

Nagindas Khandwala College (Autonomous)
Affiliated to University of Mumbai



**MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road,
Malad (West), Mumbai-400 064**

Programme Code: UBAMMC

Bachelor of Arts in Multi Media & Mass Communication (BAMMC)

Three Year Integrated Programme -

Six Semesters

Course Structure

Under Choice Based Credit, Grading and Semester System

Implemented from Academic Year- 2022-23 onwards

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1. Preamble

There is a marked change in way the world communicates today and the manner in which technology and media are harnessed to deliver a message or share information. In this age of RTI there is a real time need for professionals trained to use multimedia communication platforms to deliver content efficiently and ethically. The world requires those who are sensitive to human rights and gender issues and be a voice for the marginalized.

This Bachelor of Arts in Multi Media & Mass Communication programme is so created to meet these requirements in both the Journalism and Advertising industry. Learners will be exposed to the right blend of knowledge and practical exposure.

2. Objectives

Graduates of this programme will be trained for:

1. The challenges and opportunities of the advertising industry and be equipped for careers in copywriting, direct marketing, public relations and client servicing.
2. The challenges and opportunities in the field of reporting and journalism. Graduates will be prepared for careers such as reporters, anchors, public relations executives, content writers, bloggers and influencers.
3. Working independently as freelancers and job creators.

Program Outcomes for the Bachelor of Multimedia and Mass Communication

PO1 Learners will acquire a competency in critical thinking skills, effective oral and written communication and technological know-how including digital and media literacy and competencies.

PO2 To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print in curricular and extra-curricular activities real-life problems.

PO3 Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

PO4 Respond responsibly and ethically to global industry demands and work alongside diversity as responsible national and world citizens

PO5 Create, participate and lead service-learning projects that benefit the community at large

PO6 Equipped for internships and PG Courses

Programme Specific Outcomes for BAMMC: Journalism

PSO1 Learners demonstrate an in-depth knowledge of key journalistic concepts. They learn to differentiate between fake news and the real.

PSO2 Learners acquire the skill to create and design mass media products such as news stories, press releases, blogs and digital audio-video.

PSO3 Learners are equipped in traditional media such as reporting and broadcast journalism as well as in emerging media opportunities such as citizen and photo journalism to present an unbiased commentary sensitive to human rights, gender and thought diversities.

PSO4 Learners appreciate originality and understand the consequences of plagiarism.

PSO5 Learners are equipped to acquire jobs in Public Relations, Content writing and Reporting, Self-Employment.

PSO6 Learners demonstrate readiness for post graduate programmes

Programme Specific Outcomes for BAMMC: Advertising

PSO1 Learners demonstrate an in-depth knowledge of key advertising concepts.

PSO2 Learners acquire the skill to employ integrated marketing tools to suit diverse regional, national and world cultures.

PSO3 Learners are able to design advertising and marketing products on multimedia platforms

PSO4 Learners are equipped to apply advertising standards of ethics while doing business

PSO5 Learners demonstrate capability to acquire or create jobs in Digital Advertising Marketing, Client Servicing, Event Management, Self-Employment.

PSO6 Learners demonstrate readiness for post graduate programmes

**BAMMC PO-CO Mapping
2022-2023**

Subject	Course Code	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	PS O 6
Sem 1																			
Effective Communication-I	2011UMCEC	*	*																
Mass Communication	2012UMCMC	*		*	*														
Landmark Events Of The World And India- A Mass Media Approach	2013UMCLE	*	*	*	*														
Introduction To Economics	2014UMCIE	*	*	*		*	*												
Introduction To Sociology	2015UMCIS	*	*	*															
Introduction To Computers	2016UMCIC	*	*			*	*												
Sem 2																			
Effective Communication-II	2021UMCEC	*	*	*		*	*												
Political Concepts And The Indian Political System	2022UMCPC	*	*	*	*	*	*												
Introduction To Literature	2023UMCIL	*	*																
Principles Of Marketing	2024UMCPMK	*	*	*	*	*	*												
Principles Of Management	2025UMCPMG	*					*												
Media Psychology	2026UMCPSY	*	*	*	*	*													
Sem 3																			
Introduction To Public Relations	2131UMCPR	*	*	*	*	*	*					*							
Media Studies	2132UMCMS	*	*	*	*	*													
Understanding Cinema	2133UMCUC	*	*	*		*	*												
Introduction To Cultural Studies	2134UMCCS	*	*	*	*	*	*												
Creative Writing	2135UMCCW	*	*	*	*	*	*					*							
Advanced Computers	2136UMCAC	*	*	*	*	*	*												
Sem 4																			
Photography	2141UMCPH	*	*	*		*	*												
Introduction To Journalism	2142UMCIJ							*	*	*	*	*	*						
Introduction To Advertising	2143UMCIA													*	*	*	*	*	*
Film Appreciation	2144UMCFA	*	*	*					*										
Organisational	2145UMCOB	*	*	*	*		*												

Behaviour																				
Mass Media Research	2146UMCMR	*	*	*			*													
Sem 5 Journalism																				
Digital Media	2251UMMDM	*	*	*	*	*	*		*						*	*			*	
Journalism And Public Opinion	2252UMMJOP							*	*	*	*	*	*							
Indian Regional Journalism	2253UMMIR							*												
Global And New Media	2254UMMGM	*						*		*			*							
Reporting	2255UMMRP			*		*		*	*	*	*	*	*							
Cross Media Writing And Editing-I	2256UMMCME							*	*			*	*							
Sem 5 Advertising																				
Digital Media	2251UMMDM	*	*	*	*	*	*		*						*	*			*	
Brand Building	2252UMMBB													*	*	*	*			*
Advertising In Contemporary Society	2253UMMAC			*	*	*								*	*	*	*	*	*	*
Consumer Behaviour	2254UMMCB													*	*	*				*
Media Planning And Behaviour	2255UMMMP													*	*	*			*	*
Copywriting	2256UMMCW													*	*	*			*	*
Sem 6 Journalism																				
Newspaper And Magazine Making	2261UMMNM							*	*	*	*	*	*							
Contemporary Issues	2262UMMCI	*	*	*	*	*	*													
Press Laws And Ethics	2263UMMPLE							*	*	*	*	*	*							
Broadcast and Digital Journalism	2264UMMBDJ	*	*	*	*			*	*	*										
Business And Magazine Journalism	2265UMMBMJ							*				*	*							
News Media Management	2266UMMNMM							*				*	*							
Cross Media Writing And Editing-II	2267UMMCME							*	*		*	*	*							
Sem 6 Advertising																				
Advertising Design	2261UMMAD													*	*	*	*	*	*	*
Contemporary Issues	2262UMMCI	*	*	*	*	*	*													
Legal Environment And Advertising Ethics	2263UMMLE													*			*	*	*	*
Financial Management For Marketing And Advertising	2264UMMFM													*						*
Principles And Practices Of Direct Marketing	2265UMMDM													*	*	*			*	*
Agency Management	2266UMMAM													*			*	*	*	*
Entrepreneurship Development	2267UMMED			*		*									*				*	*

3. Scheme of Examination:

For FY, SY and TY students

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks.

The semester wise academic Credit Points are 36 Credits in the First year and 40 Credits for the Second years and 52 Credits in the Third and Final year but the value of Credits for Under-Graduate Programme shall be of 128 Credits.

The Academic Credits in the Third Year per subject is 4 reflecting the depth of the course in the final year.

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 15 Hours of learners' load.

The TY batch acquire 8 extra credits to obtain a total of 132 credits in order to be awarded a degree.

Scheme of Total Credits (TY)

Sr. No.	Year	Credits
1	Year 1	36
2	Year 2	36
3	Year 3	52
	Total Credits from Academics	124
	Additional Credits	8
	Total Credits for Award of Degree	132

Scheme of Total Credits (FY,SY)

Sr. No.	Year	Credits
1	Year 1	36
2	Year 2	40
3	Year 3	56
	Total Credits for Award of Degree	132

3.1 Credit Based Evaluation System Scheme of Examination

For semesters 1,2,3,4, 5 and 6, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination for First, Second and third year students.

3.2 Structure of Continuous Internal Evaluation

Distribution of Marks for Continuous Internal Examination (CIE for First, Second and Third Year students of 2022-23 batch) FY, SY TY students

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Distribution of Marks for Semester End Examination

Semester End Examination will be organized after all modules of the course taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. **This examination will be for 60 marks for first, second and third year students**

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and will issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below.

For FY, SY and TY students

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 Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks(i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade D 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 Continuous Internal Evaluation & Semester End Examination together.

Paper Pattern for Semester I-VI Semester End Exams. For FY, SY and TY learners

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A Q2. B	Full Length Question OR Full Length Question ! 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ! There will be an Internal Choice.	15 Marks 15 Marks
Q3. A Q3. B	Full Length Question OR Full Length Question ! 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ! There will be an Internal Choice.	15 Marks 15 Marks
Q 4	Short Notes (Any 3 out of 5)	15 Marks

Note:

The question can be asked from any part of the syllabus however the facilitator is expected to cover the whole syllabus.

3.3 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

3.4 Approved Certifications for Autonomy Credits Applicable for SYs

Table for Autonomy Credits					
Sem ester	Component	Duration	No. of Courses	Credit/ Course	Total Credits
A. Ability Enhancement Compulsory Course (AECC)					
4	AECC I Advanced Excel	1 Sem	1	4	4

Applicable for TYs

3	AECC Environmental Science	1 Sem	1	2	2
2 to 6	AECC II Online Course from approved digital platforms.	60 Hrs. (1 Sem)	1	4	4
B. Skill Enhancement Course (SEC)					
1-5	SEC I (Short Term Courses)	30 hrs (Table – 1)	--	2	2
				Total	8

All B. Com., B-Section (BAF, BBI, BFM) BMS (Finance) BAMMC students graduating from Nagindas Khandwala College will earn 8 (Eight) additional credits under autonomy. It is compulsory for every student to earn these credits for grant of a degree.

The scheme of credits is explained below.

Online Course from Digital Platforms

For TY students

A compulsory course is offered to students from their second year and they are expected to complete the same by their Third Year. This course is for 4 credits. The students are expected to submit a completion certificate from an approved digital platform.

For SY students

There will be an Advance Excel course in the 4th semester for 4 credits and a General Elective Course for 4 credits in the 5th semester in 2023-24.

Short Term Courses (STC)

List of Short Term Courses Offered Semester Wise From 2020-21

Sr. No	STC offered in Semester 1,3 & 5	STC offered in Semester 2,4 & 6
1	Basic Course in Brahmavidya - ₹ 2,200	Add On Certificate course on Child Care & Child Development ₹2,500
2	Pranic Healing - ₹ 3,300	Add On Certificate course on Travel & Tourism Management ₹2,500
3	Understanding Mental Health - ₹ 5,000	Add On Certificate course on Computer Application ₹2,500
4	Leadership inSights ₹3,000	Add On Certificate course on Functional English ₹2,500
5	Certificate in QGIS ₹ 3,000	Certificate Course in Gandhian Studies ₹2,000
6	Finding an 'Entrepreneur' in you - ₹4,000	Certificate in GIS ₹ 2,500
7	Working with Vectors (COREL DRAW) – ₹ 4,000	Tie and Dye ₹ 3,000
8	Certificate in Visual Merchandising – ₹ 4,000	Jewellery Making ₹ 3,000
9	Certificate Course in Indian Embroidery - ₹ 3,000	Working with Bitmap (Photoshop) ₹ 5,000
10	Certificate in Stylization - ₹ 3,500	Grooming and Personality Development ₹ 3,500
11	CASI New York Global Student Associate Certification - ₹ 3,540	Mind your Money - ₹ 2,000
12	Photography - ₹3,540	Certificate Course in Banking - ₹ 2,500
13	CASI New York Street Volunteering CASI ₹ 300	Understanding Pollution through Mobile Application ₹ 500
14	Certificate in Spanish Language ₹ 2,000	Digital Marketing ₹7,000
15	Fundamental of Capital Market and Derivatives ₹ 4,000	Certificate in Mandarin ₹ 2,000
16	Technical Analysis and trading on Stock Markets ₹ 4,000	Group Discussion Strategies ₹ 2,000
17	Financial Statement Analysis ₹ 2,000	Modelling ₹6,000
18	Certificate in CASI New York Finance ₹ 3,540	Certificate course on music ₹ 5,000
19	Certificate in Methods of Quantitative techniques – ₹ 3,000	Certificate Course in Sports Management ₹ 4,500
20	Mastering Aptitude Skills - ₹2,900	Mastering Analytical Skills ₹ 2,900
21	Enhancing Communication Skills - ₹2,900	Certificate Course in Mobile Journalism ₹ 10,000
22	Gujrati Folk Dance ₹1,500	Certificate in CASI New York Treasury Management ₹3,540
23	Draping ₹4,000	CASI New York Retail Banking ₹3,540
24	Programme for Life ₹3,000	Investment Banking Operations ₹3,950
25	Personal & Professional Insurance ₹2,000	Certificate in IFRS ₹ 3,750

Note: -

Khandwala College offers 43 Short Term Courses. These courses are divided in even and odd semesters and are organized in vacations. Students have to complete any **ONE** Short Term Course in any one of the semesters between 1 to 5. Courses offered in Sem. 1,3 & 5 are organized during the Diwali break and courses offered in Sem. 2 & 4 are organized in the month of April.

3.5 Exemptions from STC

Students satisfying any one of the criteria listed below will be granted exemption from registering for a short-term course. 2 credits under autonomy will be granted to students who have :-

1. Passed IPCC examination; either one group or both groups; conducted by Institute of Chartered Accountants of India. (ICAI)
2. Passed Executive level of examination conducted by Institute of Company Secretaries of India (ICSI)
3. Passed Intermediate level of examination conducted by Institute of Cost and Works Accountants of India (ICWAI)
4. Passed all Knowledge level papers F1 to F4 at the examination conducted by ACCA after registering from our college
5. Registered with NSS unit of Khandwala College, who have completed 120 hours with participation at the rural camp, and authorities in charge of NSS at college level have recommended their name for exemption.
6. Won prizes at University, State, National or International level in any sports activity- individual or team - and their name has been recommended by authorities in charge of Gymkhana at college level.
7. Enrolled for NCC unit of Khandwala College, have completed mandatory hours of training and have attended all programs of NCC at Khandwala College and their name has been recommended by authorities in charge of NCC at college level.
8. Represented Khandwala College at any University Cultural Festival and have won prize will be entitled to exemption on recommendation of their name by the Students Council in charge.

Multimedia & Mass Communication Programme
(Under Choice Based Credit, Grading and Semester System)

Three Year Integrated Programme - Semesters Basic Structure:

Distribution of Courses (Applicable for TYs of 2022-23)

Journalism

1	Ability Enhancement Compulsory Course (AECC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$)=	06
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) =	06 08
3	Core Course (CC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $5*4$)= 15 Papers of 3Credits Hrs. each (Total Credits Hrs. $15*3$)=	20 45
4	Discipline Specific Compulsory Course (DSC)	6 Papers of 4 Credits Hrs. each (Total Credits Hrs. $6*4$) = 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $5*3$) =	24 15
	Total Credits Hours		124

Basic Structure: Distribution of Courses
Advertising

1	Ability Enhancement Compulsory Course (AECC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$)=	06
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) =	06 08
3	Core Course (CC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $5*4$)= 15 Papers of 3Credits Hrs. each (Total Credits Hrs. $15*3$)=	20 45
4	Discipline Specific Compulsory Course (DSC)	6 Papers of 4 Credits Hrs. each (Total Credits Hrs. $6*4$)= 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $5*3$) =	24 15
	Total Credits Hours		124

Applicable for FY and SY from A.Y 2022-23 onwards

1	Ability Enhancement Compulsory Course (AECC)	2 Papers of 3 Credits Hrs. each in 1st and 2nd Semester (Total Credits Hrs. $2*3$)+ 1 paper of 4 credits offered in the 4th Semester	10
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. $2*3$) = 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. $2*4$) =	06 08
3	Core Course (CC)	5 Papers of 4 Credits Hrs. each (Total Credits Hrs. $5*4$)= 15 Papers of 3Credits Hrs. each (Total Credits Hrs. $15*3$)=	20 45
4	Discipline Specific Compulsory Course (DSC)	6 Papers of 4 Credits Hrs. each (Total Credits Hrs. $6*4$) = 5 Papers of 3 Credits Hrs. each (Total Credits Hrs. $5*3$) =	24 15
5	Generic Electives (GE) 1	1 paper of 4 credits to be chosen from one of the STC courses in the 5th Semester	4
6	Generic Electives (GE) 2 Optional	1 paper of 4 credits to be chosen from one of the STC courses in the 6th Semester- Optional Credits will be reflected in a separate certificate.	4
	Total Credits Hours		132

Note: 4 extra credit as GE 2 is optional.

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework

2022-23

FIRST YEAR

(Implemented for Academic year 2022-2023)

60:40

Sr. No.	Semester I	Subject code	Credits	Sr. No.	Semester II	Subject code	Credits
	<i>Ability Enhancement Compulsory Course (AECC)</i>				<i>Ability Enhancement Compulsory Course (AECC)</i>		
1	AECC-1 Effective Communication Skills-I	2011UMCEC	3	1	AECC-2 Effective Communication Skills-II	2021UMCEC	3
	<i>Core Course</i>				<i>Core Course</i>		
2	CC-1 Mass Communication	2012UMCMC	3	2	CC- 5 Political concepts and Indian political system	2022UMCPC	3
3	CC-2 Landmark Events of the World and India- A Mass Media Approach	2013UMCLE	3	3	CC-6 Introduction to Literature	2023UMCIL	3
4	CC-3 Introduction to Economics	2014UMCIE	3	4	CC-7 Principles of Marketing	2024UMCPMK	3
5	CC-4 Introduction to Sociology	2015UMCIS	3	5	CC-8 Principles of Management	2025UMCPMG	3
	<i>Discipline Specific Compulsory Course (DSC)</i>				<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC-1 Introduction to Computers	2016UMCIC	3	6	DSC-2 Media Psychology	2026UMCPSY	3
	TOTAL		18		TOTAL		18

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework

2022-23

SECOND YEAR

(Implemented for Academic year 2022-2023)

60:40

Sr. No.	Semester III	Subject code	Credits	Sr. No.	Semester IV	Subject code	Credits
					<i>Ability Enhancement Compulsory Course (AECC)</i>		
					AECC-3 Advanced Excel		4
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC-1 Introduction to Public Relations	2131UMCPR	3	1	SEC-2 Photography	2141UMCPH	3
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 9Media Studies	2132UMCMS	3	2	CC- 12 Introduction to Journalism	2142UMCIJ	3
3	CC-10 Understanding Cinema	2133UMCUC	3	3	CC- 13 Introduction to Advertising	2143UMCIA	3
4	CC-11 Introduction to Cultural Studies	2134UMCCS	3	4	CC-14 Film Appreciation	2144UMCFA	3
	<i>Discipline Specific Compulsory Course (DSC)</i>			5	CC-15 Organizational Behaviour	2145UMCOB	3
5	DSC-3-Creative Writing	2135UMCCW	3		<i>Discipline Specific Compulsory Course (DSC)</i>		
6	DSC –4 Advance Computers	2136UMCAC	3	6	DSC- 5 Mass Media Research	2146UMCMR	3
	TOTAL		18		TOTAL		22

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework

2022-23

THIRD YEAR
JOURNALISM

(Implemented for Academic year 2022-2023)

60:40

Sr. No.	Semester V	Subject code	Credits	Sr. No.	Semester VI	Subject code	Credits
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC-3 Digital Media	2251UMMDM	4	1	SEC-4 Newspaper and Magazine Making	2261UMMNM	4
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 16 Journalism and Public Opinion	2252UMMJJP	4	2	CC-19 Contemporary Issues	2262UMMCI	4
3	CC-17 Indian Regional Journalism	2253UMMIR	4	3	CC-20 Press Law and Ethics	2263UMMPLE	4
4	CC-18 Global and New Media	2254UMMGM	4		<i>Discipline Specific Compulsory Course (DSC)</i>		4
	<i>Discipline Specific Compulsory Course (DSC)</i>		4	4	DSC-08 Broadcast and Digital Journalism	2264UMMBDJ	4
5	DSC-6- Reporting	2255UMMRP	4	5	DSC-09 Business and Magazine Journalism	2265UMMBMJ	4
6	DSC -7 Cross Media Writing & Editing - I	2256UMMCME	4	6	DSC-10 News Media Management	2266UMMNMM	4
				7	DSC-11 Cross Media Writing & Editing - II	2267UMMCME	4
	TOTAL		24		TOTAL		28

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
2022-23
THIRD YEAR
ADVERTISING
(Implemented for Academic year 2022-2023)
60:40

Sr. No.	Semester V	Subject code	Credits	Sr. No.	Semester VI	Subject code	Credits
	<i>Skill Enhancement Compulsory Course (SEC)</i>				<i>Skill Enhancement Compulsory Course (SEC)</i>		
1	SEC- 3 Digital Media	2251UMMDM	4	1	SEC- 4 Advertising Design	2261UMMAD	4
	<i>Core Course (CC)</i>				<i>Core Course (CC)</i>		
2	CC- 9 Brand Building	2252UMMBB	4	2	CC-19 Contemporary Issues	2262UMMCI	4
3	CC-10 Advertising in Contemporary Society	2253UMMAC	4	3	CC-20 Legal Environment and Advertising Ethics	2263UMMLE	4
4	CC-11 Consumer Behaviour	2254UMMCB	4		<i>Discipline Specific Compulsory Course (DSC)</i>		
	<i>Discipline Specific Compulsory Course (DSC)</i>			4	DSC-08 Financial Management for Marketing and Advertising	2264UMMFM	4
5	DSC-3- Media Planning and Buying	2255UMMMP	4	5	DSC-09 Principles and Practices of Direct Marketing	2265UMMDM	4
6	DSC –4 Copywriting	2256UMMCW	4	6	DSC-10 Agency Management	2266UMMAM	4
				7	DSC-11 Entrepreneurship Development	2267UMMED	4
	TOTAL		24		TOTAL		28

Bachelor of Arts in Multi Media & Communication (BAMMC) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

FYBAMMC

(Effective from Academic Year- 2022-2023 onwards)

FYBAMMC – SEMESTER I							
Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2011UMCEC	<i>Ability Enhancement Compulsory Course</i> Effective Communication Skills-I	3	2	40	60	100	3
2012UMCMC	Core: Mass Communication	3	2	40	60	100	3
2013UMCLE	Core: Landmark Events of the World and India - A Mass Media Approach	3	2	40	60	100	3
2014UMCIE	Core: Introduction to Economics	3	2	40	60	100	3
2015UMCIS	Core: Introduction to Sociology	3	2	40	60	100	3
2016UMCIC	<i>Discipline Specific Compulsory Course (DSC):</i> Introduction to Computers	3	2	40	60	100	3
	TOTAL	18					18

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2011UMCEC	AECC: Effective Communication Skills-I	3	2	40	60	100	3

Objectives:

- To understand the fundamental approaches to interpersonal, public, and organizational communication.
- Analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.

Learning Outcomes:

After the completion of the course the Learner will be able to:

- CO 1: Understand the Process of Communication. (Understanding)
CO2: Demonstrate a familiarity in Note taking, Letter - writing. (Understanding)
CO3: Recognize the Process of Transition ((Understanding)
CO4: Acquire skills of Public – Speaking and Anchoring. (Knowledge)
CO5: Write messages to suit Target Audience (Apply)
CO 6: Apply Translation skills (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	The concept of communication	10
	<ul style="list-style-type: none"> ● 7 C's of Communication ● Barriers to communication ● Channels of Communication ● Objectives of Communication 	
2	Communication Skills	10

	<ul style="list-style-type: none"> • Virtues of Listening – Listening is not hearing, Types of listening, Barriers to listening, Fundamentals of good listening. • Types of reading; Recognizing aspects of language particularly in media. • Oral Communication - Anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates. • Types of thinking (rational and logical)-Errors in thinking, Partialism, Time scale, Egocentricity, Prejudices, Adversary Thinking, Extremes 	
3	Writing	10
	<ul style="list-style-type: none"> • Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing • Introduction to feature writing • Introduction to feature writing • Editing • Summarisation 	
4	Group Discussion & Interview	10
	<ul style="list-style-type: none"> • Ingredients of Group discussion • Role of leadership in group discussion • Types of Interview • Steps involved in Interviewing process 	
5	Views of Translation & Processing in Translation	10
	<ul style="list-style-type: none"> • 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. 	

6	Processing in Transition	10
	<ul style="list-style-type: none"> ● 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. 	

