

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP- /SFC/BMM/PT/SB/13

Academic Year: **2017-18**

Term: Sem. **III**

Department: **SFC BMM**

Class: **SYBMM**

Subject: **Media Studies**

Name of the Faculty: **Satish Bendre**

	Topics to be covered				
Week	June	July	August	September	October

Issued by MR: Dr. Moushumi Datta

1		<ul style="list-style-type: none"> ➤ Media and globalization • Division and contradiction in the Global Information Infrastructure 	<ul style="list-style-type: none"> ➤ Media and commercial impact • Advertising Magazine Culture and the new man 	<ul style="list-style-type: none"> ➤ Constituents of media • Language • Religion 	
2	<ul style="list-style-type: none"> • Relevance of media studies <ul style="list-style-type: none"> a) Media studies in Contemporary times. b) Historical perspectives to media studies 	<ul style="list-style-type: none"> • Racist Ideologies and the Media (Stuart Ha) 	<ul style="list-style-type: none"> • Trends in Media 	<ul style="list-style-type: none"> • Discourse • Technology ➤ Challenges of contemporary media • Media and consumerism • Intellectual property and new media • Young people as consumers of advertising art. 	
3	<ul style="list-style-type: none"> ➤ The mid-20th century media evolution theory • Agenda Setting, • Uses and Gratification • Two step theory. 	<ul style="list-style-type: none"> • Media and Diaspora 	<ul style="list-style-type: none"> ➤ Feminist Strategies of Detection 	<ul style="list-style-type: none"> ➤ Digital media • Understanding digital media • Principles and key concept of digital media • Evolution of the 	

				internet	
4	<ul style="list-style-type: none"> • Mc. Luhan – Medhini is the message • Foucault – Power & Authority • Propaganda Model 	<ul style="list-style-type: none"> ➤ New Media Theory • Cognitive Theory 	<ul style="list-style-type: none"> ➤ Media Power and Political Culture 		
5					

Remarks by H.O.D.: _____

Sign. : _____

Date: _____

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Autonomous

Issued by MR: Dr. Moushumi Datta

TERMWISE TEACHING PLAN

	Topics to be covered				
Week	June	July	August	September	October
1		<ul style="list-style-type: none"> ➤ Difference between Documentary & Feature Film. 	<ul style="list-style-type: none"> ➤ Films & Film makers of different region. Satyajit Ray 	<ul style="list-style-type: none"> ➤ Hindi Cinema - trends to technology. ➤ Business of Cinema from Production to release. Financing - Exhibition 	
2	<ul style="list-style-type: none"> ➤ What is Cinema? Importance of Cinema. Journey of Cinema. Documentary to Feature film 	<ul style="list-style-type: none"> ➤ Neo Realism in Cinema. Classic example. 	<ul style="list-style-type: none"> ➤ Different regional film-makers – V. Shantaram 	<ul style="list-style-type: none"> ➤ Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc. 	
3	<ul style="list-style-type: none"> ➤ History of Cinema with emphasis on Indian cinema from Black & White to Digital. 	<ul style="list-style-type: none"> ➤ Other genres in cinema. French New Wave / Parallel Cinema 	<ul style="list-style-type: none"> ➤ Films of different film-makers. Vishal Bhardwaj, Madhur Bhandarkar etc. 		
4	<ul style="list-style-type: none"> ➤ Early narratives of cinema. Hollywood 	<ul style="list-style-type: none"> ➤ Award winning Indian regional film 	<ul style="list-style-type: none"> ➤ Film formats – Corporate film, Ad-film, Show-reel, Short film, Trailers, 		

	Classic Cinema		etc.		
5					

17-18-06 / D – TTP- /SFC

/BMM /PT/CM/14

Academic Year: **2017-18**

Term: Sem. **III**

Department: **SFC BMM**
MATHUR

Class: **SYBMM**

Subject: **UNDERSTANDING CINEMA**

Name of the Faculty: **CHETAN**

Remarks by H.O.D.: _____

Sign. : **Chetan Mathur**

Date: _____

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Issued by: **r. Moushumi Datta**

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP

/SFC/BMM/FT/ND/15

Academic Year: **2017-18**

Term: Sem. **III**

Department: SFC-BMM
Nelson Daniel

Class: SYBMM

Subject: Introduction to Creative Writing

Name of the Faculty:

	Topics to be covered				
Week	June	July	August	September	October
1		➤ Formal aspects of Poetry Theme Diction Tone	➤ Analyse some poems, on the basis of each of these formal aspects.	➤ Formal aspects of Drama: Examples of Shakespeare's works	

