V) Environmental Journalism and its importance.
A very brief study of global warming, ozone depletion, issues related to deforestation.
Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)
02

VI) Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.
02

References

1. Indian Economy, Dutt and Sundaram. S Chand Publication.
2. The Economic Survey – A Government of India Publication (Ministry of Finance)
3. www.indiabudget.nic.in for updates related to budget.
4. Western Ghats ecology expert panel report (available on Web).
5. Websites of magazines, newspapers.

TYBMM Journalism Sem VI

Issues of Global Media

Objectives:

Study the role of media in the 21st Century and the challenges facing traditional media

Familiarise students about regional versus global media

Highlight social media's relevance in information dissemination

Syllabus:

1. Relevance of McBride report in contemporary times [5]
2. Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage [7]
3. Global Monopolies' regional presence.[redefining local news][2]
4. Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond][4]
5. Advocacy and Journalism [4]
6. Independent Media's space[1]
7. Traditional media's foray into social media & Micro blogging [2]
8. Parachute Journalism [1]
9. Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents][2]
10. coverage of natural disaster by global media and regional media [1]
11. Cultural Bias in global media coverage [2]
12. BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives] [3]
13. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists, [3]
14. Global audiences' changing needs[1]
15. Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions. [6]
16. Overview of media in China, Japan, U.S., India.[2]
17. Profiles of BBC, CNN, Reuters, AFP & AP [1]

Bibliography:

Why NWICO never had a chance by Joseph Mehan, Columbia University

Global Media Journal Spring 2013

New War Journalism, Trends and Challenges, Stig.A.Nohrstedt

Dynamics of Social Media, David C.Coulson

Al Jazeera Advocacy and Media Values., Mamoud M.Galander

Media Imperialism, Oliver Boyd-Barrett

Sem. VI

News Media Management

Max. Marks: 100 (Theory:75, Internals: 25)

Objectives

- *To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation*
- *Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. .*
- *Students will have developed hands-on experience as content marketers using journalistic and digital techniques.*
- *Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.*

- 1) Making News: Truth, Ideology and News work (2)**
- 2) News, Audiences and Everyday Life (4)**
 - a) Ideal Management Structure**
 - b) Role of Management in ensuring editorial freedom**
- 3) Legacy Media- Broadcast Media Overview and Print Publishing Overview (4)**
- 4) Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media (2)**
- 5) Specialised training for skilled workers, HRD (4)**
- 6) Integrated Marketing Communications (8)**

Overview of Marketing Theory

Applying marketing strategy to consumer media

- a) direct to consumer:
for readers/consumers
circulation/distribution/channels
- b) business to business (B2B):
for advertisers/partners

7) Disruptive Technology and Media Business Models: (8)

- a) **The role of advertising**
- b) From Web 1.0 to 2.0
- c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest

8) Becoming a digital Media Brand (4)

9) Financial Management (8)

- a) Break up of expenditure for the year
- b) Raw Material Costs
- c) Fixed and Variable Costs
- d) Unforeseen Factors

10) Challenges of Globalisation and Liberalisation (8)

- a) Foreign Direct Investment
- b) Cross Media Ownership
- c) Commercialization of Media

11) Understanding Company Law (2)

12) Case studies (4)

Case studies – Eenadu and Network 18

Expansion of Sky Network [Star Network in India]

Relevance of TAM Ratings in News Channels along with IRS Studies

Handbooks/ References

- 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