Reference Books
Effective Communication Skills 1
<ul style="list-style-type: none"> ● <i>Soft Skills – An Integrated Approach to Maximise Personality – Gajendra Singh Chauhan and Sangeeta Sharma</i> ● <i>Word Power Made Easy – Norman Lewis</i> ● <i>Business Communication - Rhoda A.Doctor and AspiH.Doctor</i> ● <i>Communication Skills in English – Aspi Doctor</i> ● <i>Teaching Thinking - Edward De Bono</i> ● <i>De Bono’s Thinking Course – Edward De Bono</i> ● <i>The Mind Map Book – Buzan Tony</i> ● <i>Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas</i> ● <i>Robinson</i> ● <i>A Textbook of Translation - by Peter Newmark, Newmark</i>

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2012UMCMC	Core: Mass Communication	3	2	40	60	100	3

Objectives:

- Understanding what mass communication is and Understanding of the basic that affecting mass communication and mass media;
- Knowing Impact of Mass media on society and individual and also society's impact on the media presentation and design.
- To improve the ability of analytical and critical thinking skills concerning the mass media and mass media messages;
- Expansion of students' depth and scope of media use and understanding.
- Development of enhanced abilities to translate shades of mass messages, developed through reading and writing assignments and class discussions.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Recognize New Mass Media Technologies (Understanding)

CO2: Identify effects of technology on existing messages (Understanding)

CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)

CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)

CO5: Analyse and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyse)

Sr. No.	Modules / Units	No. of Lectures
1	Mass Communication	15
	<ul style="list-style-type: none"> ● 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 	

	<ul style="list-style-type: none"> ● Functions of Mass Communication ● Barriers of Mass Communication 	
2	Impact of Mass Media	15
	<ul style="list-style-type: none"> ● 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: <ol style="list-style-type: none"> 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 	
3	Mass Communicators	10
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	
4	The New Mass Media	10
	<ul style="list-style-type: none"> ● 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 	
5	Impact of Mass Media on Society	10

	1. Education 2. Children 3. Women 4. Culture 5. Youth 6. Development	
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Reference Books
Mass Communication
<ul style="list-style-type: none"> ● <i>Mass Communication Theory: Denis Mcquail</i> ● <i>Mass Communication: Rowland Lorimer</i> ● <i>The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)</i> ● <i>Mass Communication Effects: Joseph Klapper</i> ● <i>Mass Communication & Development: Dr. Baldev Raj Gupta</i> ● <i>Mass Communication in India: Keval J Kumar</i> ● <i>Mass Communication Journalism in India: D S Mehta</i> ● <i>The Story of Mass Communication: Gurmeet Singh</i> ● <i>Towards a Sociology of Mass Communication: Denis Mcquail</i> ● <i>Perspective Human Communication: Aubrey B Fisher.</i> ● <i>Communication Technology & Development: I P Tiwari</i> ● <i>The Process of Communication: David K Berlo</i> ● <i>Cinema & Television: Jacques Hermabon & Kumar Shahan</i> ● <i>Mass Media Today: Subir Ghosh</i> ● <i>You & Media: Mass Communication & Society: David Clark</i> ● <i>Mass Culture, Language & arts in India: Mahadev L Apte</i> ● <i>The Communication Revolution: Narayana Menon</i> ● <i>Communication Facts & Ideas in Business: L. Brown (Prentice Hall)</i> ● <i>Introduction to Communication Studies: John Fiske</i> ● <i>India's Communication Revolution: ArvindSinghal and Everett Rogers</i> ● <i>Many Voices One World: Report of the McBride Commission</i> ● <i>Here's the News: Paul de Maesener</i> ● <i>The Myth of Mass Culture: Alan Swing wood</i> ● <i>Communication: C.S. Rayadu, (Himalaya Publishing House, Mumbai)</i> ● <i>Communication-concepts & Process: Joseph A Devito</i> ● <i>26. Lectures on Mass Communication: S Ganesh.</i>

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2013UMCLE	Core: Landmark Events of the World and India - A Mass Media Approach	3	2	40	60	100	3

Objectives:

- To introduce to the learner's major events that impacted the world they live in.
- To sensitise learners to human rights violations and the need to address human rights demands.
- To create an understanding of the role mass media played in recording events
- To appreciate the power of new media in fuelling movements

Learning Outcomes

After the completion of the course the Learner will be able to:

CO1: Recognize the multi-faceted role media played in historical milestones and in changing power equations. (Understanding)

CO2: Demonstrate a deeper appreciation of media tools and role of photojournalists in the making and recording of history and apply this knowledge in the understanding of current trends. (Understanding)

CO3: Analyze the causes and impact of historical events and Human Rights Violations. (Analyze)

CO4: Evaluate important socio-environmental movements powered by people and understand its implications. (Analyze)

CO5: Apply a critical approach for designing solutions to Socio-Political and Environmental Issues (Apply)

CO6: Inculcate sound values from Modern Indian Leaders. (Synthesize).

Sr. No.	Modules / Units	No. of Lectures
1	The World Wars and role of media	10
	<ul style="list-style-type: none"> ● Allied and German Propaganda during the First World war ● The Christmas Eve Ceasefire on the Western Front ● Allied and Nazi Propaganda- Second World War ● Nazi and Japanese war crimes-Violation of human Rights. Unit 731 Bombing of Hiroshima and Nagasaki, Anne Frank's Diary. 	
2	Birth of cold war-Impact	10
	<ul style="list-style-type: none"> ● Meaning of Cold War and Causes for a bipolar world-Case study-Impact of cold war in American election campaigns. ● The rise of Taliban in Afghanistan-American role. ● Factors that ended Cold War. ● Collapse of Soviet Union-Perestroika and Glasnost. The formation of CIS.Berlin Wall-A case study 	
3	Human Rights Issues-The African Famine-The Refugee Crisis	10

	<ul style="list-style-type: none"> ● Causes for the African famine of the 1980s. Contributions of photo journalists - Kevin Carter and Mohammed Amin. ● Music concerts in response to the humanitarian crisis. ● Pol Pot and the Killing fields of Cambodia-Roles of journalists ,Dith Pran & Sydney Schanberg. ● Refugee crisis with special reference to Syria and Myanmar. Mass evacuation of Indians from Iraq during the Gulf War 1990-1991. The Role of Mathunny Mathews– A Case Study- The historical relevance of the movie Airlift. 	
4	People’s Movements-Socio-Political and Environment initiatives	10
	<ul style="list-style-type: none"> ● The Tiananmen Square Protests -1984 The Tank Man and the role of media in bringing world attention. The end of Apartheid –The role of Nelson Mandela ● Arab Spring-Causes for rise. Impact. The role of social media ● Environmental Movements –International and National. Silent Springs/Chipko Movement/Narmada Bachao Andolan /similar such movements ● #Me too Campaign and the Indian media 	
5	National and International conflicts and the Media	10
	<ul style="list-style-type: none"> ● . The Kargil Conflict-India’s first televised war ● Indo-Sino war-1962. The Henderson Report. ● The Formation of Bangladesh. Journalist Anthony Mascarenhas role in influencing world opinion ● The 26/11 Mumbai & The Pathankot, Uri Attacks and Pulwama attack. Media reporting-A Critical analysis. The contributions of photojournalist - Sebastian D’Souza 	
6	Challenges and opportunities	10
	<ul style="list-style-type: none"> ● The Partition and impact. Samyukta Maharashtra Movement-The role of media ● Contributions of Homai Vyarawalla. India’s First lady photo-journalist in covering major events ● Game changers in the State: Vinoba Bhave- Bhudan Movement, Maharshi D. K. Karve Women’s University, Baba Amte, Anna Hazare’s fight for good governance ● The Liberalization of the Indian economy in the 1990s. Impact on Indian society, culture, lifestyles. Globalisation of the Indian advertising industry 	

Reference Books (Suggested Readings)

Landmark Events of the World and India - A Mass Media Approach

- *Arvind Ganachari-Nationalism and social reform in a colonial situation-Lalpaze*
- *Publications,new delhi,2001*
- *AsimaSahu-Women's Liberation and Human Rights-Pointer Publishers,Jaipur,2000*
- *Bambri C.P –Indian politics since Independence,Shirpa Publications*
- *BipinChandra,Mridula Mukherjee, Aditya Mukherjee-India since Independence,Revisedandupdated.PenguinBooks,New Delhi,2000*
- *Bipin Chandra-India's struggle for Independence,Penguin Books,2001-*
- *ChiranjeeviNirmal-Human Rights in India-historical,social and Political Persptives,OxfordUniversityPress,New Delhi.1997*
- *Norman Lowe-Mastering Modern world History,4 th edition, Norman Lowe, PalgraveMacmillan*
- *Palmer and Perkins,-International Relations-Revised Indian Edition,A.I.T.B.S Publishers,NewDelhi,2002.*
- *Pavitran,K.S- Non Alignment:Unipolar world and beyond,BCC,New Delhi,2007*
- *Pyleem.v-India's Constitution,vikas Publication*
- *Saxena K.P-Reforming UN:The challenge and relevance-Sage Publications,New Delhi,1993*
- *Shashi MotilalandBijyayalakshmi-Human Rights,Gender and Environment-Allied Publihers,New Delhi ,2006*
- *Sirsikar V.M-Politics of Modern Maharashtra-Orient Longman,1994*

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2014UMCIE	Core: Introduction to Economics	3	2 Hours	40	60	100	3

Objectives:

- To understand the basic concepts in Micro and Macro Economics.
- To understand the importance of Advertising Elasticity of Demand in the media world.
- To keep learners acquainted with the modern macro concepts and its effects in mass media

Learning Outcomes: -

After the completion of the course the Learner will be able to:

CO1: Understand the basic concepts in Micro and Macro Economics. (Understanding)

CO2: Recognize the functioning of the governments and its relation to Mass Media. (Understanding)

CO3: Identify factors that contribute to social and economic environment (Understanding)

CO4: Demonstrate the importance of Advertising Elasticity of Demand in the media world. (Understanding)

CO5: Will be able to determine feasible cost which is relevant in the advertising industry. (Apply)

CO6: Design Creative Solutions to Combat Inflation (Create)

Sr. No.	Modules / Units	No. of Lectures
	Micro Economics	
1	Nature and Scope of micro economics	6
	<ul style="list-style-type: none"> ● Meaning ● Nature ● Scope ● Significance ● Limitations ● Positive and normative economics with the help of examples from problems in media industry ● Basic concepts in economics- scarcity and welfare 	
2	Demand-Supply analysis	6
	<ul style="list-style-type: none"> ● Marshal's Approach and Equi-Marginal utility with the help of media related examples. ● Law of Demand <ul style="list-style-type: none"> - Determinants of Demand - Advertising Elasticity of Demand ● Law of Supply <ul style="list-style-type: none"> - Determinants of Supply ● Effects of Demand and Supply on Advertising 	
3	Cost Concept	6

	<ul style="list-style-type: none"> ● Types of Costs <ul style="list-style-type: none"> - Total - Fixed - Variable - Marginal - Average - Opportunity - Social and Private - Explicit and Implicit Costs ● Numerical for calculation of Total, Average and Marginal Costs ● Revenue and Break-Even Analysis <ul style="list-style-type: none"> - Short run and long run ● Economies and Diseconomies of scale <ul style="list-style-type: none"> - Scope - International Economies with the help of examples from Print and visual media 	
4	Revenue & Firm	6
	<ul style="list-style-type: none"> ● Total Revenue ● Average Revenue ● Marginal Revenue and their relationship. ● Nature of Firm: The firm as an agent of Production ● Organising Economic Activity by a Firm <ul style="list-style-type: none"> - Market Coordination Vs. Managerial Coordination - Objectives of a Firm - Effects of advertising spending on firm value 	
	Macro Economics	
5	Meaning and Scope of macro economics	6
	<ul style="list-style-type: none"> ● National Income concepts <ul style="list-style-type: none"> - GNP - GDP - NNP - NDP - Per capita Income ● Circular flow of income ● Trade Cycle <ul style="list-style-type: none"> - Features - Phases with the help of examples from growth of media industry. 	
6	Money, Inflation and Deflation	6
	<ul style="list-style-type: none"> ● Meaning ● Functions of money ● Money Supply Constituents ● Velocity of circulation of money ● RBI's approach to money supply ● Demand for money ● Inflation 	

	<ul style="list-style-type: none"> - Meaning - Causes - Effects - Measures to control inflation ● Concept of Deflation ● Commercial Banks ● Central Bank and Monetary Policy 	
7	Brief understanding of Government and Indian Economy	6
	<ul style="list-style-type: none"> ● Fiscal policy <ul style="list-style-type: none"> - sources of public revenue - areas of public expenditure ● Union Budget – Social Expenditure ● Millennium Development goals. ● Structure of the Indian Economy (Growth of media and entertainment as a service industry and macro-economic scenario) 	
8	Demonetisation	6
	<ul style="list-style-type: none"> ● Meaning ● Features ● Effects of Demonetisation in the Indian Economy ● Impact of Demonetisation on Media and Entertainment Industry 	
9	Goods and Service Tax	6
	<ul style="list-style-type: none"> ● Meaning and Concept ● Benefits ● Different types of GST ● GST History ● Impact of GST on Media and Entertainment Industry- <ul style="list-style-type: none"> - Exhibition of Movies - Films Distribution - Services rendered by Artists and other technicians - Sponsorship and Brand Promotion - Advertisement 	
10	Introduction to external sector	6
	<ul style="list-style-type: none"> ● Balance of payments ● Exchange rate ● Trade policy-free trade and protectionism – ● FDI (With special reference to FDI in Indian media and entertainment industry)- ● FII (with special reference to investment opportunities in Indian media industry)- ● World Institutions <ul style="list-style-type: none"> - IMF - World Bank - WTO (with special reference to media related intellectual property rights) - India in a globalized world. 	

References (Suggested Readings)
Introduction to Economics
<ul style="list-style-type: none"> ● H L Ahuja: (2017) Advanced Economic Theory, S Chand and Company Limited ● Rajkumar Venkatesan: (2011) Design of Price and Advertising Elasticity Models, Darden Business Publishing ● http://cassmba7.weebly.com/short-run.html ● Amit Joshi & Dominique M. Hanssens: (2009) The Direct and Indirect Effects of Advertising Spending on Firm Value, Journal of Marketing ● http://cassmba7.weebly.com/long-run.html ● H L Ahuja: (2017) Macroeconomics Theory and Policy, S Chand and Company Limited ● DimpalVij: (2018) Demonetisation: Effects on Indian Economy, Research Gate ● Dharmendra Kumar & Aman Vats: (2018) Demonetisation Impact: Media, Entertainment, Animation and Visual Effects Industry, Research Gate ● https://www.bankbazaar.com/tax/gst.html ● https://cleartax.in/s/media-entertainment-taxation-gst

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2015UMCIS	Core: Introduction to Sociology	3	2 Hours	40	60	100	3

Objectives:

- To develop an in-depth understanding of basic foundations of sociology.
- To establish the relationship between sociology and mass media.
- To understand the theories given by different sociologists for improvement in society.

Learning Outcomes: -

After the completion of the course the Learner will be able to:

- CO 1: Understand the ability to see things socially and how they interact and influence each other. (Understanding)
- CO2: Demonstrate a familiarity in establishing the link between culture and media. (Understanding)
- CO3: Recognize the agencies of Socialization and understand how to benefit from them (Understanding)
- CO4: To enhance his knowledge about society, social institutions, social stratification, social (Knowledge)
- CO5: Interact and ascertain the impact of social change with reference to media and communication. (Apply)
- CO6: Craft messages after understanding the dynamics of social problems in India. (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to sociology	10
	<ul style="list-style-type: none"> ● Definition and features ● Sociological imagination ● Sociological perspectives - Functionalist, Conflict, Symbolic Interaction and Feminist perspective. ● Sociological Thought Emile Durkheim- <ul style="list-style-type: none"> ➤ Social facts, ➤ Division of Labour, ➤ Durkheim Theory and Typology of Suicide Karl Marx – Historical Materialism, ➤ Theory of social change and class struggle, ➤ Alienation Max Weber – Weber’s Theory of Bureaucracy, ➤ Weber’s theory of Social Action, ➤ Weber’s theory of Authority (Traditional, Regional, Charismatic) 	

	➤ Habermas (Theory of Communicative action)	
2	Society, Social Interaction and Institution	10
	<ul style="list-style-type: none"> ● Definition of society – social institution, features. ● Types of Society- Rural and Urban, civil society ● Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration ● Types: family, marriage, education, religion, economy, polity, kinship, and media. 	
3	Media Sociology - News and Culture	10
	<ul style="list-style-type: none"> ● Definition, types, values, significance of news ● Culture – meaning, elements, types, features. ● Concepts related to culture. ● Establish the link between culture and media. 	
4	Social Stratification and Socialization	10
	<ul style="list-style-type: none"> ● Definition, meaning ● Ghurye’s views on caste. ● Constitutional safeguards ● Agencies of socialization. 	
5	Social group and Social Control	10
	<ul style="list-style-type: none"> ● Social Group - Meaning, need and importance ● Types (primary, secondary, formal, informal, in-group and out-group, Reference group) ● Social control-Meaning, Functions, ● Formal and informal means of control over media. 	
6	Social changes and movements in society	10
	<ul style="list-style-type: none"> ● Meaning, factors, impact of social change with reference to media and communication. ● Definition, features, types. ● Social Problems in India ● Gender and media, Audio-visual media 	

Reference Books
Introduction to Sociology
<ul style="list-style-type: none"> ● <i>Sociology -C. N. Shankar Rao- S. Chand</i> ● <i>Principles of Sociology - R.N.Sharma -Media Promoters & Publishers Pvt.Ltd</i> ● <i>Sociology- Anthony Giddens -Wiley India Edition</i> ● <i>Culture Change in India: Identity and Globalisation -Yogesh Sharma - Rawat Publications</i> ● <i>Family, Kinship and marriage in India - Edited by Patricia Oberoi - Oxford India Papers</i> ● <i>Caste in Modern India and other Essays - M.N.Srinivas - Media Promoters & Publishers Pvt.Ltd</i> ● <i>Modernisation of Indian Tradition - Yogendra Singh - Rawat Publications</i> ● <i>Perspective on Stratification - Social K.L. Sharma - Rawat Publications</i>

- *Issues In Women's Development - Anjali Kurane - Rawat Publications*
- *Indian Society and Culture - Vinita Pandey - 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*
- *Social Issues of India - Smarak Swain, IRS - New Vishal Publication*
- *Media, Gender, and Popular Culture in India Tracking Change and Continuity- Sanjukta Dasgupta, Dipankar Sinha, Sudeshna Chakravarti - Sage Publication*
- *Journalism in the Age of Social Media - J Alejandro - Reuters Institute*
- *Social Problems in India - Ram Ahuja - Rawat Publication*
- *Oberor Patricia (ed), family, kinship and marriage in India, Oxford University Press, Delhi, 1993*
- *Ghurye G.S, Caste and Race in India popular Prakashan, Mumbai, 1969.*
- *Bhasin, K., Understanding Gender, Kali for Women, New Delhi, 2000.*

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2016UMCIC	DSC: Introduction to Computers	3	2 Hours	40	60	100	3

Objectives:

- To make student understand the importance of computer in the mass media industry.
- To make student understand Office Suite.
- To give basic knowledge for designing.

Learning Outcomes: -

After the completion of the course the Learner will be able to:

CO 1: Understand Computer Fundamentals and operating of computers (Understanding)

CO2: Familiarize operating systems, peripheral devices, networking, multimedia and internet (Understanding)

CO3: Familiarize with Graphic Design, Vector and Raster Images (Understanding)

CO4: Acquire skills of PPT Presentation, Image Editing, and Graphic Designing. (Knowledge)

CO5: Can able to make Advertising, Posters, Pamphlets (Apply)

CO6: Able to design logos (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Computer Basics	10
	<ul style="list-style-type: none"> ● Basic Structure and Functioning of Computer System. ● Memory and its types. ● Operating System and File Management (Understanding Disk Partitioning and keyboard shortcuts). ● Introduction to Internet and Networking (Types of Networks, Internet and Intranet, Importance of Internet and Network in Media organization, Effect of Internet on Journalism). ● Client-Server Architecture (Understanding the working of Social Media Websites). 	
2	Microsoft Office	10
	<ul style="list-style-type: none"> ● Advanced MS Word Basics (tracking changes, macros, forms, using templates, mail merge). ● Advanced Excel:(manage huge database, conditional formatting, pivot chart & table Essential & Advanced functions (Formulas), filtering data, representing data in different graphical format). ● Advanced MS PowerPoint: (link heavy media, selecting the theme & layout Types of presentation modes,animation, Interactive presentation). 	

3	Understanding desktop publishing for print industry	10
	<ul style="list-style-type: none"> ● Colour models: RGB and CMYK. ● Composition of photographs for printing: halftone screens, colour and gray scale. (Raster and Vector images) ● Resolution for photographs for printing. ● File formats for printing. ● Pre-press (desktop publishing) and Print (press) processes. Formats of publication and business of publication production. 	
4	Introduction to Designing and Photoshop	10
	<ul style="list-style-type: none"> ● Introduction to Designing. ● Adobe Photoshop- Working with Image. ● Giving effects to image. ● Cropping and resizing images. ● Masking, working with layers. Preparing images for the web 	
5	Introduction to Page Layout (InDesign)	10
	<ul style="list-style-type: none"> ● Introduction to tools. ● 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. 	
6	Introduction to CorelDraw	10
	<ul style="list-style-type: none"> ● Corel Draw Terminology and Concepts. ● Drawing Ellipses, Circles, Arcs, and PieShapes. ● Drawing Lines in CorelDraw. ● Drawing Rectangles, Squares, Polygons and Stars. ● Cloning objects. Applying colour and tone effects. 	

References (Suggested Reading)
Introduction to Computers
<ul style="list-style-type: none"> ● Microsoft Office 365 and Office 2016, Shelly Cashman, 1st edition, 2016. ● Adobe Photoshop CS6 Classroom in a book, Sandee, 1st edition, 2012. ● Adobe CorelDraw Classroom in a book, 1st edition, 2013. ● Photoshop Savvy: By Dream Tech 5. Classroom in a book: Tech Media CS2 Bible: Tech Media.

Distribution of Marks for Continuous Internal Examination (CIE for First Semester)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks ➤ There will be an Internal Choice.	15 Marks
Q4. A	Short Notes ➤ 3 out of 5.	15 Marks
		60 Marks

Note:

The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus

Bachelor of Arts in Multimedia and Mass Communication (BAMMC) Programme
Under Choice Based Credit, Grading and Semester System
Curriculum Framework
2022-23

FIRST YEAR
(Implemented for Academic year 2022-2023)

FYBAMMC – SEMESTER II							
Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2021UMCEC	<i>Skill Enhancement Compulsory Course (SEC) Effective Communication Skills-II</i>	3	2 Hours	40	60	100	3
2022UMCPC	Core: Political concepts and Indian political system	3	2 Hours	40	60	100	3
2023UMCIL	Core: Introduction to Literature	3	2 Hours	40	60	100	3
2024UMCPMK	Core: Principles of Marketing	3	2 Hours	40	60	100	3
2025UMCPMG	Core: Principles of Management	3	2 Hours	40	60	100	3
2026UMCPSY	<i>Discipline Specific Compulsory Course (DSC) Media Psychology</i>	3	2 Hours	40	60	100	3
	TOTAL	18					18

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2021UMCEC	AECC: Effective Communication Skills-II	3	2	40	60	100	3

Objectives:

- To understand fundamental approaches to interpersonal, public, and organizational communication.
- To analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.

Learning Outcomes: -

After the completion of the course the Learner will be able to:

CO1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)

CO2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)

CO 3 Write business letters using the right format to suit requirements (Apply)

CO 4 Identify key elements and summarise information logically and with clarity (Apply)

CO 5 Interpret statistical data for conversion into report (Analyse)

CO 6 Translate newspaper articles and create original jingles and taglines (Create)

Sr.No.	Modules / Units	No. of Lectures
1	Editing	10
	<ul style="list-style-type: none"> • 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, newspaper editing and magazine editing. 	
2	Summarization	5
	<ul style="list-style-type: none"> • 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. 	
3	Interpretation of technical data	10
	<ul style="list-style-type: none"> • Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them. 	

4	Letter writing	5
	<ul style="list-style-type: none"> ● 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. 	
5	Copywriting	10
	<ul style="list-style-type: none"> ● Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box) 	
6	Report writing	10
	<ul style="list-style-type: none"> ➤ General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news) 	
7	Types of translation and Practical Exercises:	10
	<ul style="list-style-type: none"> ➤ 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

Effective Communication Skills – II

- *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*

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2022UMCPC	Core: Political Concepts and the Indian Political System	3	2	40	60	100	3

Objectives: -

- Learners will develop an understanding of different types of government and are able to contrast democracy with competing political systems.
- Learners will acquire an appreciation of the interdependency of politics and media and the need of a responsible press in a democracy.
- A case study approach to fundamental rights and current trends will skill the learner in current political trends.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Comprehend different approaches to politics and governments (Understanding)

CO2: Develop an understanding of current political trends, both regional and at the national level (Understanding)

CO3: Appreciate the value of Fundamental Rights and Duties in the Indian Constitution and its applications through current examples (Understanding)

CO4: Recognize the interdependency of politics and media with special reference to new media and the need of a responsible press in a democracy. (Understanding)

CO5: Analyze the critical connection between media and public opinion (Analyze)

CO6: Make a well-researched and balanced presentation on the political climate of the day. (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Concepts	12
	<ul style="list-style-type: none"> ● Definition and Elements of State and factors building a Nation ● Democracy: Principles. Factors needed to ensure success of democracy. Challenges. To be explained with suitable case studies. ● Non-Democratic forms of government: Characteristics 	
2	Indian Constitution	12
	<ul style="list-style-type: none"> ● Fundamental Rights and reasonable restrictions. Recent Case studies of both-implementation and violations to be discussed under each head. Fundamental Duties ● Directive Principles of State Policy. Differences between Fundamental Rights and Directive Principles. ● Local Self Government. The relevance of Khap Panchayats. 	
3	Political Dynamics (India)	12

	<ul style="list-style-type: none"> • Electoral System and Reforms • Coalition governments-Meaning, advantages and disadvantages. Case study- A comparative study of the working of UPA and NDA as coalitions • Caste and Reservation –Case studies-The demand of the Jats and the Patil communities. Role of Religion in Indian Politics-Case studies- Shah Bano case/The Ayodhya issue/Entry into the Sabarimala Temple • Triple Talaq and The Muslim Women (Protection of Rights on Marriage) Act, 2019 	
4	Political Dynamics (Maharashtra)	12
	<ul style="list-style-type: none"> • Regional Imbalance-the Vidharbha Movement. • The demands of the Maratha community. The Maratha Reservations Act 2018. • The Dalit movement in Maharashtra and its present status- The Bhima –Koregaon violence 	
5	Politics and Media	12
	<ul style="list-style-type: none"> • Media and formation of Public opinion. - Case Study – Article 370 • Paid news. Their impact. • Political Campaigning. -Case studies-Madison world, O&M, Dentsu–Their roles in the election campaign of 2013-14. • Political advertising in new media -Efforts taken by WhatsApp, Twitter and Facebook to regulate political advertising and fake news 	

Reference Books
Political Concepts and the Indian Political System
<ul style="list-style-type: none"> • <i>Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press</i> • <i>Politics, 2nd Edition, Andrew Heywood, Ane Books.</i> • <i>Dictionary of Politics, D. Robertson, Penguin Books India.</i> • <i>An Introduction to Political Theory, Gauba, O. P., Macmillan</i> • <i>Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills</i> • <i>Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills</i> • <i>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.</i> • <i>Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.</i> • <i>Introduction to the Indian Constitution, BasuD.D., Wadhwa Publications.</i> • <i>An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.</i> • <i>Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.</i> • <i>Our Constitution KashyapSubhash, National Book Trust.</i> • <i>Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.</i> • <i>Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.</i> • <i>Introduction to Media and Politics, Sarah Oates, Sage publishers.</i> • <i>Principles of Modern Political Science, J.C. Johari, Sterling publishers.</i> • <i>Democracy in India, Jayal Niraja Gopal, Oxford University Press.</i>

Websites

<https://www.ndtv.com>

economytimes.indiatimes.com

www.livemint.com

www.livelaw.in

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2023UMCIL	Core: Introduction to Literature	3	2	25	75	100	3

Objectives:

- To intensely understand personal as well as experience self-discovery through the wide reading of literary texts.
- To develop in students the ability to express opinions with an open mind.
- To enlighten a person and to broaden one's horizons and perspectives.