Issued by MR: Dr. Moushumi Datta

				<p>These are to be discussed with special reference to</p> <p>The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format</p>	
2	<p>➤ A Brief Introduction to Creative Writing Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews</p> <p>Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan</p>	<p>➤ Formal aspects of Poetry</p> <p>Imagery Symbolism Figures of speech: metaphor, simile</p>	<p>➤ Formal aspects of Drama: Examples of Shakespeare's works</p> <p>Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee) Theme Plot Character Dialogue</p>	<p>➤ Writing for the internet, with special reference to</p> <p>Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone b. Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication</p>	
3	<p>➤ Explain formal structure of the short story</p> <p>a. Theme b. Plot</p>	<p>➤ Formal aspects of Poetry</p> <p>personification,</p>	<p>➤ Formal aspects of Drama: Examples of Shakespeare's works</p> <p>Issues under UN: Human Rights,</p>	<p>c. News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on</p>	

		alliteration, onomatopoeia	Humanitarian Aid (African famine, refugee) Theme Plot Character Dialogue	internet has slowly started taking over other forms of media	
4	<ul style="list-style-type: none"> ➤ Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects. ➤ Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects 	<ul style="list-style-type: none"> ➤ Analyse some poems, on the basis of each of these formal aspects. 	<ul style="list-style-type: none"> ➤ Formal aspects of Drama: Examples of Shakespeare's works <p>These are to be discussed with special reference to</p> <p>The storyboard b. The two-column script c. Interactive scripts d. Narration scripts in the screenplay format</p>		

5					
---	--	--	--	--	--

Remarks by H.O.D.: _____

Sign. : _____

Date: _____

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP- -

/SFC/BMM/FT/PR/16

Academic Year: **2017-18**

Term: Sem. **III**

Issued by MR: Dr. Moushumi Datta

Department: SFC-BMM

Class: SYBMM

Subject: Introduction to Public Relations

Name of the Faculty: Preethi Rao

	Topics to be covered				
Week	June	July	August	September	October
1		<ul style="list-style-type: none"> ➤ .Corporate Image management ➤ PR of Retailers ➤ Non profit organizations 	<ul style="list-style-type: none"> ➤ PR process with emphasis on developing a PR Campaign. The RPCE model. 	<ul style="list-style-type: none"> ➤ Crisis communication (With case studies) Preparing a crisis plan Guidelines for sensitive interviews 	
2	<ul style="list-style-type: none"> ➤ Definition of PR- Nature/scope-objectives ,functions..Skills needed to be a PR Professional 	<ul style="list-style-type: none"> ➤ PR and movie promotions. Case studies of Hollywood and bollywood movie promotions may be used 	<ul style="list-style-type: none"> ➤ Development of profile:Company/individual 	<ul style="list-style-type: none"> ➤ Social responsibility and PR(With case studies) ➤ Ethics in PR.Code of conduct.(With case studies). 	
3	<ul style="list-style-type: none"> ➤ . PR - Propaganda Distinction between the two. 	<ul style="list-style-type: none"> ➤ Role of PR in politics ➤ PR for political candidates 	<ul style="list-style-type: none"> ➤ Drafting a pitch note/proposal/Writing for social media 	Revision	

Issued by MR: Dr. Moushumi Datta

	Public opinion and Publicity.				
4	<ul style="list-style-type: none"> ➤ PR & Advertising- The differences between the two. To be taught with relevant case studies. Using advertising for PR communications ➤ PR & Branding. ➤ PR as a tool to build brands Internal and external PR ➤ Focus on Corporate communication 	<ul style="list-style-type: none"> ➤ Non Media- Seminars, exhibitions ,trade fairs, sponsorships etc 	<ul style="list-style-type: none"> ➤ New age PR: Digital PR To be taught with help of contemporary examples 		
5					

Remarks by H.O.D.: _____

Sign. : _____

Date: _____

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP/SFC/BMM/PT/AS/17

Academic Year: **2017-18**

Term: Sem. III

Department: SFC-BMM
STUDIES

Class: SYBMM
Name of the Faculty: SHAIKH.ARIFA

Subject: INTRODUCTION TO CULTURAL

	Topics to be covered				
Week	June	July	August	September	October
1	2	<ul style="list-style-type: none">➤ Construction of culturea. Socialb. Economicc. Politicald. Religione. Technology	<ul style="list-style-type: none">➤ Globalisation and cultural studies <p>Popular culture- trends, transformation and its impact on society</p> <ul style="list-style-type: none">➤ Commodification of culture and its impact on lifestyle	<ul style="list-style-type: none">➤ Cultural expressions and media <ul style="list-style-type: none">• Oral traditions• folklore• Fashions and fad	

