



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 11/ D – TTP-SFC/BMM /FT /PR/ 13

Academic Year: 2017-18

Term: Sem. IV

Department: SFC-BMM

Class: SYBMM

Subject: Introduction to Journalism

Name of the Faculty: Preethi Rao

Topics to be covered					
Week	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> Post Independence- The emergency- 1975 	<ul style="list-style-type: none"> Definition of News; Hard News / Soft News and blend of the two-To be taught with case studies 	<p>Principles of Journalism-(ABC of Journalism)</p> <ul style="list-style-type: none"> Accuracy Balance and Brevity Clarity The need for objectivity. 	<p>Press Council of India-</p> <ul style="list-style-type: none"> Powers and function. Its role in maintaining journalistic ethics and press freedom Audit bureau of Circulation- Functions REVISION <p>Clarification of doubts</p>

				To be taught with relevant case studies... current in nature	
2	SYLLABUS INTRODUCTION <ul style="list-style-type: none"> • Changing face of journalism • Guttenberg to new media. 	Photo Journalism <ul style="list-style-type: none"> • Its origin. • The golden era.. • The contributions and controversies of manipulation and morphing. 	<ul style="list-style-type: none"> • Criteria for news worthiness 	Plagiarism in Journalistic writings <ul style="list-style-type: none"> • Impact on Credibility 	-----
3	Journalism in India-A brief history <ul style="list-style-type: none"> • Raja Ram Mohan Roy- The Father of Indian Journalism 	Citizen Journalism... <ul style="list-style-type: none"> • Advantages and Disadvantages. 	News Reports <ul style="list-style-type: none"> • Features; Editorial • Components of a news story • Types of Lead and their application in covering news. • Inverted pyramid format –origin and application 	<ul style="list-style-type: none"> • Basic difference in writing for the print ,television and online journalism 	-----

4	<ul style="list-style-type: none"> • The role of the nationalist press in covering major events-1865-1947 • Birth of the Indian National Congress, • Impact of the Vernacular Press Act,1878, 	-----	<p>Functions of Journalism with special emphasis on its role to educate</p> <ul style="list-style-type: none"> • Interpretation • Transmission of values • Development • Entertainment • Latest issues and trends to be used as case studies 	<ul style="list-style-type: none"> • Career opportunities in Journalism 	-----
5	<ul style="list-style-type: none"> • Partition of Bengal, Jallianwala Bagh massacre, • Non cooperation Movement-Quit India Movement. • Indian Press –its role in covering the events of Independence and partition. 	-----	-----	-----	-----

Remarks by H.O.D.: _____

Sign. : _____

Date: _____



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TERMWISE TEACHING PLAN

17-18- 11 / D – TTP-SFC/ BMM /FT/PR /14

Academic Year: **2017-18**

Term: Sem. IV

Department: SFC-BMM

Class: SY BMM

Subject: Introduction to advertising

Name of the Faculty: Preethi Rao

	Topics to be covered				
Week	November	December	January	February	March
1	-----	ADVERTISING AND MEDIA To be taught with relevant case studies <ul style="list-style-type: none"> • Print media • Electronic media (radio and television) 	ADVERTISING MESSAGE <ul style="list-style-type: none"> • Communication and persuasion tool • Designing the advertising message 	Art of creating various ads <ul style="list-style-type: none"> • Print media 	Revision of all the application components <ul style="list-style-type: none"> • Creating a story board • Clarification of doubts

2	<ul style="list-style-type: none"> • SYLLABUS INTRODUCTION TO ADVERTISEMENT • Meaning and concept of advertising • Brief History of advertising • Advertising in global scenario • Globalization and advertising in India 	<ul style="list-style-type: none"> • Digital Media • Other media (transit, outdoor, direct and any other support media) 	<ul style="list-style-type: none"> • The stalwarts of advertising (Alyque Padamsee, Prasoon Joshi, Prahlad Kakkar, David Ogilvy, Mather and others) 	<ul style="list-style-type: none"> • TVC • RC • mobile 	-----
3	<ul style="list-style-type: none"> • Advertising and society 	Audio Beconing	<ul style="list-style-type: none"> • Creativity in advertising 	<ul style="list-style-type: none"> • Internet • web 	-----
4	ROLE OF ADVERTISEMENTS <ul style="list-style-type: none"> • Types of advertising • Objectives of advertising • Advertising budgets 	-----	Advertising appeals	<ul style="list-style-type: none"> • Career and business opportunities in advertising 	-----
5	Advertising regulations and issues	-----	-----	-----	-----