Learning Outcomes:

After the completion of the course the Learner will be able to:

- CO1: Students will be able to understand the context of different Literary writings (Understanding)
CO2: Students will be able to enhance their writing skills with the help of high-level vocabulary used in Literary Texts (Apply)
CO3: Students will be able to analyze the structure and usage of language in context to linguistic, semantics and syntax (Analyze)
CO4: Students will be able to recognize the ability to critically review writings by different writers (Apply)
CO5: Students will be able to elevate the proficiency and competency in using the language to articulate their ideas in an explicit manner (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Literature	16
	<ul style="list-style-type: none"> ➤ Concept of Literature. ➤ Forms of literature- <ol style="list-style-type: none"> 1. Poetry & its types 2. Prose- Fiction-Types of Fiction 3. Drama- Elements of drama <ol style="list-style-type: none"> (a) Plot (b)Characters- Types of characters (c)Setting (d)Script ● History of English Literature <ol style="list-style-type: none"> (a) Pre-Romantic and Romantic (b) Victorian (c) Modern and Post-modern (d) Post Colonial and Feminist 	
2	Poetry from Elizabethan age to Romantic Revival	16
	<ul style="list-style-type: none"> ● John Donne: The Good Morrow and William Blake: The Tyger and the Lamb 	

	<ul style="list-style-type: none"> ● William Wordsworth: Tintern Abbey / Solitary Reapel ● ST Coleridge: Kubla Khan, John Keats: Olde to Nightingale and Autumn ● Shakespeare's Sonnets – Any 1 ● John Milton ● Alexander Pope ● Poetry from Twentieth Century (a) TS Eliot / W B Yeats: The Love Song of J. Alfred Prufrock (b) Indian Poets 	
3	Short Stories (One short story of each writer)	10
	<ul style="list-style-type: none"> ● SHORT STORIES: <ol style="list-style-type: none"> 1. Anita Desai 2. Ruskin Bond 3. Anton Chekhov 4. Munshi Premchand 	
4	Novel (Any 2 Authors for Exams. Remaining for Assignmets)	12
	<ul style="list-style-type: none"> ● Jane Austin: Pride and Prejudice ● RK Narayan: Guide / Bachelors of Arts ● Anita Desai: Voices in the City ● Amitav Ghosh: The Shadow Lines ● Rabindranath Tagore: The Home and the world ● Upamanu Chatterjee ● Mark Twain ● Margaret Atwood: Surfacing ● Salman Rushdie: Midnight's Children ● Ernest Hemingway: Old Man of the Sea, Farewell to Arms 	
5	Drama	6
	<ul style="list-style-type: none"> ● Julius Caesar-William Shakespeare ● Vijay Tendulkar-Silence! The Court is in Session 	

Reference Books
Introduction to Literature
<ul style="list-style-type: none"> ● <i>The Law and Literature: Shakuntala Bharvani</i> ● <i>Introduction to literature: Gilbert Muller, John Williams</i> ● <i>History of English Literature: M.H Abrams</i>

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2024UMCPMK	Core: Principles of Marketing	3	2	40	60	100	3

Objectives:

- To introduce learners with the marketing concepts and understand its importance.
- To understand the various environmental factors that affects the market.
- To acquaint learners with the modern trends in marketing.

Learning Outcomes:

After the completion of the course the Learner will be able to:

- CO1: Understanding the concepts of marketing. (Understanding)
CO2: Identify the impact of marketing on brands. (Understanding)
CO3: Apply the various theoretical concepts through case studies. (Apply)
CO4: Demonstrate Consumer Buying Behaviour (Apply)
CO5: Develop marketing plan for products through assignments. (Create)
CO6: Evaluate marketing decisions and initiatives. (Evaluate)

Sr. No.	Modules / Units	No. of Lectures
1	Market and Market Structure	7
	<ul style="list-style-type: none"> ● Meaning of Market ● Classifications of Market Structures with the help of examples from Advertising <ul style="list-style-type: none"> - Perfect Competition - Monopolistic Competition - Monopoly Conditions - Oligopoly Competitions (To be taught using Indian Case Studies where ever applicable)	
2	Marketing – An Overview:	7
	<ul style="list-style-type: none"> ● Introduction ● Meaning and Definition of Marketing ● Origin of Marketing ● Scope of Marketing ● Importance of Marketing ● Functions of Marketing ● Difference between Marketing and Selling ● SWOT ● PEST, Internal Environment and External Environment of the Organization <ul style="list-style-type: none"> - Need and Importance (To be taught using Indian Case Studies where ever applicable)	

3	Introduction to Consumer Behaviour	7
	<ul style="list-style-type: none"> ● Meaning ● Features ● Characteristics affecting Consumer Behaviour ● Types of Buying Decision Behaviour ● Buyer Decision Process- Stages in the Adoption Process ● Theory of Diffusion of Innovation (To be taught using Indian Case Studies where ever applicable)	
3	Developing the concept of marketing mix	6
	<ul style="list-style-type: none"> ● Managing the product types of consumer and industrial products ● Product related decisions <ul style="list-style-type: none"> - product line - product mix - product life cycle (PLC) - new product development - branding and packaging decisions (To be taught using Indian Case Studies where ever applicable)	
4	New product strategies	3
	<ul style="list-style-type: none"> ● Innovation ● Market entry ● Product line extension (To be taught using Indian Case Studies where ever applicable)	
5	Pricing strategies & methods	6
	<ul style="list-style-type: none"> ● Introduction ● Price and its Determinants ● Objectives of Pricing Decisions ● Factors Affecting Pricing Decisions ● Pricing Policies and Strategies ● Pricing Methods ● Effect of Advertising on Pricing (To be taught using Indian Case Studies where ever applicable)	
6	Integrated Marketing Communication	6
	<ul style="list-style-type: none"> ● Factors contributing to the growth of IMC ● Marketing Communications and Promotions ● Marketing communication Process ● Promotion Mix ● IMC planning Process (To be taught using Indian Case Studies where ever applicable)	
7	Market Segmentation	4
	<ul style="list-style-type: none"> ● Bases for market segmentation of consumer goods, Industrial goods and services ● Market Targeting 	

	<ul style="list-style-type: none"> ● Positioning strategies (To be taught using Indian Case Studies where ever applicable)	
8	Recent Trends in Marketing	7
	<ul style="list-style-type: none"> ● Introduction ● E-commerce ● E-marketing ● E-Retailing ● Relationship marketing ● Mobile marketing ● Green marketing ● Neuro marketing ● Modern Digital Marketing Trends <ul style="list-style-type: none"> - Social Media Marketing - Chat bots - Live Videos and Ephemeral Content - Content Marketing (To be taught using Indian Case Studies where ever applicable)	

References (Suggested Reading)
Principles of Marketing
<ul style="list-style-type: none"> ● Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi. ● Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi. ● Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons. ● Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York. ● Marketing Management - A South Asian Perspective by Philip Kotler & Kevin Lane Keller, 15th Edition ● The Economic Analysis of Advertising- Bagwell, Kyle ● Advanced Economic Theory, Ahuja, H.L., S Chand and Company Limited, 21st Edition ● https://digitalmarketinginstitute.com/blog/8-digital-marketing-trends-to-watch-out-for-in-2019 ● http://cassmba7.weebly.com/key-impacts.html

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2025UMCPMG	Core: Principles of Management	3	2	40	60	100	3

Objectives:

- To understand the fundamental concepts in Management.
- To demonstrate the importance of working with teams.
- To understand the recent trends in modern international management.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Describe the theory of management and recognize managerial functions, manager's role in an organization (Understanding)

CO2: Describe the types of organizational structures managers can design and explain why they choose one structure over another (Understanding)

CO3: Identify the traits, dimensions, and styles of effective leaders. (Understanding)

CO4: Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. (Apply)

CO5: Demonstrate capability of making their own decisions in dynamic business landscape. (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Management	12
	<ul style="list-style-type: none"> ● Concept, Nature, Process & Significance. An overview of functional areas of management & managerial roles ● Contribution of Management Thinkers: F.W. Taylor, Henri Fayol, Elton Mayo, Edward de Bono, Porter (Five forces) (To be taught using Indian Case Studies where ever applicable)	
2	Functions of Management	12
	<ul style="list-style-type: none"> ● Planning ● Organizing ● Staffing ● Directing ● Controlling ● Reporting & ● Budgeting (To be taught using Indian Case Studies where ever applicable)	
3	Strategic Management	12
	<ul style="list-style-type: none"> ● Strategy: Meaning of strategy, factors affecting choice of strategy, types of strategies, process ● Corporate Portfolio Analysis: BCG, GE, Hofer's matrix 	

	(to be taught with reference to companies and organizations in media industry) (To be taught using Indian Case Studies where ever applicable)	
4	Recent Trends in Management	12
	<ul style="list-style-type: none"> ● Social Responsibility of Management ● Management of Change, ● Management of Crisis, ● Total Quality Management, ● International Management ● Corporate Social Responsibility (To be taught using Indian Case Studies where ever applicable)	
5	Personal Management	12
	<ul style="list-style-type: none"> ● Decision making ● Time management ● Stress management ● Groups and team management ● Leadership <ul style="list-style-type: none"> - Chanakya on Leadership & Team Work (To be taught using Indian Case Studies where ever applicable)	

Reference Books
Principles of Management
<ul style="list-style-type: none"> ● <i>Essentials of Management Koontz H & W McGraw Hill, New York</i> ● <i>Principles of Management Ramaswamy Himayala, Mumbai</i> ● <i>Management Concept and Practice Hannagain T. McMillan, Delhi</i> ● <i>Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India</i> ● <i>Management - Text & Cases VSP Rao Excel Books, Delhi</i> ● <i>Essentials of Management Massie Joseph Prentice Hall of India</i> ● <i>Management: Principles & Guidelines Thomas N. Duening; John Ivancevich</i> ● <i>Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya</i> ● <i>Management Concepts and Strategies J S Chandran Vikas Publishing House</i> ● <i>Principles of Management Tripathi P.C. Tata McGraw Hill</i> ● <i>Principles of Management: Theory and Practice Sarangi S K V M P Publishers</i> ● <i>Principles of Management Terry G R AITBS</i> ● <i>The Practice of Management: A Study of the Most Important Function in American Society: Peter Drucker</i> ● https://thethoughtbulb.com/10-chanakya-quotes-on-leadership-team-work/

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2026UMCPSY	DSC: Media Psychology	3	2	40	60	100	3

Objectives:

- To develop a deeper concern of basic concepts and modern trends in psychology.
- To understand interdisciplinary study of concepts in the field of media, communication and psychology.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO 1: Understanding the need of psychology in media and determining whether it's an uneasy relationship. (Understanding)

CO2: Explain the concepts of psychology like memory, perception, thinking and how they can be used in media (Understanding)

CO3: Recognize the usage of personality theories and their relevance in mass media.

CO4: Craft messages after understanding the dynamics of social psychology of media. (Apply)

CO5: Interact and ascertain the impact of developmental psychological issues with reference to media and communication. Using the knowledge, to create effective messages with respect to target audience. (Apply)

CO6: Chalk out news, being sensitive to psychological sentiments of the target audience. (Apply)

Sr. No	Modules /Units	No. of Lectures
1	Evolution Of Psychology	10
	<ul style="list-style-type: none"> ● Definition of psychology. <ol style="list-style-type: none"> 1. Branches of psychology- Overview of the fields. 2. Media psychology- Definition, scope & objectives. 3. Psychology and media- An uneasy relationship. ● Research methods in media psychology. 	
2	Role Of Psychology In Media	10
	<ul style="list-style-type: none"> ● Memory- Definition- Information processing model, LOP, short term memory, long term memory and forgetting. Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception, social perception and role of colours ● Cognitive and behavioural effects of media. (focus on print, interactive medium and web advertising) . 	
3	Psychological Effects And Influence Of Media	10
	<ul style="list-style-type: none"> ● Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behavior theory.) and their relevance in mass media. 	

	<ul style="list-style-type: none"> ● Social influence. (Definition, Conformity, Compliance, Obedience & amp; Indoctrination) ● Effects of media violence. ● Effects of pro-social media. 	
4	Developmental Psychological Issues With Respect To Media	10
	<ul style="list-style-type: none"> ● Learning- Theories- <ol style="list-style-type: none"> 1. Classical conditioning and Operant conditioning. 2. Cognitive Learning. 3. Observation learning. 4. Social cognition- Script and schema. 5. Motivation- Definition- Types- Need hierarchy theory. ● Young children and media- socialization through media. ● Media use and influence during adolescence. 	
5	Social Psychology Of Media	10
	<ul style="list-style-type: none"> ● Attitude formation - Theories, cognitive dissonance, role of media in attitude formation. ● Persuasion. ● Prejudice. ● 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. 	
6	Technological Impact On Media Psychology	10
	<ul style="list-style-type: none"> ● Technological development. ● User response. ● Content producer ● Content response 	

Reference Books

Introduction to Media Psychology:

- *Ciccarelli, S.K. & Meyer, G.E.(2006). Psychology. Pearson Education inc.andDorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008. 2. David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.*
- *David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.*
- *Baron, R. A., Branscombe, N.R., & Byrne, d. Bhardwaj, G. (2008). SocialPsychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009.*
- *Feldman, R.S. (2008). Understanding Psychology. (8thed.).McGraw- Hill Publication, New York.*
- *Lahey , B.B. (2007). Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York.*
- *Karen, E.D. (2012). Oxford Handbook of media Psychology. (1st ed.). Oxford Library of Psychology.*
- *Rutledge – Media Psychology.*

Distribution of Marks for Continuous Internal Examination (CIE for Second Semester)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks ➤ There will be an Internal Choice.	15 Marks
Q4. A	Short Notes ➤ 3 out of 5.	15 Marks
		60 Marks

Note:

The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus

Distribution of Marks for Continuous Internal Examination (CIE) for Introduction to Literature

Internal Question Paper Pattern

Q.No.1	Answer in one sentence 5x1	5 Marks
Q.No.2	State True or False with reasons	5 Marks
Q.No.3	Answer any two out of given three. a) b) c)	10marks

Recommended Question Paper Pattern for the 'Introduction to Literature' (II Semester) should be as follows:

Q1. Compulsory Question

- (a) Short Story
- (b) Short Story

OR

- (a) Novels
 - (b) Novels
- Q2. (a) Poetry
(b) Poetry

OR

- (a) Poetry
 - (b) Poetry
- Q3. (a) Drama
(b) Drama

OR

- (a) Drama
 - (b) Drama
- Q4. (a) Theory
(b) Theory

OR

- (a) Theory
 - (b) Theory
- Q5. (a) From All over the syllabus
(b) From All over the syllabus

OR

- (a) From All over the syllabus
- (b) from All over the syllabus

To be noted.

EVERY QUESTION CARRIES 15 MARKS. Marks distribution as given in the SEE pattern.

Nagindas Khandwala College



**Revised Syllabus
And
Question Paper Pattern
Of Course
Of
Bachelor of Arts in Multi Media and Mass
Communication (BAMMC) Programme
(Department Of Multi Media and Mass
Communication)
Second Year
Semester III

Under Autonomy
(*Effective from Academic Year- 2022-2023
onwards*)**

*Under Choice Based Credit, Grading and Semester System
Course Structure*

SYBAMMC

(Effective from Academic Year- 2022-2023 onwards)

SYBAMMC – SEMESTER III							
Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2131UMCPR	<i>Skill Enhancement Compulsory Course (SEC) Introduction to Public Relations</i>	3	2 Hours	40	60	100	3
2132UMCMS	Core: Media Studies	3	2 Hours	40	60	100	3
2133UMCUC	Core: Understanding Cinema	3	2 Hours	40	60	100	3
2134UMCCS	Core: Introduction to Cultural Studies	3	2 Hours	40	60	100	3
2135UMCCW	<i>Discipline Specific Compulsory Course (DSC) Creative Writing</i>	3	2 Hours	40	60	100	3
2136UMCAC	<i>Discipline Specific Compulsory Course (DSC) Advance Computers</i>	3	2 Hours	40	60	100	3
	TOTAL	18					18

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2131UMCPR	SEC: Introduction to Public Relations	3	2 Hours	40	60	100	3

Objectives:

- To acquire the knowledge and understanding of crisis communication, image management and PR promotions using both traditional and non-traditional tools.
- To equip learners with the skills to translate their classroom learning into application by organizing, leading and participating in PR initiatives for the department, college and during internships.

Learning Outcomes: -

After the completion of the course the Learner will be able to:

CO1: Understand the meaning and scope of Public Relations and the relationship between PR and Propaganda (Understanding)

CO2: Recognize the importance of addressing the needs of all stakeholders in Public Relations strategies (Understanding)

CO3: Appreciate the similarity and difference between Advertising, Marketing and Public Relations (Analyze)

CO4: Identify an interesting and rewarding career opportunity on graduating (Analyze)

CO5: Apply both traditional and digital PR tools to design PR campaigns both during normal times and during crisis (Apply)

CO6: Execute socially relevant PR drives in the city and on new media to promote civic consciousness. (Apply)

Sr.No	Modules / Units	No. of Lectures
1	Definition of Public Relations	8
	<ul style="list-style-type: none"> • Nature-Scope- Objectives and functions of PR. • Stakeholders -Their Relevance • Internal and External Public Relations • Skills needed to be a PR professional. • New Age Digital Campaigns 	
2	PR and The Media Industry	8
	<ul style="list-style-type: none"> • Publicity and Propaganda- Distinction between the two. • Public opinion and Publicity. • PR &Advertising. -The differences between the two. To be taught with relevant case studies. -Use of advertising in public relations. • PR &Branding-To be discussed with relevant examples 	

	<ul style="list-style-type: none"> ● PR as a tool to build brands. Special emphasis on the importance of Big Data and storytelling. 	
3	PR & Image Management-Institutional and individual	10
	<ul style="list-style-type: none"> ● PR of Retailers, Non-profit organizations. ● PR and movie promotions. Case studies of Hollywood and Bollywood movie promotions may be used. ● Role of PR in politics. ● Political campaign strategies ● Governments Relations and Public Diplomacy ● PR and the Indian Rural Sector <p>National and International case studies to be employed as discussion tools</p>	
4	Corporate Communication- The Effective Use of Traditional and New Media Tools	12
	<ul style="list-style-type: none"> ● The role of cross-cultural communication. Importance of communicating to internal stakeholders. ● Persuasive Communication-Importance of body language ● Media Tools-Press release, Media Dockets, Advertorials, Press conference etc. Publicity through blogs, podcasts and in TV and Radio. ● Drafting a pitch note/proposal/Writing for social media. Development of profile: Company/individual ● Non-Media - Seminars, exhibitions, trade fairs, sponsorships etc 	
5	Corporate Communication and Crisis Management	12
	<ul style="list-style-type: none"> ● Meaning and Stages in Crisis Communication and Planning. ● Public Relations and social media disasters. To be taught with current examples ● Importance of identifying and designing communication strategy to suit target audience and analysing impact. Case studies with both national and international perspective to be employed. ● Preparing a crisis plan. Guidelines for sensitive interviews ● Designing a press release/PR Campaigns during critical times- PR during Covid 19 Times 	
6	Corporate Social Responsibility. Need for Ethics in Public Relations	10
	<ul style="list-style-type: none"> ● Meaning of CSR. Relationship between CSR and PR ● Types of CSR Activities with suitable and current examples ● Designing an effective Social marketing Campaign ● Ethics in Public Relations. Code of conduct 	

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|---|
| <ul style="list-style-type: none"> • Diversity and Inclusion in Public Relations |
|---|

Websites

- 1- <https://learn.g2.com/diversity-and-inclusion#:~:text=Diversity%20refers%20to%20the%20differences,%20status%20and%20physical%20abilities.&text=It's%20essential%20to%20the%20public,employees%20clients%20and%20stakeholders.>
- 2- <https://www.prsa.org/about/ethics>
- 3- <https://political-public-relations.com>
- 4- <https://political-public-relations.com>

Reference Books

<h4>Introduction to Public Relations</h4>

- | |
|--|
| <ul style="list-style-type: none"> • <i>PR Management in media and journalism, Jagdish Vachani, Kanishka Publishers.</i> • <i>Effective PR and Media Strategy. Narasimha Reddy, CV. PHL Learning PVT Ltd</i> • <i>Principles of Public Opinion. Rayudu CS, Balan, KR. Himalayan Publishing House</i> • <i>Handbook of PR & Communication. Edited- Philip Lesley. Jaico publishing House</i> • <i>Excellence in Public Relations and Communication Management- James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred</i> • <i>C. Repper, Jon White; Lawrence Erlbaum Associates.</i> • <i>Crisis Communications: A Casebook Approach- Kathleen Fearn-Banks; Lawrence Erlbaum Associates.</i> • <i>Strategic Planning for Public Relations - Ronald D. Apr Smith; Lawrence Erlbaum Associates.</i> • <i>Corporate Public Relations: A New Historical Perspective - Marvin N. Olasky ; Lawrence Erlbaum Associates.</i> • <i>Public Relations Writing: Principles in Practice - Donald Treadwell, Jill B. Treadwell; Sage Publications.</i> • <i>Media Writing: Print, Broadcast, and Public Relations - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.</i> • <i>New media and public relations - Sandra C. Duhé; Peter Lang.</i> • <i>Online Public Relations - David Phillips, Philip Young; Kogan Page</i> • <i>Effective Public Relations - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.</i> • <i>PR and Media Relations - Dr. G.C. Banik; Jaico Publishing House.</i> • <i>Public Relation techniques that work - Jim Dunn; Crest Publishing House.</i> • <i>Principles of Public Relations - C.S. Rayudu and K.R. Balan; Himalaya Publishers.</i> • <i>Public Relations for your business - Frank Jefkins; Jaico Publishing House.</i> • <i>The fall of advertising and the rise of PR - Al Ries, Laura Ries; Harper Collins.</i> • <i>Public Relations : The profession and the practice - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.</i> • <i>A Handbook of Public Relations and Communication - Lesly Philip; McGraw Hill Education</i> |
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Suggested Activities for Internal Assessments

1. Designing and executing a Community outreach programme.
2. Developing a Crisis Communication strategy based on any current case.
3. Writing for a press release, podcasts etc
4. Organising a mock book launch and movie promotions. Applying the tools of story telling and data analysis.

Course Code	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CI E	SEE	Total	
2132UMCMS	Core: Media Studies	3	2 hrs	40	60	100	3

Objectives:

- To understand the relevance of Media in contemporary times.
- To understand how Media has evolved over the last few decades.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Understand the various Media Theories. (Understanding)

CO2: Understand how Media plays a role in shaping the way we think. (Understanding)

CO3: Understand the relevance of Global Information Infrastructure. (Understanding)

CO4: Recognize what is New media and its impact on our lives. They will also learn about contemporary media and Intellectual property rights.(Understanding)

CO5: Demonstrate Magazine culture, Media power and political culture. (Apply)

CO6: Conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Relevance of Media Studies	9
	<ul style="list-style-type: none"> ● Media Studies in Contemporary Times ● Historical perspectives to media studies 	
2	The Mid-20th Century Media Evolution Theory	9
	<ul style="list-style-type: none"> ● Agenda Setting ● Uses and Gratification ● Two Step How ● Mc. Luhan – Medhini is the message ● Foucault – Power & Authority ● Propaganda Model 	
3	Media and Globalisation	9
	<ul style="list-style-type: none"> ● Division and contradiction in the Global Information Infrastructure ● Racist Ideologies and the Media (Stuart Ha) ● Media and Diaspora ● New Media Theory ● Cognitive Theory 	
4	Media and its commercial Impact	9

	<ul style="list-style-type: none"> ● Advertising Magazine Culture and the new man ● Trends in Media ● Feminist Strategies of Detection ● Media Power and Political Culture 	
5	Constituents of Media	9
	<ul style="list-style-type: none"> ● Language ● Religion ● Discourse ● Technology 	
6	Challenges to contemporary Media	9
	<ul style="list-style-type: none"> ● Media and Consumerism ● Intellectual Property and New Media ● Young people as consumers of Advertising Art. 	
7	Digital Media	6
	<ul style="list-style-type: none"> ● Understanding Digital Media ● Principles and Key concepts of Digital Media ● Evolution of the Internet 	

Reference Books
Media Studies
<ul style="list-style-type: none"> ● <i>Media Studies – Eoin Devereux - Media & Diaspora Pg. 363 and 369. - Media Power and Political Culture – Four factors of change pg. 216</i> ● <i>Paul F. Lazarfeld, ‘Remarks on Administrative and Critical Communications Research’ Studies in Philosophy and Social Change P 2-16</i> ● <i>Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9</i> ● <i>Norman Faciclough – Media Discourse pg.53-74</i> ● <i>M.E. Brown (ed) Television and Women’s Culture P.117 – 33.</i> ● <i>R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.</i> ● <i>Joke – Cultural Studies (1993) P.493-506.</i> ● <i>S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption P.103, 116-22, 131-37, 143-44.</i> ● <i>Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul Marris & Sui Thomham (Edinburgh University Press).</i> ● <i>New Technologies and Domestic Consumption – Eric Hersch (same as no.9) 11. M. Nava, changing cultures : Feminism, Youth and Consumerism P. 171-82.</i>

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2133UMCUC	Core: Understanding Cinema	3	2 hrs	40	60	100	3

Objectives:

- To sensitise the students towards Cinema as a medium of Mass Communication.
- To introduce students with basic concepts in understanding cinema.
- To help students to appreciate the similarities and differences between various movie cultures.
- To acquaint students with the understanding of the basics of story-telling and film-making
- To understand the structure of film industry in order to further their careers in their respective fields

Learning Outcomes:

After the Completion of this Course the Learner will be able to:

CO 1: Understand the Process of film making. (Understanding)

CO2: Encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels. (Understanding)

CO3: Critically analyze the movies of today. (Analyze)

CO4: Employ knowledge to be better mass communicators utilizing cinema as medium. (Apply)

CO5: Evaluate present scenario added for field knowledge (Evaluate)

CO6: Apply the knowledge gained and make meaningful cinema. (Create).