2	<ul style="list-style-type: none"> ➤ Introduction to cultural studies ➤ Evolution, Need and significance of cultural studies ➤ Concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity ➤ Theories and its relevance in media <ul style="list-style-type: none"> a. Diffusionism- Kroeber b. Cultural materialism- Raymond Willams c. Functionalism- Malinowski, and R. Brown d. Social interaction- 	<ul style="list-style-type: none"> ➤ Re- representation and media culture <ul style="list-style-type: none"> a. Language b. Gender <p>Reference Books</p>	<ul style="list-style-type: none"> ➤ Changing values, ideologies and its relevance in the contemporary society 	<ul style="list-style-type: none"> • Cuisine • Festivals • Sports 	
3	G.H.Mead and Cooley	<ul style="list-style-type: none"> c. Race d. Class 	<ul style="list-style-type: none"> ➤ Global flow of investment, Knowledge, cultural 	<ul style="list-style-type: none"> • Art and Architecture • Tourism 	

	<ul style="list-style-type: none"> ➤ Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall ➤ Culture and industry – John Fiske 		goods, glocalization, globalization and power		
4	<ul style="list-style-type: none"> ➤ Theories on comparing culture and describing cultural differences vs. Collectivism, Uncertainty Avoidance 2 a. Hofstede’s Dimension Study Power Distance, Individualism Masculinity versus Femininity) b. The Globe study c. Cultural Dimensions of Trompenaar 	<ul style="list-style-type: none"> e. Ethnicity f. Kinship and terminology 	<ul style="list-style-type: none"> ➤ Globalization and multiculturalism, homogenization and fragmentation Cultural liberty in diverse world and Global Inequalities Digital media culture 		

5					

Remarks by H.O.D.: _____

Sign. : _____

Date: _____

F: TTP/01



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 06 / D – TTP

/SFC/BMM/PT/KS/18

Issued by MR: Dr. Moushumi Datta

Academic Year: **2017-18**

Term: Sem. **III**

Department: SFC BMM

Class: SYBMM

Subject: Advance Computers

Name of the

Faculty: Kaushik Sanghvi

	Topics to be covered				
Week	June / November	July / December	August / January	September / February	October / March
1		<ul style="list-style-type: none">➤ Introduction to the Web.➤ Introduction to HTML5.➤ Formatting Text Using Tags.	<ul style="list-style-type: none">➤ Starting with Adobe Premiere.➤ Video Editing.	<ul style="list-style-type: none">➤ 3D Overview. Working with Objects. Transforming and Grouping. Shapes and Modifiers.	
2	<ul style="list-style-type: none">➤ Introduction to advance computers➤ Working with Fills and Outline, Layers and Pen tool.	<ul style="list-style-type: none">➤ Getting Started with Web Designing➤ Working with Lists, Tables and Links➤ Working with Multimedia Objects.	<ul style="list-style-type: none">➤ Animating, Effects, Transitions and Exporting Video.	<ul style="list-style-type: none">➤ Compound Objects.	
3	<ul style="list-style-type: none">➤ Understanding Layers and Symbols.➤ Working with Text and Mask Layers.	<ul style="list-style-type: none">➤ Creating Hyperlinks and Anchors.➤ Introduction to CSS3.➤ Formatting Using Style Sheets.	<ul style="list-style-type: none">➤ Working with Audio.	<ul style="list-style-type: none">➤ Revision and project submission	

Issued by MR: Dr. Moushumi Datta

		➤ Displaying Graphics.			
4	<ul style="list-style-type: none"> ➤ Creating Frame by Frame Animation. Classic and Shape tweening. ➤ Motion Tweening. Publishing scene with Sound and Video. 	<ul style="list-style-type: none"> ➤ Creating Webpage ➤ HTML5 Audio and Video. ➤ Introduction to Digital Video Editing. 	<ul style="list-style-type: none"> ➤ Creating Titles and Superimposing. ➤ Previewing & Rendering Output. ➤ In Introduction to Audio Editing. ➤ Audio Editing with Sound Forge. ➤ Saving and Exporting 		
5					

Remarks by H.O.D.: _____

Sign. : _____

Date: _____