Remarks by H.O.D.: _____

Sign. : _____

Preethi Rao

Date: _____

Issued by MR: Dr. Moushumi Datta



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TERMWISE TEACHING PLAN

17-18- 11 / D – TTP-SFC/BMM /PT/AP/15

Academic Year: **2017-18**

Term: Sem. **IV**

Department: SFC-BMM

Class: SYBMM

Subject : Print Production & Photography

Name of the Faculty: Arvind Parulekar

Topics to be covered					
Week	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> Light & its parameters intensity direction quality Colour of light 	<ul style="list-style-type: none"> Colour of light colour temperature white balance 	<ul style="list-style-type: none"> Composition Art of seeing techniques of composition Landscape 	<ul style="list-style-type: none"> Post press print finishing techniques collating gathering REVISION
2	<ul style="list-style-type: none"> Introduction to basics Lens Focal length & Image size Aperture 	<ul style="list-style-type: none"> Camera & Eye comparison Three dimension to two Lighting techniques 	<ul style="list-style-type: none"> Use of flash synchronization slow sync rear & front 	<ul style="list-style-type: none"> Print production basic Stages & operations Pre-press sections 	-----

	<ul style="list-style-type: none"> Shutter 				
3	<ul style="list-style-type: none"> Exposure Depth of field ISO Exposure triangle Depth of field & uses 	<ul style="list-style-type: none"> Portrait lighting Effect lighting Dramatic lighting Light modifiers 	<ul style="list-style-type: none"> Exposure modes when & where to use Auto & manual advantages 	<ul style="list-style-type: none"> Colour separation Halftone Assembly Pagination 	-----
4	<ul style="list-style-type: none"> Shutter as duration Movement & shutter speed Motion blur Technique 	-----	<ul style="list-style-type: none"> Exposure metering Built-in & hand-held Difference & advantage 	<ul style="list-style-type: none"> Press Printing technologies Quality speed economy 	-----
5	<ul style="list-style-type: none"> Viewpoint Perspective Normal Forced enhanced compressed 	-----	<ul style="list-style-type: none"> Exposure compensation critical lighting 	-----	-----

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TERMWISE TEACHING PLAN

17-18- 11/ D – TTP- SFC/BMM /PT/AP/16

Academic Year: **2017-18**

Term: Sem. **IV**

Department: SFC-BMM

Class : SYBMM Subject : Radio & Television

Name of the Faculty: Arvind Parulekar

	Topics to be covered				
Week	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> Radio responsibilities & duties Characteristics of radio Types of Radio prog 	<ul style="list-style-type: none"> Brief History of Television: Growth of Television abroad: Growth of Television in India (1959) : 	<ul style="list-style-type: none"> AV a Seventh Art: Literature Music Dance Sculpture Architecture Photography & Direction 	<ul style="list-style-type: none"> Terrestrial Cable DTH CAS & STB

2	<ul style="list-style-type: none"> • Introduction: The History of Radio Maxwell Hertz Markoni Transmitter First transmission 	<ul style="list-style-type: none"> • Special audience prog Writing for Radio RJ & characteristics-qualities & favorite programs 	<ul style="list-style-type: none"> • Countrywide expansion: SITE (Satellite Instructional Television Experiment) • Asian Games Coverage (Milestone) 1982 	<ul style="list-style-type: none"> • Outdoor: ENG EFP Live mixing Control room live mixing Sound & Visual effects mechanical CG 	-----
3	<ul style="list-style-type: none"> • IBC & ISBS AIR Akashwani Vividh Bharati Licensing Dept of Broadcasting World War & radio 	<ul style="list-style-type: none"> • Radio & Business: RRP Airtime selling ownership & PVT LPG & Radio 	<ul style="list-style-type: none"> • Doordarshan & Prasar Bharati (1997) • LPG & Television 	<ul style="list-style-type: none"> • TV as a medium Impact of TV on society Television program • Types of program 	-----
4	<ul style="list-style-type: none"> • Growth & development pre & post independence Congress radio & usha Mehta 5 year plan 	-----	<ul style="list-style-type: none"> • CNN DD & Satellite Channels: • Organization & Role of each department 	<ul style="list-style-type: none"> • Television as a business: Ownership TRP Mobile TV Future of TV 	-----
5	<ul style="list-style-type: none"> • Types of transmission FM advantages over AM Phase FM channels Pvt & Govt difference 	-----	<ul style="list-style-type: none"> • Production: Studio operations Content Writing Script Storyboard Shoot on floor Post production 	-----	-----