Sr. No	Modules / Units	No. of Lectures
1	History of Cinema	10
	1.1. Pre- Cinema (Till 1895)	
	1.2. Early Years Birth and Childhood of New Art (1895-1919) Golden silence of Cinema (1920-1929)	
	1.3. Film comes of Age : Early Sound Era (1930-1939) Film goes to War (1940-1949) Film fights back (1950-1959)	
	1.4. New Film Age: The New Wave (1960-1969) Independence days (1970-1979) The International Years (1980-1989)	
2	Importance of cinema movements	12

	<ul style="list-style-type: none"> ● Different Cinema movements world over and their impact. ● French New Wave Cinema: ● Italian Neo-Realist Movement; ● Auteur theory; ● An Overview of Iranian New Wave Cinema: Abbas Kiarostami, Mohsen Makamba, Jafar Panahi; ● Imperfect Cinema of Latin America. ● Overview of Indian New Wave: Satyajit Ray, Ritick Ghatak, Mrinal Sen, Shyam Benegal, Rituparno Ghosh, Aparna Sen, Mira Nair, Adoor Gopalkrishnan 	
3	Contribution of regional cinema to Indian cinema	8
	<ul style="list-style-type: none"> ● Regional cinema and It's importance in Indian scenario ● overview of the themes, trends, influences, challenges and promises of regional cinema. ● Rise of <i>Indian Regional Cinema-Promotion in International Markets</i> ● Challenges Faced by Regional Indian Cinema ● Few prominent Indian regional filmmakers 	
4	Contribution of Hindi Cinema to Indian cinema.	8
	<ul style="list-style-type: none"> ● Narrating the Nation in Hindi Cinema ● • Romance and Social Mores: "Heroes and Heroines" ● New Wave Cinema and The Formula Film ● • The Angry Young Man ● • The Indian Diaspora and Bollywood ● • Contemporary Bollywood Cinema ● The Hindi Film Song- Cinematic Narrative and the Song (theme, mood, story, relief, interior monologue subversion). 	
5	Film Formats	8
	<ul style="list-style-type: none"> ● Film formats ● Documentary, ● Corporate film, ● Ad-film, ● Show-reel, ● Short film, ● Trailers, ● Tele-films/web series. etc. 	
6	Business of Cinema. Economical contribution of cinema.	6
	<ul style="list-style-type: none"> ● Role of Production Houses & Distribution Channels. ● How to raise finance? Funds through marketing and Branding ● Pre-production to Post Production. ● Return on Investment. Territorial distributions, Satellite, Music rights. ● Importance of Promotion ● Foreign Investment ● GST on ticket sales ● Creating market for goods/life style, 	

7	Film Bodies.	4
	<ul style="list-style-type: none"> • Role of IFFI, DFF, CFS, Films Division, NFA, Film Festivals. 	
8	Film Federation & Trade Bodies -	4
	<ul style="list-style-type: none"> • Need of Film Federation and Trade Associations – FWICE, IFTDA, SGI/SWA, WICA etc. How trade associations help in crisis. • Being in the field -How to survive. 	

References	
Understanding Cinema	
Glimpses of Cinema 100 Years of Cinema Behind the Moving Images Hindi Cinema Filmography National Film Award Winners Film & TV: A Director's Guide The Memoirs of a Movie Maverick The Magic of Bollywood Screenplay Writing	

Suggested Methods of Internal Assessment

Written Assignments- Write reviews of film seen by them as per syllabus. (To inculcate understanding of cinema, research and writing skills needed for film review and story-telling).

Project- Making documentary or short film with the use of minimal resources. (To understand whether they have understood the depth of cinema its technique and technology. The art of visual story-telling).

Course Code:	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2134UMCCS	Core: Introduction to Cultural Studies	3	2 hrs	40	60	100	3

Objectives:

- To develop an awareness of cultural theories and expressions.
- To understand the construction of culture and how media and culture are related.
- To recognise and appreciate cultural diversities in context.

Learning Objectives

After the completion of this Course the Learner will be able to:

CO1: Understand the construction of culture and how media and culture are related. (Understanding)

CO2: Develop an awareness of cultural theories (Understanding)

CO3: Appreciate the importance of glocalization in media expressions (Understanding)

CO4: Analyse the requirements needed to work in a diverse corporate culture both nationally and internationally (Analyse)

CO5: Demonstrate respect for cultural diversities and expressions through well researched presentations (Apply)

CO6: Design media posts to create awareness and respect for diversity and promote inclusion (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to cultural studies	15
	<ul style="list-style-type: none"> ● Evolution, Need and significance of cultural studies <ul style="list-style-type: none"> a. 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 Williams c. Functionalism- Malinowski, and R. Brown d. Social interaction- G.H.Mead and Cooley e. Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall f. Culture and industry – John Fiske ● Theories on comparing culture and describing cultural differences 	

	<ul style="list-style-type: none"> a. Hofstede's Dimension Study Power Distance, Individualism vs. Collectivism, Uncertainty Avoidance, Masculinity versus Femininity) b. The Globe study c. Cultural Dimensions of Trompenaar 	
2	Factors of Cultural Construction	15
	<ul style="list-style-type: none"> ● Construction of culture <ul style="list-style-type: none"> a. Social b. Economic c. Political d. Religion e. Technology ● Re- representation and media culture <ul style="list-style-type: none"> a. Language b. Gender c. Race d. Class e. Ethnicity f. Kinship and terminology 	
3	Globalisation and cultural studies	15
	<ul style="list-style-type: none"> ● 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 flow of investment, Knowledge, cultural goods, globalization, globalization and power ● Globalization and multiculturalism, homogenization and fragmentation ● Cultural liberty in diverse world and Global Inequalities ● Digital media culture 	
4	Cultural expressions and media	15
	<ul style="list-style-type: none"> ● Oral traditions- folklore ● Fashions and fad ● Cuisine ● Festivals ● Sports ● Art and Architecture ● Tourism 	

Reference Books
Introduction to Cultural Studies
<ul style="list-style-type: none">● <i>Chris Baker, Theory and Cultural Studies, Sage Publication, 2003</i>● <i>Pramod Nair, Introduction to Cultural Studies' Viva Books, 2011.</i>● <i>Keesing Roger and Strathern Andrew, Cultural Anthropology-A Contemporary Perspective, Harcourt Brace, 1998</i>● <i>Nanda and Warmas, Cultural Anthropology, Wadsworth, 2002.</i>

Course Code	Course	Hrs. of	Exam	Maximum Marks	Credits
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		Instruction/ Week	Duration (Hours)	CIE	SEE	Total	
2135UMCCW	DSC: Creative Writing	3	2 Hours	40	60	100	3

Objectives:

- To develop professional writing skills to engaging your reader and write for a target audience.
- To develop editorial skills, storytelling, effective use of imagery, and skills in writing across a range of platforms of media.
- To develop skills to expand and enhance the personal intellectual, emotional, psychological, and artistic lives.

Learning Objectives

After the completion of this Course the Learner will be able to:

CO1: Understand the professional short story, poem and drama writing technique (Understanding)

CO2: Understand the intellectual, emotional, psychological and artistic approach in writing. (Understanding)

CO3: Practically demonstrate and implement the writing technique keeping the target audience in mind. (Apply)

CO4: Students will acquire the skills of effective imagery usage and implementing imagery to words. (Apply)

CO5: Employ the skills and confidence of presenting script and content to mass. (Apply)

CO6: Create content to suite all the media platforms. (Create)

Sr.No.	Modules / Units	No. of Lectures
1	A Brief Introduction to Creative Writing	15
	<ul style="list-style-type: none"> ● Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews ● Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan ● Explain formal structure of the short story: (06 sessions) <ul style="list-style-type: none"> 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	15
	<ul style="list-style-type: none"> ● Theme ● Diction ● Tone ● Imagery ● Symbolism 	

	<ul style="list-style-type: none"> 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: Examples of Shakespeare's works	15
	<ul style="list-style-type: none"> Theme Plot Character Dialogue These are to be discussed with special reference to <ol style="list-style-type: none"> The storyboard The two-column script Interactive scripts Narration scripts in the screenplay format 	
4	Writing for the internet, with special reference to	15
	<ul style="list-style-type: none"> Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication 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 	

Reference Books (Suggested Readings)
Creative Writing
<ul style="list-style-type: none"> Arco, Peterson, S. <i>How to write short stories. Peterson's</i>, 2002. Axelrod, R.B. et al. <i>The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994.</i> Bell, Julia. Editor. <i>The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.</i> Brooks, Cleanth & Robert Penn Warren. Eds <i>Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.</i> Ciardi, J. and M. Williams. <i>How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.</i> DevAnjana, Anuradha Marwah and Swati Paul (eds), <i>Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008</i> Gardner, John. <i>The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.</i> Grenville, Kate. <i>The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.</i> Kanar, Carol. <i>The confident Writer: Instructor's Edition. Boston: Houghton Mifflin Co., 1998.</i> Kness, Nancy. <i>Beginnings, Middles and Ends (The Elements of Fiction Writing).</i> McCrimmon, James M. <i>Writing with a Purpose. Boston: Houghton Mifflin Co., 1980.</i> Muller, Gilbert H. & John A Williams. <i>The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995.</i> Ritter, Robert, M. Editor. <i>The Oxford Dictionary for Writers and Editors. OUP, 2000.</i>

- *Roberts, Edgar, V. Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982.*
- *Singleton, John and M. Luckhurst. Eds. The Creative Writing Handbook. Plagrave, Macmillan, 1999.*
- *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 Ni Ricky Lee 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 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 Ni Ricky Lee 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*

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2136UMCAC	DSC: Advance Computers	3	2 Hours	40	60	100	3

Objectives:

- To make students understand the basic working and creation of website.
- To make students work on Audio and Video editing.

Learning Outcomes:

After the completion of the course the Learner will be able to:

- CO1: Understand Web Designing concepts (Understanding)
CO2: Understands the basics of application areas such as Web Designing, Video editing, Audio editing, and computer graphics. (Understanding)
CO3: Employ coding and software tools to analyze present data in a professional manner that could be translated to web-based or app-based media (Apply)
CO4: Employ the awareness and appreciation of the myriad ways that people access the web and create standards-based websites that are accessible and usable by a full spectrum of users. (Create)
CO5: Formulate, solve problems and evaluate solutions implemented as computer programs. (Create)
CO6: Create, edit and embed video and audio content into a webpage, and add captions/subtitles to video. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Basics of Animation	15
	<ul style="list-style-type: none"> ● Understanding Animation (Adobe Flash CS6 to 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. 	
2	HTML 5, Dreamweaver with CSS	15
	<ul style="list-style-type: none"> ● Introduction to the Web. ● Introduction to HTML5. ● Formatting Text Using Tags. ● Creating Hyperlinks and Anchors. ● Introduction to CSS3. ● Formatting Using Style Sheets. ● Displaying Graphics. ● HTML5 Audio and Video. ● Getting Started with Web Designing (Dreamweaver CS 6 to be used). 	

	<ul style="list-style-type: none"> ● Working with Lists, Tables, Links and Frames. Forms, CSS. ● Working with Multimedia Objects. 	
3	Basics Of Audio / Video Editing	15
	<ul style="list-style-type: none"> ● In Introduction to Audio Editing. ● Starting with Sound Forge. ● Audio Editing. ● Saving and Exporting ● Introduction to Digital Video Editing. ● Starting with Adobe Premiere Pro CS6. ● Video Editing. ● Animating, Effects, Transitions and Exporting Video. ● Working with Audio. ● Creating Titles and Superimposing. ● Previewing & Rendering Output. 	
4	Basics Of 3D Animation	15
	<ul style="list-style-type: none"> ● 3D Overview. ● Working with Objects. ● Transforming and Grouping. ● Shapes and Modifiers. ● Compound Objects. 	

Distribution of Marks for Continuous Internal Examination (CIE for Third Semester)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	Full Length Question <ul style="list-style-type: none"> ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice. 	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	Full Length Question <ul style="list-style-type: none"> ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice. 	15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.

Nagindas Khandwala



**Revised Syllabus
And
Question Paper Pattern
Of Course
Of
Bachelor of Arts in Multi Media and Mass
Communication (BAMMC) Programme
(Department Of Multi Media and Mass
Communication)
Second Year
Semester IV

Under Autonomy
(*Effective from Academic Year- 2022-2023
onwards*)**

**Bachelor of Arts in Multi Media and Mass Communication (BAMMC)
Programme**

*Under Choice Based Credit, Grading and Semester System
Course Structure*

SYBAMMC

(Effective from Academic Year- 2022-2023 onwards)

SYBAMMC – SEMESTER IV							
Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2141UMCPH	<i>Skill Enhancement Compulsory Course (SEC) Photography</i>	3	2 Hours	40	60	100	3
2142UMCIJ	Core Introduction to Journalism	3	2 Hours	40	60	100	3
2143UMCIA	Core: Introduction to Advertising	3	2 Hours	40	60	100	3
2144UMCFA	Core: Film Appreciation	3	2 Hours	40	60	100	3
2145UMCOB	Core: Organizational Behaviour	3	2 Hours	40	60	100	3
2146UMCMMR	<i>Discipline Specific Compulsory Course (DSC) Mass Media Research</i>	3	2 Hours	40	60	100	3
	TOTAL	18					18

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CI E	SEE	Total	
2141UMCPH	SEC: Photography	3	2 hrs	40	60	100	3

Objectives:

The world is more of visuals in shorter attention span visuals convey far faster than words. As it said a picture speaks thousand words the objective of the subject is

- To help learner to understand how to make picture speak for itself.
- To encourage learner to see the world in a composition thereby to increase visual literacy leading to visual intelligence.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Recognize the art of seeing through the formal training in language of camera & shall be employable in industry as photojournalist. (Understanding)

CO2: Illustrate the significance of good visualization: A good visualization help to see fine details that lead to developing narrative skills in content writing. (Understanding)

CO3: Demonstrate visualization of a higher level and apply the expertise into Art Direction, field of advanced photography such as product, food & fashion. (Apply)

CO4: Employ research on the selling value of pictures to media & take up stock photography as a career or start up a picture library like Shutterstock or Getty Images. (Apply)

CO5: Illustrate know-how to uprising agency dealing into visualization & images for helping the agency to establish in the market. (Apply)

CO6: Design a Portfolio (Create)

Sr. No.	Modules / Units	No. of Lectures
1: Lens	Properties of Lens <ul style="list-style-type: none"> ● Focal Length & Image Size ● Focal Length & Coverage Angle ● Focal Length & Perspective ● Prime Lens v/s Zoom Lens ● Types of Lenses <ul style="list-style-type: none"> ▪ Normal Lens ▪ Wide Angle Lens & Ultra-wide Angle Lens ▪ Telephoto Lens & Super-telephoto Lens ● Special Purpose Lens <ul style="list-style-type: none"> ▪ Perspective Correction Lens (Tilt-Shift) ▪ Macro Lens Fish-eye Lens	08
2: Light	Parameters of Light <ul style="list-style-type: none"> ● Intensity of Light (Quantity) 	2 2

	<ul style="list-style-type: none"> ▪ Concept of Exposure ▪ Role of Aperture in Exposure ▪ Role of Shutter in Exposure ▪ Role of ISO (Image sensor’s sensitivity) ● Direction (Position) <ul style="list-style-type: none"> ▪ Concept of Lighting Techniques (Lighting=Shading) ▪ Three Point Lighting Set-up (Key, Fill, Kicker) ▪ Dramatic & Effect Lighting ▪ Ambient Lighting ▪ Lighting for Model Photography ● Quality of Light <ul style="list-style-type: none"> ▪ Judging light by nature of shadows ▪ Concept of Source size & Quality ▪ Time of Day & Quality of Light ▪ Season & Quality of Light ▪ Light Modifiers (Umbrella, Reflector, Softboxes etc.) ● Colour of Light <ul style="list-style-type: none"> ▪ Concept of Colour Temperature (Kelvin values) ▪ Social Significance of Colour ▪ Emotional Impact of Colour ▪ Time of the Day & Colour of Sunlight ▪ Man-made sources & Colour Characteristics ▪ Concept of White Balance (Colour adaptation) 	
3: Compositi on	<ul style="list-style-type: none"> ● Art of Seeing <ul style="list-style-type: none"> ▪ Concept of Framing ▪ 2D view v/s 2D View ▪ Use of objects in the frame in Assembling ▪ Rules of Composition ▪ Breaking of Rules 	06
4: Know your Camera	<ul style="list-style-type: none"> ● Parts of Camera <ul style="list-style-type: none"> ▪ Aperture <ul style="list-style-type: none"> ○ Depth of Field (Shallow/Deep/Moderate) ○ Bokeh (Blurry bubbles) ▪ Shutter <ul style="list-style-type: none"> ○ Concept of Motion Blur ○ Slow Shutter speed & Light painting ○ Long Exposure Applications ○ Concept of Motion Freeze ○ Movement v/s Moment ● Exposure Meter <ul style="list-style-type: none"> ▪ In-built Exposure meter behaviour (Reflective) ▪ Exposure Modes (MASP & Smart Picture) ▪ Metering Modes (Center, Spot, Matrix) ● Exposure Compensation (Manual Override) <ul style="list-style-type: none"> ▪ Concept of Compensation in Critical Lighting ▪ Situations where Compensation is needed <ul style="list-style-type: none"> ○ High-Key Lighting ○ Low-Key Lighting ○ Spot-Lit ○ Back-Lit ○ Silhouette 	16

	<ul style="list-style-type: none"> ● Smart Phone Camera <ul style="list-style-type: none"> ▪ Pro Mode/Manual Mode ▪ Manual Focus/ Portrait Mode ▪ Shutter Speed a) Light Meter App 	
5: Flash	<ul style="list-style-type: none"> ● Concept of Synchronisation <ul style="list-style-type: none"> ▪ Momentary v/s Continuous ▪ Proper synk & Out of Sync ▪ Concept of Slow-sync with Ambient light ▪ Creative applications of Mixed Light ● Guide Number <ul style="list-style-type: none"> ▪ Power of Flash (Output) ▪ Power-Distance-Aperture relation <p>Inverse Square law</p>	04
6: Digital Imaging	<ul style="list-style-type: none"> ● Image Sensor <ul style="list-style-type: none"> ▪ Concept of Megapixel ▪ Megapixel-Image Size-Resolution <p>Reproduction Ratio & Pixilation</p>	04

Reference Books
<ol style="list-style-type: none"> 1. <i>Collins Books series: Pentax Inc.</i> <ol style="list-style-type: none"> a. <i>Taking successful pictures,</i> b. <i>Making most of colour,</i> c. <i>Expanding SLR system,</i> d. <i>Lighting techniques;</i> 2. <i>Minolta Photographer's handbook;</i> <ol style="list-style-type: none"> a. <i>Indoor Photography,</i> b. <i>Outdoor photography:</i> 3. <i>Life Book series:</i> <ol style="list-style-type: none"> a. <i>Colour,</i> b. <i>Camera,</i> c. <i>Light</i> d. <i>Portrait</i> 4. <i>Photography course:</i> <ol style="list-style-type: none"> a. <i>Volume 1: Understanding Camera</i> b. <i>Volume 2: Secrets behind successful pictures</i> c. <i>Volume 3: Practicing Photography</i> d. <i>Volume 4: Handling Professional assignments</i>

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2142UMCIJ	CORE: Introduction to Journalism	3	2 Hours	40	60	100	3

Objectives:

- To acquire an introductory knowledge of journalism-its foundation and development in the 21st Century.
- To comprehend the role of new trends in journalism such as photo journalism and citizen journalism.
- To understand the implications of fake news and the need to apply ethical practices in the business of journalism.
- To appreciate the importance of accuracy, balance and clarity in report writing.

Learning Outcomes

After the completion of the course the Learner will be able to:

CO1: Comprehend the role of new trends in journalism such as photo journalism and citizen journalism. (Understand)

CO2: Understand the difference in writing for print and new media (Understand)

CO3: Recognise the functions of journalism, skills required to be a journalist and identify an interesting career in the news media sector (Understand)

CO4: Analyse the implications of fake news, manipulation of photographs and plagiarism (Analyse)

CO5: Analyse the role of Accuracy, Balance, Clarity in report writing (Analyse)

CO6: Write short features and reports in the inverted pyramid format independently and ethically using the tools of journalism (Apply)

Sr.No.	Modules / Units	No. of Lectures
1	Learning from the past <ul style="list-style-type: none"> ● Changing face of journalism from Guttenberg to new media ● Brief history of journalism in India ● Raja Rammohan Roy, S Sadanand ● Emergency 1975 – Its impact on Media 	10
2	Essence of Journalism/News <ul style="list-style-type: none"> ● Accuracy, Objectivity, Balance and Brevity, Clarity ● Interpretation, Transmission of values, Development, Entertainment ● Segregating Hard News from Soft News in newspapers <p>News values: Evaluating the news worthiness of stories reported on news channels</p>	10

3	Writing a news report <ul style="list-style-type: none"> ● Finding a news angle ● Inverted pyramid structure ● Types of lead ● Writing a Lead 	10
4	Photo journalism- Visual journalism <ul style="list-style-type: none"> ● Origin, Golden era, Contribution ● Identifying fake pictures. The need to adopt ethical practices of reporting. ● Clicking news worthy pictures ● Writing captions 	10
5	Citizen journalism and other avatars of journalism <ul style="list-style-type: none"> ● Reporting a story as a citizen journalist. Advantages and disadvantages ● Editing and packaging the story ● Data journalism, Investigative journalism- Relevant international and national Case studies to be discussed. ● Collaborative journalism, 	10

Reference Books
Introduction to Journalism
<ul style="list-style-type: none"> ● <i>Essentials of Practical Journalism. VirBalla Aggarwal, Concept Publishing Company, 2006</i> ● <i>Practical Journalism .P.K.Menon .Aavishkar Publisher Distributors, 2005</i> ● <i>Writing and Reporting News by Carole Rich; Thomson Wadsworth</i> ● <i>Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition</i> ● <i>MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.</i> ● <i>Introduction to Journalism :Essential Technique Richard Rudin</i> ● <i>Introduction to Journalism :Carole Fleming</i> ● <i>Introduction to Journalism :James Glen Stowall</i> ● www.journalistsresource.org ● www.poynter.org ● www.journalist's toolbox.com ● www.thewire.com

Suggested Assignments for Internal Assessment

- News Report writing, News picture with effective captions. Field reporting of campus and community news that is of news value etc.

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2143UMCIA	CORE: Introduction to Advertising	3	2 Hours	40	60	100	3

Objectives:

- To introduce to the various concepts and aspects of advertising.
- To familiarize the learner with the creative side of the advertising industry.
- To appreciate the need to apply ethical practices in the advertising industry.

Learning Outcomes

After the completion of the course the Learner will be able to:

- CO1 Understand the history and role of Ad gurus and institutions in shaping the advertising industry (Understand)
 CO2 Recognise the different types and tools of advertising, traditional, digital and emerging advertising new media platforms and the appeals employed (Understand)
 CO3 Recognise the skills required to be an advertising professional in a technology driven field and identify an interesting career in the advertising sector (Understand)
 CO4 Analyse the rules and regulations governing the ethics of advertising using relevant case studies (Analyse)
 CO5 Label the different elements of an advertisement and appreciate its importance (Apply)
 CO6 Design an original advertisement both for traditional and new media employing elements and ethics of advertising (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Advertising	10
	<ul style="list-style-type: none"> ● Meaning and Objectives of advertising ● Brief History of advertising ● Globalization and Changing Trends of advertising in India ● The stalwarts of advertising (Alyque Padamsee, Prasoon Joshi, Prahlad Kakkar, David Ogilvy, Mather and others) ● Advertising and society and its impact on cultural values 	
2	Role of Advertising	10
	<ul style="list-style-type: none"> ● Types of advertising ● Advertising as a career and business ● Advertising budgets ● Advertising regulations and issues ● Controversial and unethical advertising-National and international examples 	
3	Advertising and Media- The entire module to be taught with relevant and recent case studies	10
	<ul style="list-style-type: none"> ● Print, Electronic (Radio and Television) & Digital Media ● Other media (transit, outdoor, direct and any other support media) 	

	<ul style="list-style-type: none"> ● Beacon Advertising-Meaning. Its uses and limitations ● Geo-Location, Advertising -Its advantages. Geo-tagging and Geo-fencing ● Artificial Intelligence and Advertising- Augmented Reality 	
4	Advertising Message and Effectiveness	15
	<ul style="list-style-type: none"> ● Advertising communication and Role of persuasion ● Creativity in advertising ● Advertising appeals ● Designing the advertising message-The USP ● Advertising effectiveness-Pre and post testing. The different methods and advantages 	
5	The Art of designing advertisements- An Application Component	15
	<ul style="list-style-type: none"> ● Meaning of Copy-Types. Salient components -Features of a good copy ● Types of headlines-Making them effective. Logo and slogans ● Copy writing for television -Concept of story board. ● Copywriting for radio. Techniques of radio advertising. Straight, Dialogue, Dramatic, Personality and Musical commercials ● Banner advertising. Strategies for creating winning websites and Social Media Content <p><i>Learners to employ the tools acquired to design advertisements for the above-mentioned media</i></p>	

Websites

- 1- <https://blog.socialmediastrategiessummit.com/10-examples-of-ai-in-marketing/>
- 2- <https://www.groundtruth.com/insight/beacon-marketing-advertising-opportunities-limits/>
- 3- <https://geofli.com/blog/geolocation-advertising/>

Reference Books
Introduction to Advertising
<ul style="list-style-type: none"> ● <i>Foundation of Advertising Theories and Practices; S. A. Chunawalla& K C Sethia; Himalaya Publishing House; Seventh Edition</i> ● <i>Advertising Management; Rajeev Batra, John Myers & David Aaker; Pearson Publication; Fifth Edition</i> ● <i>Advertising and Sales Promotion; S.H.H. Kazmi& Satish Batra; Excel Books; Second Edition</i> ● <i>Advertising Management; JaishriJethwaney&Shruti Jain; Oxford University Press</i> ● <i>Advertising; Frank Jefkins& David Yadin; Pentice Hall; Fourth Edition</i> ● <i>Principles of advertising, A global perspective; Monle Lee & Carla Johnson; Viva Books Pvt. Ltd.; Second Edition</i>

Course Code:	Course	Hrs. of Instruction/week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2144UMCFA	CORE: Film Appreciation	3	2 hrs	40	60	100	3

Objectives:

- To help learner understand films as medium of visual communication & not just entertainment medium.
- To take the learner through the art & process of film making as a blend of many arts.
- To help learner understand how camera tell the story by seeing with its single eye (lens) & frame.
- To help students in understanding & appreciating film as reflection of society.
- Appreciation is first step that leads to creation via illumination & inspiration phases.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Understand Art & Craft of film making & illuminate of appreciation (Understand)

CO2: Develop skills of a Film Critique (Apply)

CO3: Apply film making skills to make Short Films (Apply & Create)

