

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 – Medhuni is the message • Foucault – Power & Authority • Propaganda Model 	<ul style="list-style-type: none"> ➤ New Media Theory • Cognitive Theory 	➤ Media Power and Political Culture		
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Remarks by H.O.D.: _____

Sign. : _____

Date: _____

F: TTP/01



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TERMWISE TEACHING PLAN

	Topics to be covered				
Week	June	July	August	September	October
1		➤ Difference between Documentary & Feature Film.	➤ Films & Film makers of different region. Satyajit Ray	➤ Hindi Cinema - trends to technology. ➤ Business of Cinema from Production to release. Financing - Exhibition	
2	➤ What is Cinema? Importance of Cinema. Journey of Cinema. Documentary to Feature film	➤ Neo Realism in Cinema. Classic example.	➤ Different regional film-makers – V. Shantaram	➤ Trade bodies & their importance – IFTDA, SWA, FMJC, WICA etc.	
3	➤ History of Cinema with emphasis on Indian cinema from Black & White to Digital.	➤ Other genres in cinema. French New Wave / Parallel Cinema	➤ Films of different film-makers. Vishal Bhardwaj, Madhur Bhandarkar etc.		
4	➤ Early narratives of cinema. Hollywood	➤ Award winning Indian regional film	➤ Film formats – Corporate film, Ad-film, Show-reel, Short film, Trailers,		

	Classic Cinema		etc.		
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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



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Issued by: _____ r. Moushumi Datta

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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 These are to be discussed with special reference to	

Issued by MR: Dr. Moushumi Datta

				<p>The storyboard</p> <p>b. The two-column script</p> <p>c. Interactive scripts</p> <p>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</p> <p>Symbolism</p> <p>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)</p> <p>Theme</p> <p>Plot</p> <p>Character</p> <p>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</p> <p>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, alliteration, onomatopoeia</p>	<p>➤ Formal aspects of Drama: Examples of Shakespeare's works</p> <p>Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee)</p>	<p>c. News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on internet has slowly started taking over other forms of media</p>	

			Theme Plot Character Dialogue		
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</p> <p>b. The two-column script</p> <p>c. Interactive scripts</p> <p>d. Narration scripts in the screenplay format</p>		
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TERMWISE TEACHING PLAN

17-18- 06 / D – TTP- -

/SFC/BMM/FT/PR/16

Academic Year: **2017-18**

Term: Sem. **III**

Department: **SFC-BMM**

Class: **SYBMM**

Subject: **Introduction to Public Relations**

Name of the Faculty: **Preethi Rao**

Issued by MR: **Dr. Moushumi Datta**

	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. <p>The RPCE model.</p>	<ul style="list-style-type: none"> ➤ Crisis communication (With case studies) <p>Preparing a crisis plan</p> <p>Guidelines for sensitive interviews</p>	
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. <p>Case studies of Hollywood and bollywood movie promotions may be used</p>	<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. <p>Public opinion and Publicity.</p>	<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	
4	<ul style="list-style-type: none"> ➤ PR &Advertising-The differences between the 	<ul style="list-style-type: none"> ➤ Non Media-Seminars, exhibitions ,trade 	<ul style="list-style-type: none"> ➤ New age PR: Digital PR <p>To be taught with help of contemporary examples</p>		

	<p>two.To be taught with relevant case studies. Using advertising for PR communications</p> <ul style="list-style-type: none"> ➤ PR & Branding. ➤ PR as a tool to build brands Internal and external PR ➤ Focus on Corporate communication 	fairs, sponsorships etc			
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Remarks by H.O.D.: _____

Sign. : _____

Date: _____

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Issued by MR: Dr. Moushumi Datta

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 studiesPopular culture- trends, transformation and its impact on society➤ 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	<p>G.H.Mead and Cooley</p> <ul style="list-style-type: none"> ➤ Popular and mass culture, circuit of 	<ul style="list-style-type: none"> c. Race d. Class 	<ul style="list-style-type: none"> ➤ Global flow of investment, Knowledge, cultural goods, glocalization, 	<ul style="list-style-type: none"> • Art and Architecture • Tourism 	

	<p>culture, encoding and decoding - Stuart Hall</p> <p>➤ Culture and industry – John Fiske</p>		globalization and power		
4	<p>➤ Theories on comparing culture and describing cultural differences</p> <p>vs.</p> <p>Collectivism, Uncertainty Avoidance</p> <p>2</p> <p>a. Hofstede's Dimension Study Power Distance, Individualism Masculinity versus Femininity)</p> <p>b. The Globe study</p> <p>c. Cultural Dimensions of Trompenaars</p>	<p>e. Ethnicity</p> <p>f. Kinship and terminology</p>	<p>➤ Globalization and multiculturalism, homogenization and fragmentation</p> <p>Cultural liberty in diverse world and Global Inequalities</p> <p>Digital media culture</p>		

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Remarks by H.O.D.: _____

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TERMWISE TEACHING PLAN

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Issued by MR: Dr. Moushumi Datta

Academic Year: **2017-18**

Term: Sem. **III**

Department: SFC BMM
Faculty: Kaushik Sanghvi

Class: SYBMM

Subject: Advance Computers

Name of the

	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	

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		➤ 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 		
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Remarks by H.O.D.: _____

Sign. : _____

Date: _____