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Date : _____



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TERMWISE TEACHING PLAN

17-18-11 / D – TTP-SFC/BMM /FT/NDS/17

Academic Year: **2017-18**

Term: Sem. **IV**

Department: SFC-BMM

Class : SYBMM

Subject : Mass Media Research

Name of the Faculty: Ninoshka D'Silva

	Topics to be covered				
Week	November	December	January	February	March
1	-----	Data–Collection Methodology <ul style="list-style-type: none"> • Primary Data– Collection Methods • Depth Interviews • Focus Group • Surveys • Observations • Experimentations 	Sampling process, Methods	Content Analysis <ul style="list-style-type: none"> • Definition and uses 	REVISION

2	Relevance, Scope of Mass Media Research and Role of research in the media	Secondary Data Collection Methods: <ul style="list-style-type: none"> • Internal • External 	Data Tabulation and Research report format	<ul style="list-style-type: none"> • Steps in content analysis 	-----
3	Steps involved in the Research Process, Qualitative and Quantitative Research	<ul style="list-style-type: none"> • Designing Questionnaire and measurement techniques • Types and basics of questionnaire • Projective techniques • Attitude measurement scales 	Application of Research in Mass Media Introduction to Semiology <ul style="list-style-type: none"> • The semiotic approach to the construction of meaning 	<ul style="list-style-type: none"> • Devising means of a quantification system 	-----
4	Discovery of research problem, identifying Dependent and Independent variables, developing hypothesis.	-----	<ul style="list-style-type: none"> • Barthes Primary level and Secondary level signification. 	<ul style="list-style-type: none"> • Limitations of content analysis 	-----
5	Concept, types and uses of Research Designs <ul style="list-style-type: none"> • Exploratory • Descriptive • Causal. 	-----	<ul style="list-style-type: none"> • Semiotic analysis 	-----	-----

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Academic Year: **2017-18**

Term: Sem. : **IV**

Department : **SFC-BMM**

Class : **SYBMM**

Subject : **Organisational Behaviour**

Name of the Faculty : **Nelson Daniel**

Week	Topics to be covered				
	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> Theories of Motivation – Need & Process Theory. Application of Motivation Theories. 	<ul style="list-style-type: none"> Techniques for improving decision making- MIS (Management Information System). 	<ul style="list-style-type: none"> Leadership Style & effective Communication 	<ul style="list-style-type: none"> Human Resources Policies and Practice Training Performance evaluation Managing Diversity in organisations.

2	<ul style="list-style-type: none"> • Definition of Organisation & Types. • Concept of OB & its scope 	<ul style="list-style-type: none"> • Concepts of group & types of group. Group norms & Group cohesion. Concept of team work. 	<ul style="list-style-type: none"> • Techniques for improving decision making- MIS (Management Information System). 	<ul style="list-style-type: none"> • Leadership Style & effective Communication 	-----
3	<ul style="list-style-type: none"> • Models of Organisational Behaviour 	<ul style="list-style-type: none"> • Decision making – definition & process. Group Think, risky shift & Polarisation. 	<ul style="list-style-type: none"> • Importance & Characteristics of leadership. Qualities of an effective Leader 	<ul style="list-style-type: none"> • Dynamics of stress <ul style="list-style-type: none"> ➤ Causes & effect. ➤ Coping Strategies. 	-----
4	<ul style="list-style-type: none"> • Sources of Organisational Culture. Types of Organisational Culture. 	-----	<ul style="list-style-type: none"> • Importance & Characteristics of leadership. Qualities of an effective Leader 	<ul style="list-style-type: none"> • Dynamics of stress <ul style="list-style-type: none"> ➤ Causes & effect. ➤ Coping Strategies 	-----
5	<ul style="list-style-type: none"> • Manifestation & Managing Organisational Culture. Work force diversity - Gender, Ethnic & Community issues & personality factors. 	-----	<ul style="list-style-type: none"> • Leadership Style & effective Communication 	-----	-----

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Sign. : _____

Date : _____