Sr. No	Modules /Units	No. of Lectures
01	Literature: Germ, Drama & Moral <ol style="list-style-type: none"> The basic storyline. The exploration of storyline into the full-length expansion. Transforming into script Planning a screenplay Breaking into shot divisions Writing scene <ul style="list-style-type: none"> ● Dialogues & description ● Planning shots ● Building sequence Lyrics if required Off screen Narration if planned part 	08
02	Music: Audio element <ol style="list-style-type: none"> Dialogue delivery Voice modulation <ul style="list-style-type: none"> ● Pace ● Pitch ● Tone Planning Pauses (purposeful) 	06

	<ul style="list-style-type: none"> d. Silence areas e. Sound effect <ul style="list-style-type: none"> ● On field ● Natural (significant) ● Library sounds ● Foley sounds ● Dramatic sound effect ● Background music ● Composing Songs if ever 	
03	<p>Dance: Character bearing</p> <ul style="list-style-type: none"> a. Body language <ul style="list-style-type: none"> ● Postures ● Gestures ● Eye contacts ● Expressions ● Interaction ● Movements ● Insertions ● Symbolic frames ● Camera angles (to portray weaker or stronger positions) ● (choreography) 	08
04	<p>Sculpture: Transforming raw artist into characteristic appearance</p> <ul style="list-style-type: none"> a. Basic make-up b. Get-up c. Costumes d. Body marks e. Age signs f. Symbolic appearance (profession, mindset, nature) g. Dramatic look 	06
05	<p>Architecture: Place, Era, Time of the day</p> <ul style="list-style-type: none"> a. Basic sets (Place of shoot) b. Ambience (Poor house or rich apartment etc) c. Symbolic identity (Office, hospital, restaurant etc) d. Era of happening e. Marks of historic influence f. Marks of happenings g. Scope for camera plot & lighting plot h. Property & movement paths 	06
06	<p>Photography: Camera as story teller</p> <ul style="list-style-type: none"> a. Composition <ul style="list-style-type: none"> ● Various rules (Third's ratio, Balance, Frame within frame, Leading lines etc) ● Odd framing (Breaking rules to create tension) ● Tilt frames (Put to restlessness) ● Unusual viewpoint b. Sequence <ul style="list-style-type: none"> ● Scene/s ● Series of shots c. Lighting 	16

	<ul style="list-style-type: none"> ● Ambient ● Dramatic ● Object/portrait ● Lighting for interview ● Lighting for YouTube Videos ● Time of the day <p>d. Colour & significance</p> <ul style="list-style-type: none"> ● Sensation ● Contrast ● Classification ● Instruction ● Symbolism ● Harmony ● Mood <p>e. Perspective</p> <ul style="list-style-type: none"> ● Use of Compressed perspective ● Use of Enhanced perspective ● Atmospheric perspective <p>f. Camera Angles</p> <ul style="list-style-type: none"> ● Eye level ● Low angle & impact ● High angle & impact <p>g. Camera movements</p> <ul style="list-style-type: none"> ● Panning (pan shot) ● Tracking ● Dolly in & out ● Crane <p>i. Camera set up</p> <ul style="list-style-type: none"> ● Single Camera set-up ● Multi camera set-up (EFP-Live) <p>h. Frame rate</p> <ul style="list-style-type: none"> ● Slow motion ● Rapid motion <p>i. Lens</p> <ul style="list-style-type: none"> ● Block or zoom <ul style="list-style-type: none"> 1. Depth of field (Deep/Shallow) 2. Bokeh (blurry bubbles for mood) ● Wide/Normal/Telephoto <ul style="list-style-type: none"> 1. Lens movements <ul style="list-style-type: none"> a. Zoom in & out ● Filters <ul style="list-style-type: none"> 1. Colour enhancement 2. Colour correction 3. Polariser 4. Gradation 5. Neutral density <p>j. Colour temperature</p> <ul style="list-style-type: none"> ● Warm/Cool/ Neutral ● Ambience ● Mixed colour light 	
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Reference Books
Film Appreciation
<ul style="list-style-type: none">● Cine Art & Film Craft● Hedgecoe on Video: John Hedgecoe● Television Production Handbook: Herbert Zettl● Understanding Communication Media: Jacob Shraampi● On The Art of The Cinema: Kim Jong● Cinematography: Theory and Practice: Blain Brown

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2145UMCOB	CORE: Organizational Behaviour	3	2 hrs	40	60	100	3

Objectives:

- To study the complex nature of human beings in organizations and to understand the human interactions in an organization.
- To study the mechanisms governing the interactions, seeking to identify and foster behaviours conducive to the survival and effectiveness of the organization.

Learning Outcomes:

After the completion of the course the Learner will be able to:

- CO1: Explain the concepts of Organisation behaviour and theories of motivation. (Understanding)
CO2: Explain the Formal Organisation, it's Design & Structure (Understanding)
CO3: Explain the importance of Decision making. (Understanding)
CO4: Demonstrate the knowledge of Divisions of work, task interdependence and able to implement it when working. (Apply)
CO4: Demonstrate the mindset of Group Think and use it working in Organisations (Apply)
CO5: Illustrate force diversity and understanding of Gender, Ethnic & Community issues at work place (Apply)
CO6: Demonstrate the learnings of behaviour in Organisations with the help of research, meeting officials in various organisations and enumerate them in presentations (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Nature of Organisational behaviour	3
	<ul style="list-style-type: none"> ● Definition of Organisation & Types. ● Concept of OB & its scope ● Models of Organisational Behaviour 	
2	Organizational structure & its Environment	4
	<ul style="list-style-type: none"> ● Organisation and its environment. ● Formal Organisation: Design & Structure ● Divisions of work and task interdependence 	
3	Organizational Culture	7
	<ul style="list-style-type: none"> ● Sources of Organisational Culture. ● Types of Organisational Culture. ● Manifestation & Managing Organisational Culture. ● Work force diversity - Gender, Ethnic & Community issues & personality factors. ● Organisational change: Importance of Change, Planned Change & OB Techniques 	

	<ul style="list-style-type: none"> ● International OB: An Introduction to Individual & Interpersonal Behaviour in Global Perspectives 	
4	Motivation	4
	<ul style="list-style-type: none"> ● Theories of Motivation – Need & Process Theory. ● Application of Motivation Theories. 	
5	Group Dynamics in Organisation	7
	<ul style="list-style-type: none"> ● Concepts of group & types of group. ● Group norms & Group cohesion. ● Concept of team work. ● Transactional analysis: An Introduction to Transactional Analysis 	
6	Decision making	7
	<ul style="list-style-type: none"> ● Decision making – definition & process. ● Group Think, risky shift & Polarisation ● Techniques for improving decision making- MIS (Management Information System). 	
7	Leadership	7
	<ul style="list-style-type: none"> ● Importance & Characteristics of control. ● Qualities of an effective Leader ● Leadership Style & effective Communication 	
8	Entrepreneurship Development	7
	<p>Entrepreneurship:</p> <ul style="list-style-type: none"> ● The Concept, why to become an Entrepreneur ● The skills/ traits required to be an Entrepreneur ● The Entrepreneurial Decision Process ● Skill Gap Analysis ● Role Models, Mentors and Support System ● Significance of Entrepreneurship in Organisational Development ● Influence of Job Design, Organisational Culture on Entrepreneurial Behaviour in Organisations. (Discussion through articles, case studies) ● Intrapreneurship: Meaning, Significance, Entrepreneurship Vs. Intrapreneurship ● What can an Organisation do to encourage Intrapreneurship? 	

	<ul style="list-style-type: none"> ● Case Studies of Companies implementing Intrapreneurship: Google, Sony, Facebook, 3M 	
9	Dynamics of stress	7
	<ul style="list-style-type: none"> ● Concept. ● Causes & effect. ● Coping Strategies. 	
9	Human Resources Policies and Practice	7
	<ul style="list-style-type: none"> ● Training ● Performance evaluation ● Managing Diversity in organisations. 	

Reference Books
Organizational Behavior
<ul style="list-style-type: none"> ● <i>Newstorm, J.W & Davis, K.(2002) Organisational Behaviour, Human Behaviour at Work (11th Edition), Tata McGraw Hills.</i> ● <i>Khanka, S.S.(2006)Organisational Behaviour-Text & Cases (5th Edition) S.Chand& Co Ltd.</i> ● <i>Robbins, S.P.(2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.</i> ● <i>Luthans& Fred (2010) Organisational Behaviour (12th edition) McGraw Hill</i> ● <i>Stephen P. Robbins, Timothy Judge, Organisational Behaviour</i> ● <i>Research Paper –“ Entrepreneurial behaviour in organizations: does job design matter?” Jeroen P.J. de Jong, Sharon K. Parker, Sander Wenekers and Chia-Huei Wu(London School of Economics and Political Science)</i>

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2146UMCMR	DSC: Mass Media Research	3	2 hrs	40	60	100	3

Objectives:

- To understand the fundamentals of research and its application of Mass Media.
- To understand the various methods of data collection.
- To enable learners to gather and verify information.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain the importance of research in mass media. (Understanding)

CO2: Recognize the difference between sources of information and verify facts to be used as content in their news or any other program. (Understanding)

CO3: Recognize the importance of pilot study to understand consumer, usage of connotation and denotation. (Understanding)

CO4: Demonstrate the technique of conducting research for solving a problem or pre and post launch of product. (Apply)

CO5: Illustrate the use of Semiology and Content Analysis. (Apply)

CO6: Develop a Research Proposal in Mass Media Field. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Research	7
	<ul style="list-style-type: none"> ● Define Research ● Steps in the research process ● Types of Research- basic, applied, descriptive, analytical, historical, case study, longitudinal studies. ● Discovery of Research problem ● Identification of Independent and Dependent Variables <p>Hypothesis- Meaning and types</p>	
2	Approaches to Research	10
	<ul style="list-style-type: none"> ● Meaning and Difference between Qualitative and Quantitative Approaches to Research ● Methods to Quantitative Approach <ul style="list-style-type: none"> - Scientific / Hypothetic – Deductive Methods - Experimental Design - Exploring A Population - Content Analysis 	

	<ul style="list-style-type: none"> ● Methods to Qualitative Approach <ul style="list-style-type: none"> - Ethnography - Phenomenology - Mixed Methodology - Content Analysis 	
3	Concept, types and uses of Research Designs	4
	<ul style="list-style-type: none"> ● Exploratory ● Descriptive ● Causal 	
4	Data – Collection Methodology	10
	<ul style="list-style-type: none"> ● Primary Data– Collection Methods: <ul style="list-style-type: none"> i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations vi. Case Studies vii. Questionnaire vii. Schedule ● Secondary Data Collection Methods: <ul style="list-style-type: none"> i. Internal ii. External ● Media Based Specific Methods: <ul style="list-style-type: none"> i. Exit Polls ii. Opinion Polls <ul style="list-style-type: none"> i. Polls on Instagram, Twitter, Facebook and its uses (To be taught, not tested) 	
5	Designing Questionnaire and measurement techniques	5
	<ul style="list-style-type: none"> ● Types and basics of questionnaire ● Projective techniques ● Attitude measurement scales 	
6	Sampling	5
	<ul style="list-style-type: none"> ● Concepts ● Process ● Methods 	
7	Data Tabulation and Research report format	4

	<ul style="list-style-type: none"> ● Data Tabulation ● Research Report Format <p>APA, MLA Citation Style</p>	
8	Application of research in mass media	10
	<ul style="list-style-type: none"> ● Advertising Research <ul style="list-style-type: none"> - Introduction - Reasons Behind Advertising Evaluation - Advertising Pre-testing - Advertising Post-testing ● Newspaper and Magazine Research <ul style="list-style-type: none"> - Types ● Electronic Media Research <ul style="list-style-type: none"> - Introduction - Types ● Research in Public Relations <ul style="list-style-type: none"> - Introduction - Process ● Research in Journalism <ul style="list-style-type: none"> - Types 	
9	Introduction to Semiology	5
	<ul style="list-style-type: none"> ● The semiotic approach to the construction of meaning ● Barthes Primary level and secondary level signification. ● Semiotic analysis 	

Reference Books
Mass Media Research
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Note:

Suggested Guidelines for the Internal Assessment:

- Students to Publish a Research Paper with 1000 Words
- Students to Create a Research Proposal
- Abstract ranging from 50-100 words with keywords
- Writing style should be as per the guidelines of APA Format
- Students to undergo Plagiarism Check

Distribution of Marks for Continuous Internal Examination (CIE for Fourth Semester)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A OR Q2. B	Full Length Question OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks 15 Marks
Q3. A OR Q3. B	Full Length Question OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks 15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

1. *The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.*

Nagindas Khandwala College



Revised Syllabus

And

Question Paper Pattern

of Course

Bachelor of Arts in Multi Media And Mass
Communication (BAMMC)

Programme

(Department of Multi Media And Mass
Communication)

Third Year

Semester V

Journalism

Under Autonomy

(Effective from Academic Year – 2022-2023 onwards)

For Students Admitted from A.Y. 2022-2023 Onwards

TYBAMMC (JOURNALISM)- Semester V

Course Code	Course	Hrs. of Instruction/week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2251UMMDM	<i>Skill Enhancement Compulsory Course (SECC)</i> Digital Media	3	2 hrs	40	60	100	4
2252UMMJP	Core: Journalism and Public Opinion	3	2 hrs	40	60	100	4
2253UMMIR	Core: Indian Regional Journalism	3	2 hrs	40	60	100	4
2254UMMGM	Core: Global and New Media	3	2 hrs	40	60	100	4
2255UMMRP	<i>Discipline Specific Compulsory Course (DSC)</i> Reporting	3	2 hrs	40	60	100	4
2256UMMCME	<i>Discipline Specific Compulsory Course (DSC)</i> Cross Media Writing & Editing Paper I	3	2 hrs	40	60	100	4
	Total	18					24

Course Code	Course	Hrs. of Instruction/ Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2251UMMDM	SEC Digital Media	3	2	40	60	100	4

Objectives:

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

Course Outcomes:

After the completion of the course the Learner will be able to:

CO1: Identify various terminologies of Digital Marketing. (Understanding)

CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)

CO3: Recognize Social Media Trends (Understanding)

CO4: Demonstrate the skill of Website Designing. (Apply)

CO5: Demonstrate skill of content writing (Apply)

CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Digital Media	10
	<ul style="list-style-type: none"> • Understanding Digital Media • Principles • Key Concepts • Evolution of the Internet • Traditional v Digital 	
2	Search Engine Optimization (SEO)	10
	<p>What are Search Engines:</p> <ul style="list-style-type: none"> · Types of Search Engines · How Search Engines work and how they rank websites based upon a search term? <p>Introduction to SEO and what it involves:</p> <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? <p>What is On-Page Optimization?</p> <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 <p>What is OFF-Page Optimization?</p> <ul style="list-style-type: none"> · What are Backlinks? 	

	<ul style="list-style-type: none"> ● How to Get Backlinks? · What is Google Page Rank? How to Increase 10 19 Page Rank? <p>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>	
3	Social Media	15
	<ul style="list-style-type: none"> ● Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs ● Using Facebook: ● What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Facebook Marketplace, Linking marketing on Facebook with WhatsApp for Business, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar ● Using Instagram ● Features of Instagram, Scope of Instagram as a marketing tool, How to measure insights on Instagram. ● Understanding the features of YouTube, Snapchat, Clubhouse, Sochcast and Pinterest as tools for influencers and businesses. ● 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, PeerIndex ● Using LinkedIn: ● Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups ● Using Blogs: ● How Blogging can be used as a tool 	
4	Tools & Trends	5
	<ul style="list-style-type: none"> ● Key terms and concepts ● Trends in Digital Media (Two Case Studies of Digital Campaigns of last two years to be discussed) ● Programmatic Buying: Need and Importance, Ecosystem, DSP, DMP, SSP. ● Key measurement and targeting tools: MOAT, IAS, Double Verify, etc. ● Web analytics ● Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	
5	Features of a Website& Content Writing	10
	<ul style="list-style-type: none"> ● Homepage ● Links ● Navigation ● Multimedia ● Blog ● Twitter ● Mobile 	
6	New Challenges& Cyber Laws	10

	<ul style="list-style-type: none"> ● Cyber Crime and Challenges of the new media ● Information Technology Act,2000, Amended 2021 with Information Technology Rules, 2021. ● Understanding General Data Protection Regulation (GDPR) in terms of Indian consumer perspective ● Indian Copyright Act with Amendments ● Digital Data Ethics ● Digital Security 	
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Practicals: Learners to download and practice a free or open analytical tool as a part of their project.

References
Digital Media
<ul style="list-style-type: none"> ● Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview ● Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman ● Alan Tapp,Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 ● Drayton Bird,Commonsense Direct Marketing - Kogan Page 1996 ● Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 ● Robin Fairlie,Database Marketing and Direct Mail - Exley Publications 1990

Recommended Websites:

1. <https://forbusiness.snapchat.com/blog/introducing-snapchat-trends>
2. <https://blog.hootsuite.com/how-to-use-pinterest-for-business/>
3. <https://embedsocial.com/blog/facebook-updates-features/>
4. <https://www.dnb.com/perspectives/marketing-sales/is-programmatic-advertising-the-future-of-marketing.html>
5. <https://www.bcg.com/publications/2018/guaranteed-opportunity-programmatic-advertising>
6. <https://hbr.org/2019/12/how-india-plans-to-protect-consumer-data>

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2252UMMJP	Core: Journalism and Public Opinion	3	2	40	60	100	4

Objectives:

- To develop an understanding about the role of Media in shaping public opinion on political issues.
- To understand the international scenario on Terrorism and International conflicts.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO 1: Recognize the crucial role played by newspaper in society and the concept of news with its types, elements and sources. (Understanding)

CO2: Students demonstrate the critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research-oriented material on the subject. Regular group discussions and other class activities help in better understanding. (Apply)

CO3: Analysing the work of various news persons, their qualities, duties and the professional requirements. (Analyse)

CO4: Illustrate various Media theories and their application in shaping opinions. They will be able to analyses the impact of media on socio political issues (Apply)

CO5: Demonstrate the media theories and be able to form opinion on base on their analysis (Apply)

CO6: Write different types of news. (Create)

Sr. No.	Modules/Units	No. of Lectures
1	Defining Public Opinion.	6
	<ul style="list-style-type: none"> ● Its functions in society. ● Means of gauging Public Opinion <ul style="list-style-type: none"> ➤ opinion polls ➤ exit polls ➤ surveys ➤ social media ● Role of Media in influencing Public Opinion, diversities and biases within the media. 	
2	Media theories and their understanding of Public Opinion	7

	<ul style="list-style-type: none"> ● 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. 	
3	Media and Political Opinion	5
	<ul style="list-style-type: none"> ● 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	Media shaping opinion with respect to government’s policies (reference to India):	6
	<ul style="list-style-type: none"> ● Nuclear policy ● Economic policy ● Current Foreign Policy. 	
5	Role of Media in shaping public opinion during conflicts	6
	<ul style="list-style-type: none"> ● Vietnam War ● Bangladesh Crisis 1971 ● Kargil conflict ● Gaza Crisis 2008-09; 2014 	
6	How Public Opinion can translate into Public participation:	6
	<ul style="list-style-type: none"> ● Arab Spring – Tunisia ● Libya ● Egypt; Syria- role of social media 	
7	War on international terrorism – media coverage	6
	<ul style="list-style-type: none"> ● Islamic State (IS) ● Al-Qaeda; Taliban 	
8	Internal Conflicts and Media coverage:	6
	<ul style="list-style-type: none"> ● Post Kargil insurgency ● National media vis-à-vis regional media in India’s North East – Manipur, Nagaland Bodo conflict 	
9	Portrayal of Women’s issues in media –	6
	<ul style="list-style-type: none"> ● Gender violence, rape, sexual assault, ● Domestic violence; - Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases 	
10	Media Coverage of Marginalised sections of Society: -Perspective from Above’ [ignoring the marginalised]	6
	<ul style="list-style-type: none"> ● Dalits, Tribal reservation, displacement, ● Forest Rights Act 	

References

Journalism and Public Opinion

- www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
- 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).
- Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution
- 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 Election. – acadademia .edu
- Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies
- Coleman Benjamin: Conflict, Terrorism and Media in Asia
- Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
- en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
- Alexandrova 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 Coverage. UDC Centre 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.
- Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
- Swami Praveen (1999): The Kargil War New Delhi: LeftWord Books
- 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), Encyclopaedia of North-East India: Assam, Mitthal Publications.
- Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
- Schneider Nadja-Christina ,TitzmannFritzi-Marie (2014), Studying Youth,
- 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.
- Deepa Viswam, (2010), Role of Media in Kashmir Crisis, Gyan Publishing house
- TekwaniShyam, (2008), Media and Conflict Reporting in Asia, AMIC
- Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
- Kak Manju, 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.

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2253UMMIR	Core: Indian Regional Journalism	3	2	40	60	100	4

Objectives:

To give the learners an understanding about the history and current status of the regional press /media.
To acquaint them with the contributions of media stalwarts of yesteryears.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Recognize the factors that influenced the course of regional media in India. (Understanding)

CO2: Discuss the evolution of Indian regional media (Understand)

CO3: Illustrate the role of editors and journalists that propelled regional journalism (Analyse)

CO4: Examine the role of the regional media in our freedom struggle (Analyse)

Co5: Evaluate how editors influenced the national leaders pre-1947 (Evaluate)

CO6: Evaluate the status and role of regional media today (Evaluate)

Sr.No.	Modules / Units	No. of Lectures
1	Regional press during the British Raj	3
	<ul style="list-style-type: none"> ● Brief outline ● Major laws 	
2	Regional press and electronic media today	7
	<ul style="list-style-type: none"> ● Overview ● Growth since 1947 	
3	Hindi Media	5
	<ul style="list-style-type: none"> ● Birth and earliest publications ● Role during freedom movement ● Evolution since 1947 ● Hindi media today 	
4	Marathi Media	5
	<ul style="list-style-type: none"> ● Earliest publications ● Role in freedom struggle ● Role in social reforms and shaping cultural identity ● Contribution of Kesari ● Role in Samyukta Maharashtra Movement ● Marathi media today ● Sakal, Samana and Lokmat 	
5	Bengali Media	5

	<ul style="list-style-type: none"> • Earliest publications • Role in social reforms • Role during freedom movement • Amrit Bazar Patrik • Bengali Media today 	
6	Urdu Media	5
	<ul style="list-style-type: none"> • Birth and growth pre-1947 • Contribution of Al Hilal • Role in freedom movement • Role in social reform • Urdu media today 	
7	Malayalam Media	6
	<ul style="list-style-type: none"> • Birth and earliest publications • Role during freedom struggle and social awakening • Malayala Manorma and Mathrubhumi • Malayam media today 	
8	Tamil Media	4
	<ul style="list-style-type: none"> • Evolution (in brief) • Tamil media today • Domination and ownership of families/politics 	
9	Telugu Media	5
	<ul style="list-style-type: none"> • Evolution (In brief) • Eenadu 	
10	Kashmir Media	5
	<ul style="list-style-type: none"> • Ownership and reach 	
11	Media of North East States	5
	<ul style="list-style-type: none"> • Ownership and reach 	
12	Profile of the following legends	5
	<ul style="list-style-type: none"> • Raja Rammohan Roy • Bal Gangadhar Tilak • KP Kesava Menon • KC MammamMapallai • Maulana Abdul Kalam Azad • Govind Talwalkar 	

References
Indian Regional Journalism
<ul style="list-style-type: none"> • India's Newspaper Revolution by Jeffery Robins, Oxford Union publication • Journalism in India by Rangaswami Parathasarthi, Sterling Publication • Indian Regional Journalism by PK Ravindranath, Authorpress

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2254UMMGM	Core: Global and New Media	3	2	40	60	100	4

Objectives:

- To understand and analyse global media
- To get an insight on the control and influence of global media conglomerates and scope of alternative media
- Trends in New Media

Course Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain global media systems (Understand)

CO2: Recognize the importance of MacBride Commission recommendations and observations (Understand)

CO3: Illustrate the stranglehold of the global media conglomerates. (Apply)

CO4: Demonstrate the impact of media biases and evaluate the coverage of media outlets (Apply)

CO5: Demonstrate different media systems (Analyse)

CO6: Evaluate the perspective of the media freedom in countries (Evaluate)

Sr. No.	Modules	No. of Lectures
1	Media in Asia	10
	<ul style="list-style-type: none"> ● China ● North Korea ● Malaysia ● Singapore 	
2	Media in Japan	10
	<ul style="list-style-type: none"> ● Media landscape ● Kisha Clubs ● Impact of AI and web ● Coverage of peace movements ● Alternative Media 	
3	Global Media conglomerate	10
	<ul style="list-style-type: none"> ● With special reference to USA, Europe and Australia ● Cross Media Ownership ● Impact on society and politics ● Parachute Journalism 	

	<ul style="list-style-type: none"> ● Alternative Media 	
4	Media in the Middle East	10
	<ul style="list-style-type: none"> ● Media in Saudi Arabia a ● Iran ● Iraq ● Al Jazeera 	
5	Peace Journalism	10
	<ul style="list-style-type: none"> ● Changing nature of conflicts ● Media as driver of peace ● Afghanistan crisis and media ● Coverage of peace movements ● Peace journalism 	
6	New Media	10
	<ul style="list-style-type: none"> ● Changing media landscape ● Mobile Journalism ● Data Journalism ● Fake News verification ● Drone journalism 	

References
Global and New Media
<ul style="list-style-type: none"> ● Understanding Global Media by Terry Flew ● Handbook of Media in Asia by Shelton Gunaratne ● The Free Voice of Democracy by Ravish Kumar

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2255UMMRP	DSC: Reporting	3	2	40	60	100	4

Objectives:

- To acquire an understanding of the principles of reporting and value the ethical standards applied in the business of journalism.
- To demonstrate an appreciation for techniques used by investigative journalists in uncovering scams and develop an understanding of the difference between investigative reporting and yellow journalism.
- To comprehend the impact of investigative journalism in being a vehicle of social, economic and cultural change.

Learning Outcomes

After the completion of this Course the Learner will be able to :-

CO1: Understand the principles of reporting and the importance of beat reporting (Understand)

CO2: Identify news values and important sources for news gathering both traditional and from the emerging social media and using anonymous sources with responsibility. (Understand)

CO3: Appreciate Press Council guidelines of reporting with special reference to covering disasters, both manmade and natural, terrorist attacks and communal riots (Understand)

CO4: Demonstrate the capacity to become the voice of the voiceless through citizen journalism identify fake news from the real and apply ethical journalistic principles. (Apply)

CO5: Analyse the difference between investigative reporting and yellow journalism through a case study approach and evaluate the impact of investigative journalism. (Analyse)

CO6: Critically analyse the obstacles to investigative journalism and tools to surmount these hurdles through a case study approach (Analyse)

CO7: Think and write creatively and ethically on current issues using the reporting tools of Accuracy, Balance, Objectivity, Clarity and Attribution (Create)

Sr. No.	Modules / Units	No. of Lectures
1	News Values. The ABC of Reporting	14
	<ul style="list-style-type: none"> ● News values ● ABC of Reporting Accuracy-Balance and Objectivity and Clarity ● Verification-its importance in Reporting ● How to fact check written information videos and photos – Use of Google reverse search, Tin Eye reverse search, YouTube data viewer etc ● Citizen Journalism-Its pros and Cons 	
2	News Gathering- Sources Primary & Secondary Official & Unofficial	10

	<ul style="list-style-type: none"> • How do reporters gather news? • Press Conference- Public Meetings-Press Release Interviews-Rallies etc • Incident/On the spot coverage- Anna Hazare Movements Coverage. Was it a PR Exercise? • Hidden or Confidential-Off the record sources Role of anonymous sources Case studies of the crucial roles played by anonymous sources Watergate Scandal-Bofors Scam • Precautions to be taken while using anonymous sources-Case Study-A Rape on Campus -The Rolling Stone Coverage • New-age technological sources-Blogs-Twitter Facebook-Advertisements • Importance of New Tools in the hands of Reporters • RTI, Recorders, Camera, Spy Camera and Spy tools, social media, being undercover- To be taught with current and relevant case. • The use/misuse of these tools, Authenticity and credibility of these tools. 	
3	News-writing	10
	<ul style="list-style-type: none"> • How to write a news story Construct the news. • Intro, Dateline Credit-line, Body-text. Inverted Pyramid style as the basic requirement. • Use of news parlance. • Use of verbs, adjectives, comment. • Follow Up 	
4	Beats System in Reporting	5
	<ul style="list-style-type: none"> • What is beat system, why it is necessary, how does it help. • What are requirements of various beats. <ul style="list-style-type: none"> • 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. 	

5	Coverage of Natural Disasters and Terrorist Attacks	5
	<ul style="list-style-type: none"> ● Do's and Don'ts. Role of Reporters. ● Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. ● Terrorist Attacks-What Media wants. What Government expects from Media ● Study these with special in-depth reference to the 26/11 Mumbai Terrorist Attack, Pathankot-Uri Balakot Strike. Nepal Earthquake and Uttarakhand floods. ● Press Council guidelines while covering disasters - communal attacks and terrorist strikes 	
6	Investigative Journalism	6
	<ul style="list-style-type: none"> ● 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 - 	
7	Ethical Issues in reporting/ Credibility of Reporters.	6
	<ul style="list-style-type: none"> ● Sting Operations – Positive and Negative Operations To be taught with relevant case studies Tehelka - West End Deal Sting— Operation Red Spider etc ● How ethical is a Sting Operation? ● Yellow Journalism and its comparison with other forms. 	
	<ul style="list-style-type: none"> ● Privileges/Extra powers to Reporters Myth or Reality? ● Press Council Guidelines 	
8	Case Studies	4
	<ul style="list-style-type: none"> ● Vyappam Scam-DMAT Medical Scam ● The Maharashtra Irrigation Scam ● The role of whistle-blowers-Special reference to Dr Anand Rai and Vijay Pandhare ● TRP Scam and Republic TV ● The Panama Papers Leak-Role of the 	

	<p>Anonymous source-The impact on India</p> <ul style="list-style-type: none"> ● Pegasus Snoop gate- Its relevance to India <p>Note</p> <p>The Case studies prescribed is to be understood from the perspective of the reporting tools and methods taught through the entire course</p> <p>Movies recommended for viewing-Spotlight-All the President's Men-Rann. These will expose learners to practices of investigative journalism and the pressures faced during the course of such operations.</p>	
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Reporting
References
<ul style="list-style-type: none"> ● Essentials of Practical Journalism. Vir Balla Aggarwal, Concept Publishing Company, 2006 ● Practical Journalism .P.K.Menon .Aavishkar Publisher Distributors, 2005 ● Writing and Reporting News by Carole Rich; Thomson Wadsworth ● Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition ● Recommended reading Nalin Mehta on Indian TV ● MV Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism. ● Introduction to Journalism :Essential Technique Richard Rudin ● Introduction to Journalism :Carole Fleming ● Introduction to Journalism :James Glen Stowall

Recommended Website References

<https://www.theguardian.com/society/2019/dec/29/rolling-stone-rape-story-uva-five-years#:~:text=First%20published%20in%20Rolling%20Stone,other%20fraternity>

<https://www.thehindu.com/news/national/vyapam-scam-a-chronology-of-events/article28739911.ece>

<https://www.icij.org/investigations/panama-papers/>
<https://indianexpress.com/article/explained/maharashtras-irrigation-scam-ajit-pawar-sharad-pawar-anti-corruption-bureau-6138598/>

<https://www.hindustantimes.com/india-news/trp-scam-and-arnab-goswami-here-is-what-2nd-supplementary-chargesheet-says-101624437963067.html>

Course Code:	Course			Maximum Marks	Credits
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		Hrs. of Instruction / week	Exam Duration (Hours)	CIE	SEE	Total	
2256UMMCME	DSC: Cross Media Writing and Editing 1	3	2	40	60	100	4

Objectives:

- To equip the learners with a physical and digital portfolio displaying their skills and interests
- To enhance their writing and editing skills across platforms with a “learn as you do” approach
- Focus on short form, precise writing skills and vocabulary building

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Recognize what is a good picture from journalism perspective (Understand) CO2: Explain the application of grammar and punctuation (Apply)

CO3: Demonstrate how to eliminate redundant words and sentences (Apply)

CO4: Evaluate Books and films (Evaluate)

CO5: Write good headlines (Create)

CO6: Write crisp captions (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Editing Sentences	9
	<ul style="list-style-type: none"> ● Punctuations ● Eliminating redundant words ● Grammar ● Clarity ● Target audience and raison d' etre of the publication <i>Drawn from current affairs and news</i>	
2	Writing picture captions and Slugs	11
	<ul style="list-style-type: none"> ● What is a good picture ● Selecting pictures ● Picture stories ● Photo features ● Effective captions <i>Drawn from current affairs and news</i>	
3	Vox Pop	10

	<ul style="list-style-type: none"> ● Selecting a theme or question ● Collecting public opinion ● Page layouts : ● Packaging the story <p><i>Drawn from current affairs and news</i></p>	
4	Tickers, Flash, Headlines and Brief News	10
	<ul style="list-style-type: none"> ● Writing and editing for brevity and accuracy ● Covering breaking news ● Rules of headline writing ● Types of headlines ● Difference between headlines for Hard News and Soft News 	
5	Writing Snippets, Book Reviews and Film Reviews	10
	<ul style="list-style-type: none"> ● Writing snippets for tabloid ● Synopsis for the web ● Objective of reviews ● Does and don't of book and film reviewing ● Formats and templates 	
6	Interviews	10
	<ul style="list-style-type: none"> ● Types of subjects ● Preparing for interviews ● Preparing questionnaire ● Techniques of interviewing ● Interview formats 	

References

Cross Media Writing and Editing-1

- | |
|---|
| <ul style="list-style-type: none"> ● The Editor's Toolbox by Buck Ryan and Michael O Donnell ● Writing for the Web by Crawford Kelian |
|---|

Distribution of Marks for Continuous Internal Examination (CIE for Fifth Semester- Journalism)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
	OR	
Q2. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
	OR	
Q3. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

2. *The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.*

Nagindas Khandwala College



Revised Syllabus

And

Question Paper Pattern

of Course

Bachelor of Arts in Multi Media And Mass
Communication (BAMMC)

Programme

(Department of Multi Media And Mass
Communication)

Third Year

Semester V

Advertising

Under Autonomy

(Effective from Academic Year – 2022-2023 onwards)

For Students Admitted from A.Y. 2022-2023 Onwards

TYBAMMC (ADVERTISING)- Semester V							
Course Code	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2251UMMDM	<i>Skill Enhancement Compulsory Course (SECC)</i> Digital Media	3	2 hrs	40	60	100	4
2252UMMBB	Core: Brand Building	3	2 hrs	40	60	100	4
2253UMMAC	Core: Advertising in Contemporary Society	3	2 hrs	40	60	100	4
2254UMMCB	Core: Consumer Behaviour	3	2 hrs	40	60	100	4
2255UMMMP	<i>Discipline Specific Compulsory Course(DSC)</i> Media Planning and Buying	3	2 hrs	40	60	100	4
2256UMMCW	<i>Discipline Specific Compulsory Course(DSC)</i> Copywriting	3	2 hrs	40	60	100	4
	Total	18					24

Course Code	Course	Hrs. of Instruction/ Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2251UMMDM	SEC Digital Media	3	2	40	60	100	4

Objectives:

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

Course Outcomes:

After the completion of the course the Learner will be able to:

CO1: Identify various terminologies of Digital Marketing. (Understanding)

CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)

CO3: Recognize Social Media Trends (Understanding)

CO4: Demonstrate the skill of Website Designing. (Apply)

CO5: Demonstrate skill of content writing (Apply)

CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Digital Media	10
	<ul style="list-style-type: none"> ● Understanding Digital Media ● Principles ● Key Concepts ● Evolution of the Internet ● Traditional v Digital 	
2	Search Engine Optimization (SEO)	10
	<p>What are Search Engines:</p> <ul style="list-style-type: none"> · Types of Search Engines · How Search Engines work and how they rank websites based upon a search term? <p>Introduction to SEO and what it involves:</p> <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? <p>What is On-Page Optimization?</p> <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 <p>What is OFF-Page Optimization?</p> <ul style="list-style-type: none"> · What are Backlinks? ● How to Get Backlinks? · What is Google Page Rank? How to Increase 10 19 Page Rank? 	

	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	
3	Social Media	15
	<ul style="list-style-type: none"> ● Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs ● Using Facebook: ● What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Facebook Marketplace, Linking marketing on Facebook with WhatsApp for Business, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar ● Using Instagram ● Features of Instagram, Scope of Instagram as a marketing tool, How to measure insights on Instagram. ● Understanding the features of YouTube, Snapchat, Clubhouse, Sochcast and Pinterest as tools for influencers and businesses. ● 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, PeerIndex ● Using LinkedIn: ● Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups ● Using Blogs: ● How Blogging can be used as a tool 	
4	Tools & Trends	5
	<ul style="list-style-type: none"> ● Key terms and concepts ● Trends in Digital Media (Two Case Studies of Digital Campaigns of last two years to be discussed) ● Programmatic Buying: Need and Importance, Ecosystem, DSP, DMP, SSP. ● Key measurement and targeting tools: MOAT, IAS, Double Verify, etc. ● Web analytics ● Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	
5	Features of a Website & Content Writing	10
	<ul style="list-style-type: none"> ● Homepage ● Links ● Navigation ● Multimedia ● Blog ● Twitter ● Mobile 	
6	New Challenges & Cyber Laws	10

	<ul style="list-style-type: none"> ● Cyber Crime and Challenges of the new media ● Information Technology Act,2000, Amended 2021 with Information Technology Rules, 2021. ● Understanding General Data Protection Regulation (GDPR) in terms of Indian consumer perspective ● Indian Copyright Act with Amendments ● Digital Data Ethics ● Digital Security 	
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Practicals: Learners to download and practice a free or open analytical tool as a part of their project.

References
Digital Media
<ul style="list-style-type: none"> ● Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview ● Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman ● Alan Tapp,Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000 ● Drayton Bird,Commonsense Direct Marketing - Kogan Page 1996 ● Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000 ● Robin Fairlie,Database Marketing and Direct Mail - Exley Publications 1990

Recommended Websites:

1. <https://forbusiness.snapchat.com/blog/introducing-snapchat-trends>
2. <https://blog.hootsuite.com/how-to-use-pinterest-for-business/>
3. <https://embedsocial.com/blog/facebook-updates-features/>
4. <https://www.dnb.com/perspectives/marketing-sales/is-programmatic-advertising-the-future-of-marketing.html>
5. <https://www.bcg.com/publications/2018/guaranteed-opportunity-programmatic-advertising>
6. <https://hbr.org/2019/12/how-india-plans-to-protect-consumer-data>

Course Code	Course	Hrs. of Instruction/ Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2252UMMBB	Core: Brand Building	3	2	40	60	100	4

Objectives:

- To study the concepts of brand.
- To understand various types of brand, importance and to build
- To study its importance to consumers and advertisers.

Learning Outcomes:

After the completion of the course the Learner will be able to :

CO1: Understand the concept of brand, brand values and brand development. (Understand)

CO2: Explain the Branding strategies (Understand)

CO3: Apply the various models of brand development and building to existing and new brands. (Apply)

CO4: Compare the national and international brand perspectives. (Evaluate)

CO5: Develop new brand images and identities for existing and new brands. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Brand	10
	<ul style="list-style-type: none"> ● Definition ● Process of branding ● Importance of branding ● Advantages & Limitation of branding ● Brand vs. Product ● Corporate branding vs. Product branding ● 10 Guidelines to build a brand ● Brand building blocks ● Brand elements – Meaning Types & Criteria of choosing 	
2	Branding strategies	10
	<ul style="list-style-type: none"> ● Manufacturer branding (national brand) ● Distributor branding (private/store brand) ● Multi product branding strategy ● Multi branding strategy ● Mix branding ● Brand licensing ● Co-branding(Composite co-branding, Ingredient co-branding) ● 8 Brand product matrix 	
3	Naming, Introducing New brands & Brand positioning	10

	<ul style="list-style-type: none"> ● Brand identity –Core & extended Identity , Traps ● Brand personality – Creating ,Models, Brand personality scale , User imagery vs Brand personality ● Brand positing _ Product class, Consumer segmentation, Perceptual mapping, Cornerstone positioning strategy 	
4	Brand Equity	10
	<ul style="list-style-type: none"> ● Concept of Brand equity ● Consumer segmentation ● Brand Loyalty ● Brand Awareness ● Brand associations ● Other Brand Assets ● Benefits of Brand Equity ● Choosing Brand elements to build Equity ● Managing Brand Equity ● Brand Equity Ten ● Y& R model- Brand Asset Valuator ● Y &R Model- Graveyard 	
5	Brand leveraging& managing brands overtime	10
	<ul style="list-style-type: none"> ● Line extension ● Brand Extension ● Creating Range Brands ● Ad Hoc Brand Extension ● Moving the Brand down ● Moving the Brand up ● Reinforcing Brands ● Revitalizing Brands ● Repositioning ● Re- Branding ● Consistency ● Entering New markets 	
6	Building a brand on the internet & Imperative	10
	<ul style="list-style-type: none"> ● Comparing brand building in cyber space and in brick and mortar world ● Internet user segments ● Website objectives ● Co-ordination across organisation ● Co-ordination across media ● Co-ordinating strategy & tactics across markets 	

References

Brand Building

- David, A Aker, Building strong brands, the free press, 1996
- Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- Brand management – the Indian context – Y L R Moorthi
- Strategic Brand Management by Kevin Keller, M.G Parameshwaran, Issac Jacob
- Brand positioning – Strategies for competitive advantage – Subroto Sengupta
- Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
- What great brands doBuilding Principles that Separate the ...Denise Lee Yohn
- John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
- Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople(Author)

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2253UMMAC	Core: Advertising in Contemporary Society	3	2	40	60	100	4

Objectives:

- To expose learners to contemporary advertising issues and practices.
- To provide an ethical approach to advertising techniques.
- To develop an appreciation for the increasingly international nature of advertising.
- Appreciates the need for glocalization in an increasingly global world.

Learning Outcomes

After the completion of the course the Learner will be able to :

CO1: Appreciate the correlation between advertising and society, cultural practices and the economy. (Understand)

CO2: Comprehend the impact of liberalisation on consumer behaviour and the advertising industry and recognise the changes in advertising messages (Understand)

CO3: Evaluate the efficacy of environmental analysis while advertising to international markets (Analysis)

CO4: Analyse the role of social and green marketing in contemporary society and the value of experiential advertising. (Analyse)

CO5: Demonstrate sensitivity to gender, diversity and age factor, avoid biases and be inclusive while creating ad copies (Apply and Create)

CO6: Design social marketing, green marketing and experiential advertising campaigns using skills of research and advertising elements. (Create)

Sr.No	Modules / Units	No. of Lectures
1	Study of Environment post 1991 Liberation Policy	8
	<ul style="list-style-type: none"> • Policy post-independence • Policy 1990 onwards Effects of Liberalisation on <ul style="list-style-type: none"> • Economy • Business • Employment • Advertising • Life Style 	
2	International & Global Advertising & Marketing-A Case Study Approach	10

	<ul style="list-style-type: none"> ● Globalisation and Cross-Cultural Advertising ● Challenges of Advertising to an International Market ● Impact of Pop Culture on Advertising ● Islamic Branding -Challenges and Opportunities. Winds of Change in Saudi Arabia -Vision 2030. Impact on Advertising and Marketing -To be taught with current and relevant examples ● Design Advertising campaigns for global requirements 	
3	Types of Advertising	10
	<ul style="list-style-type: none"> ● Political advertising ● B2B ● Consumer advertising ● Retail advertising ● Industrial advertising ● Financial advertising ● Digital Advertising <p>Each of the topics mentioned in these modules to be taught with at least two comparative case studies for pointing out contrast, style and effectiveness.</p>	
4	Social Marketing - Green Marketing -Experiential Marketing	10
	<ul style="list-style-type: none"> ● Definition and Need for Social Marketing-The 5 Ps-Product-Price- -Place- Promotion-Policy ● The Differences between Commercial Marketing and Social Marketing ● Green Marketing -Meaning -Importance-The 4 Ps. Green Product-Green Price-Green Place-Green Promotion ● Industry initiatives in Green Marketing -Green Advertising ● Experiential Marketing-Meaning and strategy ● Create Social Marketing, Green Advertising and Experiential Marketing Campaigns 	
5	Advertising to Audiences	10
	<ul style="list-style-type: none"> ● Advertising and Women-Gender Bias ● Transgender Advertising-Breaking Biases ● Advertising and Children ● Advertising and Senior Citizens ● Advertising and the Differently Able ● Local and Regional brand Advertising <p>Contemporary and Current examples -both Indian and Global -to be discussed while delivering the course content</p>	
6	Social implications of advertising	12

	<ul style="list-style-type: none"> ● The impact of advertising on the economy and society ● Advertising and Pop Culture -Rise of memes ● Controversial Advertisements ● Breaking Stereotypes-Role of Advertisements ● Ethical Issues in Marketing Communication ● Code of ethics by the Advertising Council of India <p>Contemporary and Current examples -both Indian and Global -to be discussed while delivering the course content</p>	
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References
Advertising In Contemporary Society
<p>The 30 Seconds Thrillers-K V Sridhar India Reloaded: Inside India's Resurgent Consumer Market Hardcover- Dheeraj Sinha Case Studies in Marketing: The Indian Context Paperback – Srinivasan R Scientific Advertising Paperback – Illustrated-Claude Hopkins Ogilvy on Advertising -David Ogilvy The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation - Joe Plummer ,Taddy Hall ,Robert Barocci</p> <p>Recommended Websites</p> <p>https://www.yourarticlelibrary.com/marketing/green-marketing-meaning-and-importance-of-green-marketing/48587</p> <p>https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/13267-green-advertising.html</p> <p>https://bestmediainfo.com/2018/11/how-transgender-advertising-is-breaking-bias-in-india-social-construct/</p> <p>http://www.indiancommunities.org/2019/03/21/code-of-ethics-by-advertising-council-of-india/</p> <p>https://scatter.co.in/experiential-marketing-examples/</p>

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2254UMMCB	Core: Consumer Behaviour	3	2	40	60	100	4

Objectives:

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To acquire the capacity to analyse the changing trends in consumer behaviour and consumer insights.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1. Discuss the rationale for studying consumer behaviour. (Understanding)

CO2. Identify and explain factors which influence consumer behaviour inclusive of society and culture. (Understanding)

CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing. (Apply)

CO4. Employ the knowledge of Consumer behaviour decision process and factors affecting – External factors / Internal factors in marketing of products. (Apply)

Sr. No	Modules/Units	No. of Lectures
1	Introduction to Consumer Behaviour	10
	<ul style="list-style-type: none"> ● Concepts ● Need to study Consumer Behaviour ● Factors influencing Consumer Behaviour ● Changing Trends in Consumer Behaviour 	
2	Consumer Behaviour & Marketing	10
	<ul style="list-style-type: none"> ● Marketing Segmentation. – VALS ● Components ● Process of Marketing Communication <ul style="list-style-type: none"> ➤ Message ➤ Persuasion -Need & Importance ➤ ELM ➤ Appeal 	
3	Relevance of Perception & Learning in Consumer Behaviour	10

	<ul style="list-style-type: none"> ● Concepts, Elements in Perception, Subliminal Perception ● Ethics in Consumer perception ● Learning ➤ Elements of Consumer Learning ➤ Cognitive Theory- Social Learning ➤ Behavioural Learning-Classical, Instrumental Theory 	
4	Psychological Determinants & Consumer Behaviour	10
	<ul style="list-style-type: none"> ● Motivation <ul style="list-style-type: none"> ➤ Needs, Types, Theories ➤ Role of Motivation in Consumer Behaviour ➤ Ethics and consumer motivation ● Personality & Attitude <ul style="list-style-type: none"> ➤ Theories of Personalities & its application ➤ Freudian, Trait, Jungian, Self-concept ● Formation of Attitude <ul style="list-style-type: none"> ➤ Theories & its relevance in Consumer Behaviour ➤ Cognitive Dissonance ➤ Tricomponent ➤ Changing attitude in Consumer Behaviour 	
5	Social & Cultural aspects of Marketing	10
	<ul style="list-style-type: none"> ● Family ● Social Stratification- Class, Age, Gender ● Group: Reference Group ● Culture <ul style="list-style-type: none"> ➤ Impact of Social & Cultural aspects of Marketing on Consumer Behaviour ➤ Cross cultural Consumer analysis and Psychographic segmentation ➤ Culture: Sub-Culture ➤ Changing Indian Core Values 	
6	Consumer Decision Making	10
	<ul style="list-style-type: none"> ● Consumer Decision Making <ul style="list-style-type: none"> ➤ Process ➤ Models ➤ Levels ➤ Opinion Leaders & Consumer Decision Making ● Adoption & Diffusion Process ● Online buying Vs Offline buying ➤ Factors affecting online buying 	

References

Consumer Behaviour

- 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.
- Matin Khan, Consumer Behaviour , New Age International Ltd, publishers, 2006
- Dr. Arundhati Ninawe, Consumer Behaviour, Sai Jyoti Publication, 2011
- J.Paul Peter, Jerry C. Olson , Consumer Behaviour and marketing strategy- 7th Edition , McGraw- Hill Irwin , 2002
- Arindam Mukherjee(Editor), Online Consumer Behaviour, ICFAI University Press , January 200

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2255UMMMP	DSC: Media planning and Buying	3	2	40	60	100	4

Objectives:

- To Equip the students with All the available Mediums.
- To Coach them with different sources secondary Media Research.
- How does the Media Plan work with an example of Print Media Plan?

Learning Outcomes:

After the completion of the course the Learner will be able to :

CO1: Explain Basic Terminology of Media Planning which will help them for an engagement with Industry citizens. (Understanding)

CO2: Explain the importance of objective driven planning on the target group. (Understanding)

CO3: Demonstrate a complete understanding on how the secondary sources are used in media plan. (Apply)

CO4: Evaluate various mediums and also learn about pros and cons of each medium. (Evaluate)

CO5: Construct their media plans based on brand briefs. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Media Planning and Selection	8
	<ul style="list-style-type: none"> ● An Overview of Media Planning ● Basic Terms and Concepts ● The function of Media planning in advertising ● Role of Media planner ● Challenges in Media planning ● Media Brief ● Media Audit ● NCCS Grid 	
2	Sources of Media Research	4

	<ul style="list-style-type: none"> ● Nielson Clear Decision (NCD for Print) ● Broadcast Audience Research Council ● Audit Bureau of Circulation ● RAM ● Comscore - Digital 	
3	Media Planning Process	8
	<ul style="list-style-type: none"> ● Situation analysis and Marketing strategy plan ● Setting Media objectives ● Determining Media strategy ● Selecting broad Media classes ● Selecting Media within classes ● Budget and Media Buying ● Evaluation 	
4	Criterion for selecting media vehicles	4
	<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) 	
5	Selecting suitable Media options and Media Buying	8
	<ul style="list-style-type: none"> ● Newspaper ● Magazine ● Television (National, Regional and Local) ● Radio ● Outdoor and out of home ● Cinema Advertising ● Digital Advertising 	
6	Communication Mix	8
	<ul style="list-style-type: none"> ● Events ● Sponsorship ● Merchandising ● Point of purchase ● In film advertising ● Mobile advertising ● Word of mouth ● Ambient advertising 	
7	Negotiation skills in Media Buying	4
	<ul style="list-style-type: none"> ● Negotiation Strategies ● Laws of Persuasion 	
8	Digital Media Planning	8

	<ul style="list-style-type: none"> ● Various Digital channels <ul style="list-style-type: none"> ➤ Search Engine Optimisation ➤ Search Engine Marketing ➤ 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) ➤ Targeting/Remarketing ➤ Mobile advertising (WAP & APP) ● Various types of digital <ul style="list-style-type: none"> ➤ Display Advertising ads and its various Ad formats ➤ Video Advertising and its various Ad formats ➤ Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc) 	
9	Digital Media Buying	8
	<ul style="list-style-type: none"> ● Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). ● Direct buys from the websites ● Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] ● (a)Cost per action (CPA), or pay per action (PPA) (b)Cost per conversion or Revenue sharing or cost per sale, ● Advertising via Premium Publishers ● Advertising via Networks and Exchanges ● Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com) ● The Local Publishing Market ● Data management platform 	

References
Media Planning & Buying
<ul style="list-style-type: none"> ● Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition ● Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

Course Code	Course	Hrs. of Instruction/ Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2256UMMCW	DSC: Copywriting	3	2	40	60	100	4

Objectives:

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To understand the concepts of copywriting to produce high quality content in advertising.
- To follow the creative brief and understand how to write copy for various mediums and audiences.
- To understand the power of effective copies via ad campaigns around the world.
- To explore the creative use of language that motivates readers to take action.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Discuss the importance target audience-oriented marketing, how marketing can change the perception of consumer. (Understanding)

CO2: They will learn the terminologies, formats of advertisings, which will help them to get employed in the industry(Understanding)

CO3: Demonstrate the technique of creating creative brief as per the client's requirement. (Apply)

CO4: Demonstrate his/her idea in a more creative and cohesive manner that suits the target audience. (Apply)

CO5: Create campaign according the media, product and its target audience. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Copywriting	3
	<ul style="list-style-type: none"> ● Basics of copy writing. ● Responsibility of Copy writer. 	

2	Creative Thinking	10
	<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	Idea Generation Techniques	5
	<ul style="list-style-type: none"> ● Techniques-Theories of ideation. ● Idea generation techniques: eg. <ul style="list-style-type: none"> ➤ Brainstorming ➤ Triggered brainwalking ➤ Questioning assumptions ➤ Picture prompts ➤ Scamper ➤ Observation ➤ Referencing ➤ Interaction ➤ Imagination ➤ Dreams ➤ Creative Aerobics 	
4	Transcreativity	2
	<ul style="list-style-type: none"> ● Introduction ● Purpose 	
5	Briefs	5
	<ul style="list-style-type: none"> ● Marketing Brief ● Creative Brief 	
6	Writing persuasive copy	5
	<ul style="list-style-type: none"> ● The CAN Elements (connectedness, appropriateness, and novelty). ● Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling. 	
7	Writing copy for various Media	5
	<ul style="list-style-type: none"> ● Print: Headlines, sub headlines, captions, body copy, and slogans. ● Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS’s ● Outdoor posters. ● Radio ● Digital: email, web pages 	
8	Writing copy for various audiences	5
	<ul style="list-style-type: none"> ● Children ● Youth ● Women 	

	<ul style="list-style-type: none"> ● Senior citizen ● Executives 	
9	How to write copy for:	5
	<ul style="list-style-type: none"> ● Direct mailer ● Classified ● Press release ● B2B ● Advertorial ● Informercial 	
10	Various types of Advertising appeals and execution styles	5
	<ul style="list-style-type: none"> ● Rational appeals ● Emotional appeals: Humour, Fear, Sex appeal ● Various advertising execution techniques 	
11	The Techniques of Evaluation of an Ad Campaign	10
	<ul style="list-style-type: none"> ● Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives ● Learn to appreciate the aesthetic aspects of the ad- how the ad looks, its layout, colour scheme, topography, balance etc 	

References
Copywriting
<ul style="list-style-type: none"> ● Copywriting by J.JonathanGabay FRSA

Distribution of Marks for Continuous Internal Examination (CIE for Fifth Semester- Advertising)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
Q3. B	OR Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.

Nagindas Khandwala College



Revised Syllabus
And
Question Paper Pattern
of Course
Bachelor of Arts in Multi Media And Mass
Communication (BAMMC)
Programme

(Department of Multi Media And Mass
Communication)
Third Year
Semester VI
Journalism

Under Autonomy
(Effective from Academic Year – 2022-2023
onwards)

TYBAMMC (JOURNALISM) – Semester VI (Effective from A.Y. 2022-2023)							
Course Code	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2261UMMNM	<i>Skill Enhancement Compulsory Course (SEC):</i> Newspaper and Magazine Making	3	Practical Viva Voce	40	60	100	4
2262UMMCI	Core: Contemporary Issues	3	2 hrs	40	60	100	4
2263UMMPLE	Core: Press Law and Ethics	3	2 hrs	40	60	100	4
2264UMMBDJ	<i>Discipline Specific Compulsory Course:</i> Broadcast and Digital Journalism	3	2 hrs	40	60	100	4
18650UMMBMJ	<i>Discipline Specific Compulsory Course:</i> Business and Magazine Journalism	3	2 hrs	40	60	100	4
2266UMMNMM	<i>Discipline Specific Compulsory Course:</i> News Media Management	3	2 hrs	40	60	100	4
2267UMMCME	<i>Discipline Specific Compulsory Course:</i> Cross Media Writing & Editing Paper II	3	2 hrs	40	60	100	4
	Total	21					28

Course Code	Course	Hrs. of Instruction/Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2261UMMNM	SEC Newspaper & Magazine Making	3	Practical	40	60	100	4

Objectives:

Since the learner is entering the field of journalism, he is ought to know the process of news gathering, reformatting, editing & laying out for optimum impact. Though the content is King the presentation is Queen & Queen is the ultimate eye catcher.

The objectives of the paper are:

- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

Course Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain the efforts and discipline that industry needs and be industry ready (Understanding)

CO2: Recognize the skills required for career as independent visualiser in a leading publication and significance of design strategy. (Understanding)

CO3: Demonstrate the formal knowledge of design which will help to understand the significance of the position of Art Director in magazine design and layout. (Apply)

CO4: Illustrate the research on the objective of the publication and according to it he/she will be able to frame the layout that is best suitable to the intended audience's mindset. (Apply)

CO5: Demonstrate the knowledge gained during the course to evaluate or suggest new ideals to improve the overall standard of the publication he/she is working with. (Apply, Evaluate)

CO6: Start up as an entrepreneur or a self-employed conceptualiser for undertaking consultancy with upcoming publications, Write /Design Newspaper, Magazine.(Create)

Sr. No.	Modules / Units	No. of Lectures
1	Layout & Design	15
	Basic design & Layout <ul style="list-style-type: none"> ● Discipline & Organizing elements 	
	Visual basics <ul style="list-style-type: none"> ● Aesthetic appeal & appreciation ● Emphasis & Hierarchy 	
	Graphic principles <ul style="list-style-type: none"> ● Proportion 	

	<ul style="list-style-type: none"> ● Contrast ● Harmony ● Balance ● Repetition 	
	Visual syntax <ul style="list-style-type: none"> ● Unity of words & visuals 	
	Layout <ul style="list-style-type: none"> ● Grid structure ● Columns ● Unity & separation ● Rules & Boxes 	
	Types of Layout <ul style="list-style-type: none"> ● Modular ● Brace ● Contrast & Balance 	
2	Typography	8
	Typefaces as design element <ul style="list-style-type: none"> ● Typeface & Font ● Size, Weight, Posture ● Leading Kerning, Tracking 	
	Expressive word & calligraphy <ul style="list-style-type: none"> ● Alternate glyphs ● Picture in Text 	
	Classification & Combination <ul style="list-style-type: none"> ● Creating ○ Emphasis ○ Harmony ○ Grace 	
3	Terminology	7
	Publication terms <ul style="list-style-type: none"> ● Everyday terms ● Errors ○ Orphan ○ Widow ○ Dog leg ○ Tomb stone 	
	Printer's Measurements <ul style="list-style-type: none"> ● Units ○ Point ○ Pica ○ Agate 	
I	Parts of Newspaper <ul style="list-style-type: none"> ● Headline, Deck, Body, Caption, Side bar, Rules, Boxes, Tables, Pictures, Space 	
4	Software Tool	10
	Quark Express / Adobe InDesign <ul style="list-style-type: none"> ● Runaround/Wrap text ● Inset ● Scale-horizontal, vertical 	

	<ul style="list-style-type: none"> ● Baseline- shift/snap ● Insert picture ● Body wrap ● Effects/shadows ● Style sheets ● Bullets & numbering ● Colour palate 	
	Page setup <ul style="list-style-type: none"> ● Page size & orientation ● Grid, Column, Gutter, ● Margins, Guidelines & markings 	
5	Planning & Production	20
	Parts of Magazine <ul style="list-style-type: none"> ● Front book ● Mid book (well) ● Back book ● Sections ● Cover pages ● Editorial content ● Advertising ● Paid & In house 	
	Types of Layout <ul style="list-style-type: none"> ● Split, Picture window ● Mondrian, Rebus ● Big Type, All Text ● Alphabet inspired 	
	Page setup <ul style="list-style-type: none"> ● Size, Sections, Issue date, Page numbering 	
	Pagination <ul style="list-style-type: none"> ● Page reordering for printing ● Collating, Gathering 	

References

Newspaper & Magazine Making

- Newspaper Layout & Design- Daryl & Moen (Sujit publication)
- Visual Journalism- Rajesh Pandey (Adhyayan Publication)
- Editorial Art & Design- Randy Stano, Miyami Herald
- The Magazine Handbook- NcKay J Routledge
- Newspaper & Magazine making- Arvind Parulekar (Vipul)

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2262UMMCI	Core: Contemporary Issues	3	2	40	60	100	4

Objectives

- To understand and analyse some of the present day political, economic and social concerns and issues.
- To sensitise the learners of present-day challenges and their implications on development.
- To highlight the importance of human rights and its implementations in India.

Learning Outcomes

After the completion of this Course the Learner will be able to

CO1 Understand some of the present day political, economic and social concerns and human rights issues. (Understand)

CO2 Understand reasons for Euthanasia through appropriate case studies (Understand)

CO3 Critically evaluate the issues and laws that exist to protect the marginalised that include women, children, the LGBT Communities (Analyse)

CO4 Analyse the role and importance of sustainable development by studying tribal issues, farmers concerns and the issues of the north east (Analyse)

CO5 Apply a problem-solving approach to modern day challenges such as terrorism, political and moral corruption (Apply)

CO6 Design Ad copies and/or make well researched presentations on contemporary issues for industry preparedness (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Human Rights-Laws and Trends	10
	<ul style="list-style-type: none"> ● UDHR and its significance ● CRC ● CEDAW ● DRD ● Euthanasia-The international and Indian perspective 	
2	Human Rights & Legislative measures with reference to India	14
	<ul style="list-style-type: none"> ● Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2005, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013.To be taught with relevant case studies-Nirbhaya,Teheka sexual assault,TVF and the Indian Fowler ● Child: Protection of Children from sexual offence Act -2012 (POCSO),Child Labour Act with new amendments. Role of Kailash 	

	<p>Satyarthi. Juvenile Justice (Care and Protection of Children Act) 2000</p> <ul style="list-style-type: none"> ● Homosexual and Transgender Rights. Article 377 Transgender persons(protection of rights)Bill,2016 ● Education: Right to Education Act 2009 ● Health: Transplantation of Human Organs Actof 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.Media portrayal and the law <p>Note: All the above to be taught with current examples</p>	
3	Political concerns and challenges	12
	<ul style="list-style-type: none"> ● Crime and Politics ● Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill ● Whistle Blowers. Case studies-Satyendranath Dubey, Manjunath Shanmugam. Whistle Blowers protection act 2011 ● Anti- State violence- Naxalism. Causes and its Impact-Media influence on the Naxalites ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, ● Manipur issue, AFSPA and its impact. Case study-Irom Sharmila ● Terrorism- causes, consequences and remedial measures <p>Relevant cases studies to be discussed</p>	
4	Economic development and challenges	12
	<ul style="list-style-type: none"> ● 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 	
5	Social development and challenges	12
	<ul style="list-style-type: none"> ● Tribal Issues: Marginalisation of the Tribals-The Jarawas –A case study ● Forest Rights Act, Land Acquisition Act- Navi Mumbai Airport- Land Acquisition. A case study ● Police reforms: Problems faced by Police and the Need for Reforms ● Illegal immigration from Bangladesh: Challenges and impact ● Developmental Issues: Displacement and rehabilitation ● The Rohingyas Issue 	

References
Contemporary Issues
<ul style="list-style-type: none"> ● Coleman Benjamin: Conflict, Terrorism and Media in Asia ● Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sage 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), Encyclopaedia 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.KMisra (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
- R Desai, Rural Sociology
- Marilyn A.Brown and Benjamin K.Sovacool,Climate Change and Global Energy

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2263UMMPLE	Core: Press Laws and Ethics	3	2	40	60	100	4

Objectives: -

- To create an awareness and understanding of the Indian constitutional provisions for the press
- To introduce learners to the laws that impact press freedom in India and to institutions that safeguard the fifth estate.
- To educate future journalists in responsible journalism.

Learning Outcomes:

After the completion of this Course the Learner will be able to: -

CO1: Understand the Indian constitutional provisions with regards to Press freedom and responsibilities (Understand)

CO2: Comprehend the legal environment in contemporary India with reference to the news media.

CO3: Understand how to register a newspaper and comprehend laws that govern working journalists. (Understand)

CO4: Compare the roles played by Press Council of India and the News Broadcasting Standards Authority in ensuring press ethics and safeguarding the fifth estate. (Analyse)

CO5: Critically evaluate the impact of contempt of court, parliamentary privileges, Article 19 and 21 on press freedom through a case study approach (Analyse)

CO6: Write well researched articles using ethical journalistic tools and contribute to responsible journalism (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to law	3
	<ul style="list-style-type: none"> ● A brief introduction to Indian Constitution- Salient features, Fundamental Rights ● India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. ● Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) 	
2	Press Council of India	2
	<ul style="list-style-type: none"> ● Its organisational structure, functions, history and rationale behind its establishment. <ul style="list-style-type: none"> ➤ Powers – the debate over punitive powers ➤ PCI's intervention in cases of communal rioting and protection of Press freedom. ➤ Code of conduct for journalists ➤ Comparison with the News Broadcasting Standards Authority (NBSA) 	

3	Laws regulating the media	5
	<ul style="list-style-type: none"> ● Laws related to freedom of the Press — <ul style="list-style-type: none"> ➤ Article 19 clause (1)sub clause (a) of Indian Constitution and how it guarantees freedom of the press. ➤ Clause 2 of article 19 and reasonable restrictions. ➤ Defamation –sections 499,500 ➤ Contempt of Courts Act 1971 ➤ Public Order – sections 153 A&B,295A,505 ➤ Sedition (124A) ➤ Obscenity (292,293) 	
4	Introduction to laws connected with internet	5
	<ul style="list-style-type: none"> ● 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. 	
5	Article 21 of the constitution and Right to Privacy	5
	<ul style="list-style-type: none"> ● Right to Privacy versus Right to Know ● Right to Information Act 2005 ● Official Secrets Act and conflict with RTI ● Whistle Blowers Protection Act 2011-Implications and challenges 	
6	Indian Evidence Act	5
	<ul style="list-style-type: none"> ● Primary,Secondary, Direct and Indirect evidence ● Confession and its evidentiary value 	
7	Copyright Act 1957	5
	<ul style="list-style-type: none"> ● A Discussion on Intellectual Property Rights in the context of changing Global environment. 	
8	Contempt of Parliament	7
	<ul style="list-style-type: none"> ● Breach of Privilege rules. ● Clash between Judiciary and Legislature ● Is it a threat to media freedom? 	
9	Working Journalists Act-Its effectiveness in current scenario	8
10	Press and Registration of Books Act	5
11	Introduction to Ethics	10
	<ul style="list-style-type: none"> ● Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. ● Conflict of Interest ● Paid News ● Trial by Media ● Ethical Issues related to Television debates ● Confidentiality of sources ● Ethics of Sting Operations ● Fakery and Fabrication of news ● Using Shock value in language and visuals. 	

References
Press Laws and Ethics
<ul style="list-style-type: none"> ● Introduction to the Constitution of India by Durga Das Basu ● Law of the Press by Durga Das Basu

- Press Laws and Ethics of Journalism by P.K. Ravindranath
- Journalism in India by RangaswamiParthasarthy
- Textbook on the Indian Penal Code Krishna Deo Gaur
- The law of Intellectual Property Rights edited by Shiv Sahai Singh
- The Journalist's Handbook by M V Kamath
- Media and Ethics by S.K.Aggarwal
- Introduction to Media Laws and Ethics by Juhi P Pathak

Course Code:	Course	Hrs of Instruction/week	Exam Duration/ hours	Maximum Marks			Credits
				CIE	SEE	Total	
2264UMMBDJ	Core: Broadcast And Digital Journalism	3	2	40	60	100	4

Objectives:

- To develop a global perspective on evolution, reach and structure of radio and television
- To give an overview of evolution of radio and television in India
- To impart understanding on impact, structure, scope of Mobile Journalism
- To equip learners with the skills required for broadcast journalism and mobile journalism
- To develop an understanding on the Impact of AI and convergence on broadcast and mobile journalism

Course Outcomes:

After the completion of the course the Learner will :

CO1: Have an understanding of the evolution and structure of radio, television and mobile journalism (Understand)

CO2: Understand how mobile journalism can restructure global communication systems (Understand)

CO3: Have the skill to develop a story idea and present it digitally (Apply)

CO4: Have the skill to execute various camera shots and other technical details (Apply)

CO5: Be equipped to weigh the ethical quotient of visual narratives (Analyse)

CO6: Evaluate journalistic values of pictures (Analyse)

Sr. No.	Modules	No. of Lectures
1	Radio	12
	<ul style="list-style-type: none"> ● Global history of radio with special focus on BBC ● Evolution of radio in India with special focus on, AIR Prasar Bharti Privatization of radio Community Radio 	
2	Television	12

	<ul style="list-style-type: none"> ● Global evolution of television : BBC, CNN, conglomerates ● National evolution of television: Doordarshan Privatisation of television channels Regional television channels/ conglomerates 	
3	Ethics and Regulation	12
	<ul style="list-style-type: none"> ● Ethics of broadcast journalism ● Ministry of Information and Broadcasting ● Regulating bodies like TRAI ● Fake News and Fact checking 	
4	Skills in technology - driven times	12
	<ul style="list-style-type: none"> ● Content formats/research ● Script writing: writing for the listening and script for visual storytelling ● Composing interesting shots ● Audio recording and Voice tonality ● Harnessing emerging technologies for content creation 	
5	Mobile Journalism	12
	<ul style="list-style-type: none"> ● Rise, impact, scope of MOJO ● Challenges /limitations of MOJO/ citizen journalism ● MOJO equipment ● Storytelling through mobile phone ● Convergence 	

References	
<ul style="list-style-type: none"> ● World Radio TV Handbook, 2022 : The Directory of Global Broadcasting: The World's Most Comprehensive and Up-To-Date Guide to Broadcasting Paperback by WRTH Editors ● Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism Hardcover by Anthony Adornato <ul style="list-style-type: none"> ● More News Is Good News: 25 Years of NDTV by NDTV ● Devil's Advocate: The Untold Story by Karan Thapar ● Bearing Witness While Black by Allissa V Richardson 	

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2265UMMBMJ	DSC: Business & Magazine Journalism	3	2	40	60	100	4

Objectives:

- To understand the tools of Business Journalism and an overview of the economy.
- To study the Magazine sector and its specialization.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Understand the working of the financial systems in India. (Understand)

CO2: Understand how the Banking sector operates and the use of modern technology in banking. (Understand)

CO3: Comprehend how the Budget is prepared and its importance. (Understand)

CO4: Understand the working of stock markets (Understand)

CO5: Evaluate the role of socio-political factors on a budget and the importance of subsidies in a growing economy (Analyse)

CO6: Analyse the cause and impact of financial scams (Analyse)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Business Journalism	5
2	A general overview of the financial systems in India	10
	<ul style="list-style-type: none"> ● Planning Commission & NITI Aayog ● Reserve Bank of India <ul style="list-style-type: none"> ➤ Role ➤ Functions ➤ A general understanding about RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI ● Securities and Exchange Board of India (SEBI) <ul style="list-style-type: none"> ➤ Role ➤ Function ➤ Objectives ● The Banking Sector in India – a brief analytical study <ul style="list-style-type: none"> ➤ Functions of commercial banks ➤ Use of modern technology in banking sector and its use ➤ Core Banking-advantages, social benefits and use of banking in financial inclusion ➤ Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance 	

	Schemes, Cash Subsidy Transfer via Bank Account	
3	India's Fiscal Policy	15
	<ul style="list-style-type: none"> ● Salient Features of the Union Budget (The Finance Bill) ● The Concept of "Subsidies" ● Foreign Exchange Reserves- Fiscal Deficit problem with reference to Indian Economy 	
4	Scams in Indian financial system	15
	<ul style="list-style-type: none"> ● The Satyam saga ● The Sahara Scam ● Saradha chit fund embezzlement ● Coal Allocation Scam ● 2 G Spectrum Scam 	
5	Stock Exchange, Sensex and its volatility	10
	<ul style="list-style-type: none"> ● 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 	
6	Business journalism - a brief study of leading business magazines, leading financial dailies in India	5

References
Business and Magazine Journalism
<ul style="list-style-type: none"> ● Bathla, Sonia; Women, Democracy and the Media; (1998); Sage Pub ● Joseph, Ammu and Abraham; Whose News ● Venkateswaran, R.J; How to Excel in Business Journalism; (1994); Sterling ● Hollie and Klug; Guide to Economic and Business Journalism; (1991); Columbia University Press ● Houp, Kenneth and Pearsall; Reporting Technical Information; (1984); MacMillan ● Dateline Earth, (Interpress) ● Gopinath,C.Y; Travels with Fish ● Dalrymple, W; City of Djinns ● Iyer, Pico; Video Night at Kathmandu ● Swamy, S. (2011). 2G spectrum scam Har-Anand Publications ● SSC Editorial Staff (2012). 2G Scam Cases. Eastern Book Company ● Spectrum Grab: Inside the Story of the 2 G Scam (2012). B S Books ● Patra, B. P. (2012). Government, Governance and Corruption: The Case of 2G Spectrum Scam. Vilakshan: The XIMB Journal of Management, 9(2) ● Dwivedi, P. K., & Pandey, I. (2013). Role of media in social awareness. Humanities & Social Sciences Reviews, 1(1), 67-70. ● Vaidhyanathan, R. (2012). Real scam: We pay Rs 4, 00,000 cr in 'bribe taxes' a year. First Post: Economy, 29.

- Lahiri-Dutt, K. (2016). *The coal nation: histories, ecologies and politics of coal in India*. Routledge.
- Sharma, A. (2013). *From Hawala Scam to Coalgate: An Analysis of Financial Scams in India*
- Kale, P. (2013). *The impact of corruption on democracy in India*. South Asia@ LSE
- Rana, Y., & Agarwal, R. (2012). *Corruption vs. acculturation: A constant tussle*.
- Dasgupta & Kumarwat (2016, March April) *Coal is Gold: Coalgate Scam*. *The Global Journal of Commerce and Management Perspective.*, Vol.5(2):16-21

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2266UMMNMM	DSC: News Media Management	3	2	40	60	100	4

Objectives:

- To gain conceptual and theoretical knowledge of News Media.
- To gain insight on the theories of the firm and their relevance to the diverse range of News Media Ownership structures that exist in reality.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Describe Newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper (Understanding)

CO2: Discuss News Media Ownership structures and their working process (Understanding)

CO3: Interpret moral and social responsibility dimensions of corporate media governance. (Apply)

CO4: Demonstrate the process of circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager, Audit Bureau of Circulation (ABC)(Apply)

CO5: Employ various management strategies and able to implement those strategies (Apply)

CO 6: Illustrate various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic (Apply)

Sr. No.	Modules / Units	No. of Lectures
1	Media Community	10
	<ul style="list-style-type: none"> ● Strategies for shaping Media organizations ● News media and understanding their communities. ● News, Audiences and Everyday Life ● Ideal Management Structure ● Role of Management in ensuring editorial freedom 	
2	Legacy Media	10
	<ul style="list-style-type: none"> ● Broadcast Media Overview and Print Publishing Overview. ● Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media 	

3	Specialized Training for Skilled Workers, HRD	12
	<ul style="list-style-type: none"> ● Need for HRD in Newspaper Industry and Functions of HRD ● Integrated Marketing Communications ● Overview of Marketing Theory and Applying marketing strategy to consumer media, Direct to consumer: for readers/consumers circulation/distribution/channels, Business to business (B2B): for advertisers/partners. ● 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 	
4	Disruptive Technology and Media Business Models	8
	<ul style="list-style-type: none"> ● The role of advertising ● From Web 1.0 to 2.0 Yahoo, Craigslist, Google, Facebook, Twitter, WhatsApp, Pinterest 	
	Becoming a Digital Media Brand <ul style="list-style-type: none"> ● What is Brand Journalism? ● Branding in the Digital Age 	
5	Financial Management	12
	<ul style="list-style-type: none"> ● Break up of expenditure for the year ● Raw Material Costs ● Fixed and Variable Costs ● Unforeseen Factors 	
6	Challenges of Globalisation and Liberalisation	8
	<ul style="list-style-type: none"> ● Foreign Direct Investment ● Cross Media Ownership ● Commercialization of Media ● Understanding Company Law ● Types of Ownership and their agendas 	

References

News Media Management

- Ben Badgikian: Media Monopoly
- India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
- Advertising and Integrated Marketing Communications, (Kruti Shah)
- Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
- Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
- Understanding Company Law, (Alstair Hudson)
- Newspaper organization and Management (Rucket and Williams)
- The paper tigers by Nicholas Coleridge
- News Media Management: Mr P.K Ravindranath
- Print Media Communication and Management by Aruna Zachariah

- News Culture by Stuart Allan
- “Content is King”, News Media Management in the Digital Age by Gary Graham, Anita Greenhill, Donald Shaw and Chris J.Vrgo.

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2267UMMCME	DSC: Cross Media Writing and Editing- 2	3	2	40	60	100	4

Objectives:

- To enhance writing and editing skills of the learners.
- To help them identify fresh story angles for features and other forms of writing.
- To help them understand the process and structure of long form writings

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Describe the art of interviewing (Understand)

CO2: Explain the different formats of presenting a story (Understand)

CO3: Demonstrate how to find a story idea (Apply)

CO4: Demonstrate how to inject a flow in the language and structure of a story. (Apply)

CO5: Develop story ideas into features. (Create)

CO6: Design and present interviews (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Writing news features	10
	<ul style="list-style-type: none"> ● What is a news feature ● Process and size ● Follow-up stories ● Side Stories ● Human interest stories 	
2	Writing an interview	12
	<ul style="list-style-type: none"> ● Selecting a subject for interviewing ● Framing the questionnaire ● Framing questions for television/web interviews ● Writing question -answer interviews ● Writing descriptive interviews 	
3	Writing a profile/ for a web profile	8
	<ul style="list-style-type: none"> ● Selecting a subject for profiling ● Collecting inputs ● Knitting the collated information ● Creating a flow and impact ● Writing headlines, captions and intros for profiles 	

4	Columns/ opinion pieces/blogs	10
	<ul style="list-style-type: none"> ● How columns / opinion pieces are different from other forms of writing ● Types of columns/blogs ● Formats ● Ethical issues involved ● How to write a column/ blog 	
5	Reading /viewing long features	8
	<ul style="list-style-type: none"> ● Deconstructing a long feature ● Investigative/research-based features, lifestyle features ● Online research/ field research: ● Importance of observation and listening skills ● Writing the feature 	
6	Writing for the web	12
	<ul style="list-style-type: none"> ● Background research / script ● Importance of the headlines ● Opening para/ types of leads ● The voice-over ● Bytes 	

References

Cross Media Writing and Editing 2
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- | |
|--|
| <ul style="list-style-type: none"> ● The Editor's Toolbox by Buck Ryan and Michael O Donnell ● Writing for the Web by Crawford Kelian ● <i>On Writing Well</i>(30th anniversary edition), William Zinsser, Harper Paperbacks, 2006. |
|--|

Distribution of Marks for Continuous Internal Examination (CIE for Sixth Semester- Journalism)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question OR	15 Marks
Q2. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question OR	15 Marks
Q3. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

3. *The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.*

**EXAMINATION PATTERN FOR NEWSPAPER AND
MAGAZINE MAKING:
INTERNAL ASSESSMENT –**

VI Semester

40 MARKS

- Terminology markings on Broadsheet – Parts of newspaper (10)
- Front page replica of Broadsheet – Learning InDesign tools (10)
- Cloud diagram & Content plan – Planning for the Magazine (10)
- Typo chart – At a glance Types – Sense of Type design (05)
- Attendance & Class participation – Disciplinary (05)

EXTERNAL EVALUATION

Serial No-					
	Visuals Pictures/ Graphs/Chart s/Boxes etc. Overall visual sense (30)	Headline Style (10)	Overall Layout (10)	Impact (10)	Max Marks (60)
Tabloid and					
Magazine and					
Broadsheet					

Nagindas Khandwala College



Revised Syllabus
And
Question Paper Pattern
of Course
Bachelor of Arts in Multi Media And Mass
Communication (BAMMC)
Programme

(Department of Multi Media And Mass
Communication)
Third Year
Semester VI
Advertising

Under Autonomy
(Effective from Academic Year – 2022-2023
onwards)

For Students Admitted from A.Y. 2022-2023 Onwards

TYBAMMC (ADVERTISING)- Semester VI							
Course Code	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2261UMMAD	<i>Skill Enhancement Compulsory Course SEC:</i> Advertising Design	3	Practical Viva Voce	40	60	100	4
2262UMMCI	Core: Contemporary Issues	3	2 hrs	40	60	100	4
2263UMMLE	Core: Legal Environment and Advertising Ethics	3	2 hrs	40	60	100	4
2264UMMFM	<i>Discipline Specific Compulsory Course (DSC)</i> Financial Management for Marketing and Advertising	3	2 hrs	40	60	100	4
2265UMMDM	<i>Discipline Specific Compulsory Course (DSC):</i> Principles and Practices of Direct Marketing	3	2 hrs	40	60	100	4
2266UMMAM	<i>Discipline Specific Compulsory Course (DSC):</i> Agency Management	3	2 hrs	40	60	100	4
2267UMMED	<i>Discipline Specific Compulsory Course (DSC):</i> Entrepreneurship Development	3	2 hrs	40	60	100	4
	Total	21					28

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2261UMMAD	SEC Advertising Design	3	Practical	40	60	100	4

Design is Intelligence made visible

Objectives:

- To take the learners through the world of visuals & help him explore how shapes, colours & forms can be used to influence viewer into persuasion.
- To develop the visual literacy of the learner leading him to be visually intelligent
- To take the learner through basic assignments in design & help them transform literal ideas into visual piece or communication art.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Understand the elements and Principles of Advertising. (Understand)

CO2: Employ various theoretical concepts and create new artwork. (Apply)

CO3: Evaluate various advertisements based on theoretical concepts taught. (Evaluate)

CO4: Develop complete portfolio for existing or hypothetical brands. (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction: Advertising Design and Communication Design	2
	<ul style="list-style-type: none"> ● Basic depts: <ul style="list-style-type: none"> ○ Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief ○ Media Dept: Media research/ Media planning/ Media booking, buying ○ Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphicdesigner/ Storyboarding/ Web tree ○ Production Dept: In house or outsource. Production ● Print: Hoardings/ Brochures/ Packaging etc ● Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing ● Photography: In-house or location/ Model/ Costume/ Shoot/ Editing ● Introduction to Art direction for diff media: <ul style="list-style-type: none"> ○ Role of an Art Director ○ Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc) ○ Outdoor & indoor ad: Time available for reading/ spotting frequency etc ○ Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc ○ TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV ○ Web ad: Advantage of pop up/ Key word SEO etc ○ Direct mailers: Advantage of prior knowledge/ prior relation etc 	

2	Understanding Design: Design as a language of emotions/ Communication	22
	<ul style="list-style-type: none"> ● Introducing to students to: Elements of design (as vocabulary) <ul style="list-style-type: none"> ➤ Point/ Line/ Shape/ Tone/ Colour / Texture/ Size/ Space ● Introducing to students to: Principles of Design: (grammar of design Language) <ul style="list-style-type: none"> ➤ Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity ● Introducing students to the Rules: Gestalt principles <ul style="list-style-type: none"> ➤ Proximity/ Closure/ Similarity/ Continuation/ Figure & ground <p>Introduction to Negative space & its use Creative use/ Finding shape within/ Adding a meaning</p> <ul style="list-style-type: none"> ● Introduction to Optical illusions: ● Influence of surrounding shapes on shape & size ● Influence of surrounding colour/tone on object colour& tone <p>Appearance of space & depth/ form</p>	
3	Introduction to Word expression	4
	<ul style="list-style-type: none"> ● Expressive words ● How word meaning is expressed through the appearance of word/ visual impact. ● Calligraphy & graceful typography. 	
4	Introduction to Layout	4
	<ul style="list-style-type: none"> ● Choosing right format/ right canvas/ Optical center/ Equilibrium ● Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window/ Mondrian, Picture window, Split, Big type, All text, All art, Circus and others ● Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive ● 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 ● Classification of typefaces & combinations ● Size/Weight/posture etc ● Tagline: typeface/ alignment/ placement etc. ● Headline size/ break/ highlight/ two tone head ● Subhead size/ style ● Body copy type: Descriptive/ pointer/ bulleted 	
5	Logo unit	4
	<ul style="list-style-type: none"> ● Understanding Logo as a company face/ Brand identity/ Character/ Class ● Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression. ● Logo manual 	
6	Use of picture (visual) as means to select Target audience	4
	<ul style="list-style-type: none"> ● Choosing a picture <ul style="list-style-type: none"> ○ Expression of Problem (Hair-fall, toothache etc) ○ Expression of benefit (Glowing face, fitness etc) ○ Irresistible presentation of product (Watch/Car etc) class ○ Dramatization (Cold drinks/ Mentos etc) ○ Association of ideas 	
7	Internal branding campaign – INTERNAL EVALUATION ONLY	10

	<ul style="list-style-type: none"> ○ Logo and logo manual of the corporate ○ Business Stationary (letter head, Business envelope, visiting card) ○ Catalogues / Brochures / Menu/ Price list ○ Merchandise / Branding ○ Internal communication advertisements 	
8	Campaign planning - Ad Campaign Portfolio prints and presentation	10
	<ul style="list-style-type: none"> ● Logo and logo manual of the brand ● Newspaper ads – 3 series campaign ● Magazine ads – 3 series campaign ● Outdoor ads / Transit ads – 3 series campaign ● External Merchandise / Branding – 3 units ● TVC (15 – 20 frame story board) ● Radio jingle ● Web ad – 3 series campaign ● Ambient Ad / Innovative Ad – 1 ad 	

References
Advertising Design
<ul style="list-style-type: none"> ● Advertising Art & Ideas G. M. Rege ● Art & Production N. N. Sarkar ● Brand Positioning Subroto Sengupta ● Ogilvy on Advertising David Ogilvy ● The Advertising Handbook Dell Denison ● Advertising by Design Robin Landa

Course Code:	Course	Hrs. of Instruction/ week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2262UMMCI	Core: Contemporary Issues	3	2	40	60	100	4

Objectives

- To understand and analyse some of the present day political, economic and social concerns and issues.
- To sensitise the learners of present-day challenges and their implications on development.
- To highlight the importance of human rights and its implementations in India.

Learning Outcomes

After the completion of this Course the Learner will be able to

CO1 Understand some of the present day political, economic and social concerns and human rights issues. (Understand)

CO2 Understand reasons for Euthanasia through appropriate case studies (Understand)

CO3 Critically evaluate the issues and laws that exist to protect the marginalised that include women, children, the LGBT Communities (Analyse)

CO4 Analyse the role and importance of sustainable development by studying tribal issues, farmers concerns and the issues of the north east (Analyse)

CO5 Apply a problem-solving approach to modern day challenges such as terrorism, political and moral corruption (Apply)

CO6 Design Ad copies and/or make well researched presentations on contemporary issues for industry preparedness (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Human Rights-Laws and Trends	10
	<ul style="list-style-type: none"> • UDHR and its significance • CRC • CEDAW • DRD • Euthanasia-The international and Indian perspective 	
2	Human Rights & Legislative measures with reference to India	14
	<ul style="list-style-type: none"> • Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2005, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013. To be taught with relevant case studies-Nirbhaya, Tehelka sexual assault, TVF and the Indian Fowler • Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments. Role of Kailash Satyarthi. Juvenile Justice (Care and Protection of Children Act) 2000 	

	<ul style="list-style-type: none"> ● Homosexual and Transgender Rights. Article 377 Transgender persons (protection of rights) Bill, 2016 ● Education: Right to Education Act 2009 ● Health: 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. Media portrayal and the law Note: All the above to be taught with current examples 	
3	Political concerns and challenges	12
	<ul style="list-style-type: none"> ● Crime and Politics ● Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill ● Whistle Blowers. Case studies-Satyendranath Dubey, Manjunath Shanmugam. Whistle Blowers protection act 2011 ● Anti- State violence- Naxalism. Causes and its Impact-Media influence on the Naxalites ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, ● Manipur issue, AFSPA and its impact. Case study-Irom Sharmila ● Terrorism- causes, consequences and remedial measures Relevant cases studies to be discussed 	
4	Economic development and challenges	12
	<ul style="list-style-type: none"> ● 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 	
5	Social development and challenges	12
	<ul style="list-style-type: none"> ● Tribal Issues: Marginalisation of the Tribals-The Jarawas –A case study ● Forest Rights Act, Land Acquisition Act- Navi Mumbai Airport- Land Acquisition. A case study ● Police reforms: Problems faced by Police and the Need for Reforms ● Illegal immigration from Bangladesh: Challenges and impact ● Developmental Issues: Displacement and rehabilitation ● The Rohingyas Issue 	

References
Contemporary Issues
<ul style="list-style-type: none"> ● Coleman Benjamin: Conflict, Terrorism and Media in Asia ● Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sage 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), Encyclopaedia of North-East India: Assam, Mitthal Publications ● Freedman Des, Thussu Daya; (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.KMisra (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
- R Desai, Rural Sociology
- Marilyn A.Brown and Benjamin K.Sovacool,Climate Change and Global Energy

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2263UMMLE	Core: Legal Environment & Advertising Ethics	3	2	40	60	100	4

Objectives:

- To understand the ethics in Advertising and to help students recognize legal and ethical issues in advertising.
- Critically apply understanding of ethics to real-world contexts.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain legal and ethical restrictions while creating advertisement. (Understanding)

CO2: Discuss the laws and policies developed by government. (Understanding)

CO3: Demonstrate setting of self-ethics for while creating advertisement to maintain harmony in society. (Apply)

CO4: Illustrate fair business and trade practices. (Apply)

CO5: Interpret the Laws pertaining Unfair Trade Practices & the Competition Act 2002(Apply)

CO6: Evaluate and be Critique of Advertising (Create)

Sr. No.	Modules / Units	No. of Lectures
1	Legal Environment	6
	<ul style="list-style-type: none"> ● The importance & the relationship between Self –Regulation, Ethics ● The laws of the land: <ul style="list-style-type: none"> ➤ Constitutional Laws – Fundamental Rights ➤ Personal laws- Criminal & Civil laws ➤ Corporate laws ➤ Consumer laws ➤ Laws pertaining to Media ● Laws of Defamation & Contempt of Court with respect to cases specific to Media 	
2	Government Policies & Cyber Laws	6
	<ul style="list-style-type: none"> ● Government Policies governing advertisements <ul style="list-style-type: none"> ➤ The role of Prasar Bharati for advertisements in Public Broadcast Services ➤ Cyber laws including Section 66; Laws pertaining to advertising in cyber space. ➤ The Question of Net Neutrality & its relevance in Media 	

	➤ Right to Information Act	
3	Laws pertaining to Media	8
	<ul style="list-style-type: none"> ● Standard Contract between Advertiser & Agency ● Laws: <ul style="list-style-type: none"> ➤ 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 	
4(A)	Ethics in Advertising	8
	<ul style="list-style-type: none"> ● What is Ethics? Why do we need Ethics? ● The philosophy of Ethics- Absolutist & Situational ● Ethics in Advertising & Stereotyping: <ul style="list-style-type: none"> ➤ Religious minorities ➤ Racial minorities ➤ Ethnic groups ➤ Cultural Minorities ➤ Senior Citizens ➤ Children ➤ Women ➤ LGBT ● Advertising of Controversial products ● Surrogate & Subliminal Advertising ● Political Advertising ● Manipulation of Advertising Research 	
4(B)	Bodies helping to maintain a Code of Ethical conduct in Media	4
	<ul style="list-style-type: none"> ● ASCI ● AAI ● BCCC ● IBF ● CENSOR BOARD FOR FILMS ● Press Council 	
5	Unfair Trade Practices & the Competition Act 2002	6
	<ul style="list-style-type: none"> ● Unfair Trade Practices & Restrictive Trade Practices to Consumers: <ul style="list-style-type: none"> ➤ False Promises ➤ Incomplete Description ➤ False & Misleading Comparisons ➤ Bait & Switch offers ➤ Visual Distortions ➤ False Testimonials ➤ Partial Disclosures ➤ Small print Clarifications 	

	<ul style="list-style-type: none"> ● Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry ● The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices 	
6	Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives	10
	<ul style="list-style-type: none"> ● Consumerism – The rising need for consumer guidance & awareness ● Government Initiatives: <ul style="list-style-type: none"> ➤ 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: <ul style="list-style-type: none"> ➤ Essential Commodities Act 1955 ➤ Consumer protection Act 1986 ➤ Standards of Weights & Measures Act ➤ Standards of Weights & Measures (Packaged Commodities) Act ➤ Prevention of Food Adulteration Act 14 ● Other Initiatives: <ul style="list-style-type: none"> ➤ PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) ➤ Consumer Co-operatives ● Non- Government initiatives: <ul style="list-style-type: none"> ➤ CGSI ➤ CFBP ➤ CERC ➤ Grahak Panchayat ➤ Customer care centres 	
7	Advertising & Society	8
	<ul style="list-style-type: none"> ● Socio- Economic Criticisms of advertising <ul style="list-style-type: none"> ➤ 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 ● Advertising & social responsibility - Advertising as a moulder of thought, opinion & values 	
8	Critique of Advertising	4
	<ul style="list-style-type: none"> ● 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 	

	<ul style="list-style-type: none"> ● A study of Naomi Woolf- The Beauty Myth ● A study of Noam Chomsky- Understanding Power 	
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References
Legal Environment & Advertising Ethics
<ul style="list-style-type: none"> ● P. B. Sawant & P.K. Bandhopadhyaya- <i>Advertising Laws & Ethics</i> – Universal Law Publishing Co. ● Vidisha Barua, <i>Press & Media: Law Manual</i>- Universal law Publishing Co. ● Cyber Law Simplified – Vivek Sood Tata McGraw Hill

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2264UMMFM	DSC: Financial Management for Marketing and Advertising	3	2	40	60	100	4

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.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain the basics of Financial Management and estimation of financial Requirements. (Understanding)

CO2: Explain the need for financial planning in Business. (Understanding)

CO3: Explain different Types of Cost on the basis of various criteria. (Understanding)

CO4: Interpret the actual performance on the basis of budgets. (Apply)

CO5: Interpret Ratios with the use of Financial Statements like P&L A/C and Balance sheet. (Apply)

CO6: Evaluate the financial implications of marketing decisions through simple analytical tools and apply that in real life or in the corporate world. (Evaluate)

Sr. No.	Modules / Units	No. of Lectures
1	Introduction of financial management	12
	<ul style="list-style-type: none"> ● Meaning of financial management ● Definition ● Goals ● Functions ● Role of Finance in Marketing & Advertising 	

	<ul style="list-style-type: none"> ● Types of Finance <ul style="list-style-type: none"> ➤ Owned and borrowed ➤ Long term and Short-term finance ➤ Sources of Long term & Short-term finance 	
2	Financial Planning & Budgets	12
	<ul style="list-style-type: none"> ● Financial Planning for a Marketing Unit <ul style="list-style-type: none"> ➤ Through Budgets ➤ Proforma financial Statements ➤ Spread sheets ● Budgeting <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ Budgeting for films ➤ Broadcast Print ➤ Electronic media 	
3	Working Capital Estimation	12
	<ul style="list-style-type: none"> ● Working capital <ul style="list-style-type: none"> ➤ Concept of Operating cycle ➤ Types of working capital ➤ Factors influencing working capital ➤ Methods of calculating working capital(theory and basic application) 	
4	Financial statements & Ratio analysis	12
	<ul style="list-style-type: none"> ● Vertical Financial Statements <ul style="list-style-type: none"> ➤ Financial Decision Making using financial statements analysis. ● Ratio analysis <ul style="list-style-type: none"> ➤ 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 	
5	Introduction of costing	12
	<ul style="list-style-type: none"> ● Costing <ul style="list-style-type: none"> ➤ Types of cost ➤ Their relevance in marketing decision making ● Classification of costs <ul style="list-style-type: none"> ➤ Traceability 	

	<ul style="list-style-type: none"> ➤ Functionality ➤ Level of activity ● Estimation of Profit/Loss using cost Volume Profit analysis <ul style="list-style-type: none"> ➤ Break Even Analysis ➤ Calculation of Profit volume ratio ➤ Break-even point ➤ Margin of safety ➤ Sales required in units and rupees (Theory and application) 	
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References
Financial Management for Marketing and Advertising
<ul style="list-style-type: none"> ● Fundamentals of Financial management - Dr. S.N. Maheswari, Sultan Chand Publications ● Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgraw Hill publication

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2265UMMDM	DSC: Principles & Practices of Direct Marketing	3	2	40	60	100	4

Objectives:

- To study various methods of direct marketing and as to how to apply them.
- To study the difference between Direct marketing and Traditional marketing.

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning (Understanding)

CO2: Explain various direct marketing techniques (traditional and modern) and build up customer loyalty and database management (Understanding)

CO3: Interpret the structure and functioning of an advertising agency and also client agency relationship (Apply)

CO4: Interpret Direct Marketing activities on various platforms (Apply)

CO5: Interpret a range of options to exploit market opportunities and solve marketing problems using direct marketing. (Apply)

CO6: Create quality advertisements and Customer database. (Create)

Sr.No.	Modules / Units	No. of Lectures
1	Introduction to Direct Marketing	5
	<ul style="list-style-type: none"> ● Meaning and Introduction to Marketing ● Traditional Versus Direct Marketing Techniques ● Importance of Direct Marketing ● Growth of Direct marketing ● Future of Direct marketing 	
2	Basics of Direct and Interactive Marketing	10
	<ul style="list-style-type: none"> ● 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, Retention 	
3	Customer Relationship Management	10
	<ul style="list-style-type: none"> ● 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 	
4	Database Management - Research/Analysis and Testing	15
	<p>A) Database management</p> <ul style="list-style-type: none"> ➤ 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 <p>B) Direct Marketing strategies</p> <ul style="list-style-type: none"> ➤ Meaning of Marketing Strategies - Why it is needed ➤ Internal and External Analysis ➤ Objectives of Strategies ➤ Creating a Direct Marketing Budget 	

	<p>C) Direct marketing research & testing</p> <ul style="list-style-type: none"> ➤ 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 <p>Direct Marketing Analysis</p> <ul style="list-style-type: none"> ➤ List Selection,Prospecting ➤ Market Segmentation ➤ Product Customization ➤ Response Modeling and Experimentation ➤ Mail order,Leadgeneration,Circulation,Relationship/loyalty programmes,Store traffic/Site traffic generation ➤ Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post-Selling 	
5	Direct Marketing as an Integral Part of Integrated Marketing Communication	10
	<ul style="list-style-type: none"> ● 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 ● Person to person,Group Selling,Direct Mail ● Direct response Television(DR-TV), ● Direct Response Print Advertising ● Catalogues,Inserts,Videos,E-mail,Trade shows 	
6	Direct Marketing Case Study	10
	<ul style="list-style-type: none"> ● Product offering ● Lead generation ● Database management ● Methodology 	

References

The Principles and Practices of Direct Marketing

- Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
- Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
- Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
- Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
- Successful Direct Marketing Methods Hardcover – 16 Dec 2008 by Bob Stone (Author), Ron Jacobs (Author)
- Direct Marketing: Strategy, Planning, Execution by Edward L Nash
- The New Direct Marketing: How to Implement a Profit-driven Database ...by Rajeev Batra
- Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
2266UMMAM	DSC: Agency Management	3	2	40	60	100	4

Objectives:

- To Understand the structure of the Full-Fledged Agency & also different types of Agency
- Also Understanding the different Functions of the various departments in the Agency

Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Explain various functions/Departments of Advertising Agencies. (Understanding)

CO2: Explain the importance of all the functions of Advertising agencies and the skill sets required to do for each role. (Understanding)

CO3: Explain the role agencies play in the Advertising Industry.(Understanding)

CO4: Interpret the set-up of a New Advertising Agency. (Apply)

CO5: Develop an objective driven marketing plan. (Create)

Sr.No.	Modules / Units	No. of Lectures
1	Advertising Agencies	3
	<ul style="list-style-type: none"> • Their role, Functions, Organization and Importance • Different types of ad agencies 	
2	Client Servicing	10
	<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 	
3	Account Planning	5
	<ul style="list-style-type: none"> • Role of account planning in advertising • Role of Account Planner • Account Planning Process 	
4	Advertising Campaign Management	5
	<ul style="list-style-type: none"> • Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns 	
5	Ad Film making	6
	<ul style="list-style-type: none"> • Converting story board to TVC • Editing and post production 	
6	Marketing plan of the client	7
	<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 	
7	The Response Process	5
	<ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Sales-Oriented Objectives • Communications Objectives • DAGMAR: An Approach to Setting Objectives 	
8	Setting up an Agency	4
	<ul style="list-style-type: none"> • Business plan introduction • Various Stages in setting up a new Agency 	
9	Agency Compensation	2

	<ul style="list-style-type: none"> • Various methods of Agency Remunerations 	
10	Growing the Agency	3
	<ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation • PR 	
11	Sales Promotion Management	10
	<p>The Scope and Role of Sales Promotion</p> <ul style="list-style-type: none"> · 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 	

References
Agency Management
<ul style="list-style-type: none"> • Advertising and Promotion by G. Belch and M. Belch • Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

Course Code	Course	Hrs. of Instruction/ week	Exam Duration	Maximum Marks			Credits
				CIE	SEE	Total	
2267UMMED	Entrepreneurship Development	3 hours	2 hours	40	60	100	4

Objectives

1. To understand the relevance of Entrepreneurship as a way of life for students.
2. Enabling support in raising compassionate and enterprising individuals.
3. To enhance the perspectives of young minds on issues of life.
4. To understand the relevance and scope of building brands.

Learning Outcomes

After completion of the course the learner will be able to:

CO1: Explain the elements of a Start-up (Understand).

CO2: Analyze the distinction between Self Employed, Businessman and Entrepreneur. (Understand and Analyze)

CO3: Understand the relevance and analyse steps of building brands and businesses as an Entrepreneur. (Analyse)

CO4: Understand and Apply the science behind an effective negotiation. (Understand and Apply)

CO5: Create measures to transform failures in life and business. (Create)

Sr No	Modules / Units	No of Lectures
	The Start-up Ecosystem	12
	<ul style="list-style-type: none">● Framework to understand the start-up ecosystem● The 5 elements of start-up● Inquiry of self● Alignment of self and start-up● Framework for Indian Ecosystem of start-ups	
2.	The Distinction Between Self Employed, Businessman and Entrepreneur	16
	<ul style="list-style-type: none">● Commonalities in self-employed, businessman and entrepreneur● Distinction 1 - Time● Distinction 2 - People● Distinction 3 - Money● Mind Distinction Matrix● Growth Distinction Matrix● Growth Pathway Matrix● Distinction in concerns	
3.	Building Brands vs Building Businesses	16
	<ul style="list-style-type: none">● 7 distinct steps in building brands and businesses● Step 1 - Initiation - Giving Birth● Step 2 - Struggle - Expression of a brand● Step 3 - Stability - Identification● Step 4 - Learner - Growth Connect● Step 5 - Scaling - Creation● Step 6 - Sustaining - Formation● Step 7 – Life	
4.	Powerful Negotiations	8

	<ul style="list-style-type: none"> ● The science of negotiations ● Negotiation for yourself with others ● Negotiation with others for others ● Negotiation for self with self 	
5.	Transforming Failures	8
	<ul style="list-style-type: none"> ● Science of Failure ● Failure Avoidance ● Failure Management ● Failure Prediction ● Failure Invention 	

References	
1.	<i>Handbook for Life, Victor Manickam, Victor Manickam Knowledge Group.</i>
2.	<i>What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest, Dennis Lee Yohn, John Wiley & Sons.</i>
3.	<i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, Steve Blank and Bob Dorf, John Wiley & Sons.</i>
4.	<i>Zero to One: Notes on Startups, Or how to Build the Future, Peter Thiel, Crown Business</i>

Distribution of Marks for Continuous Internal Examination (CIE for Sixth Semester- Advertising)

Evaluation Process	Marks
Project Presentation, Assignments, Journals, Documentary making, Open book testing with case studies, Photography Portfolio etc. The course facilitator can use any or all of the suggested evaluation techniques that will test the application capacity of the student.	30
Active Class Participation	05
Class Attendance	05
Total	40

Paper Pattern for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
	OR	
Q2. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q3. A	Full Length Question	15 Marks
	OR	
Q3. B	Full Length Question ➤ 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. ➤ There will be an Internal Choice.	15 Marks
Q4	Short Note (Any 3 out of 5)	15 Marks

Note:

4. *The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.*

EXAMINATION PATTERN FOR ADVERTISING DESIGN

VI Semester

CIE = 40

10 marks: Classwork (book and assignment).

20 marks: Portfolio submission (Unit 7) and viva.

05 marks: External portfolio mock

05 marks: Attendance and class participation.

**FOR EXTERNAL EVALUATION 60 MARKS ARE TO BE DIVIDED
AS MENTIONED IN UNIT 8 FOR SEE**
