

AC : 10 May, 2019

Item No. 4.20

UNIVERSITY OF MUMBAI



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

Date :

Date : April 26, 2019.

Signature :

Name of BOS Chairperson / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

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

PROGRAM OUTCOME

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

FY BAMMC- 40 CREDITS

Semester I				
Title	Credit	Paper	Name of the Course	
AECC	03	01	Effective Communication (EC -I)	
AEEC	02	02	Foundation Course	
DSC	04	03	Visual Communication	Language
DSC CORE I	08 (4×2)	04	Fundamentals of Mass Com	DSC- 1 A
DSC CORE II		05	Current Affairs	DSC-2 A
DSE	03	06	History of Media	
	20			

AECC: Ability Enhancement Compulsory Course | **AEEC:** Ability Enhancement Elective Course | **DSC:** Discipline Specific Core | **DSE:** Discipline Specific Elective

Semester I		
Course code	Credits	Course Name
BAMMEC-101	03	Effective communication -I
BAMMFC-102	02	Foundation course -I
BAMMVC-103	04	Visual communication
BAMMFC-104	04	Fundamentals of Mass Communication
BAMMCA-105	04	Current Affairs
BAMMFM-106	03	History of Media

01	
PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	I
COURSE:	EFFECTIVE COMMUNICATION-I
COURSE CODE	BAMMEC-1-101

PAPER	1 (LANGUAGE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER I

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-1-101	EFFECTIVE COMMUNICATION –I

COURSE OUTCOME :

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

MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
	1.The concept of communication	Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	
	2.Types of Communication	Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	
	3.Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	4.Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	
2	Reading -English, Hindi OR Marathi		

	1.Types of Reading	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
3	Thinking and Presentation		
	1.Thinking	1. Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity 2. Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
4	Translation		
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a translator	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Gajendra Deoda (Convenor) 2. Smita Jain. 3. Shobha Venktesh.			
INTERNAL EVALUATION METHODOLOGY (any two to be selected- one individual and one group evaluation)			20 Marks
1. Project/Assignment 2. Debate & Group discussion			

3. Presentation
4. Skit /Play in any 2 languages
5. Translation of any famous short story or folk or fable

BIBLIOGRAPHY:

1. **Word Power Made Easy by Norman Lewis**
2. **Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar**
3. **Wren and martin for English Grammar**

02

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

SEMESTER 1

COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMFC-101	FOUNDATION COURSE -I		
COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. 			
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.		
MODUL E	Topics	COURSE OUTCOME:	Lectures

Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	Growing Social Problems in India :	<ol style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment and services c. Problems of the elderly- causes, implications and response d. Issue of child labour- magnitude, causes, effects and response e. Child abuse- effects and ways to prevent f. Trafficking of women- causes, effects and response. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	15

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	I
COURSE:	VISUAL COMMUNICATION
COURSE CODE	BAMMVC 103
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMVC 103	VISUAL COMMUNICATION

COURSE OUTCOME			
<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective 			
MODULE	TOPICS	DETAILS	LECTURES
DEVELOPMENT OF VISUAL COMMUNICATION			
I	INTRODUCTION TO VISUAL COMMUNICATION	<ol style="list-style-type: none"> 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts <ul style="list-style-type: none"> ● Plans and organisational charts ● Maps ● Chronologies 5. Invisible Concepts <ul style="list-style-type: none"> ● Generalisation Theories ● Feelings or attitudes 	10

THEORIES OF VISUAL COMMUNICATION			
II	SENSUAL THEORIES	a) Gestalt b) Constructivism c) Ecological	10
	PERCEPTUAL THEORIES	a) Semiotics b) Cognitive	
IMPACT OF COLORS			
III	Colors and Design in Visual Communication	1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design	08
CHANNELS OF VISUAL COMMUNICATION			
IV	Tools/Mediums of Visual communication	1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre	12
LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA			
V	Visual communication in the age of social media	1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media	08
SYLLABUS DESIGNED BY			
1. RANI D'SOUZA(CONVENOR) 2. RENU NAURIYAL 3. ARVIND PARULEKAR 4. BINCY KOSHY			
INTERNAL EVALUATION METHODOLOGY			20 Marks
(any two to be selected- one individual and one group evaluation)			
1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ			
REFERENCE BOOKS			

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

04

PROGRAM	BAMMC
YEAR	FYBAMMC
SEMESTER	I
COURSE:	FUNDAMENTALS OF MASS COMMUNICATION
COURSE CODE	BAMMFMC 104
PAPER	4 (CORE-I)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFMC-104	FUNDAMENTALS OF MASS COMMUNICATION

COURSE OUTCOME :

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

MODULE	TOPICS	DETAILS	LECTURES
I	Introduction and overview	<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 	12

		4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.	
II	History of Mass communication	1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	12
III	Major forms of mass media	1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	12
IV	Impact of Mass Media on Society	A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	12
V	The New Media and media convergence	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects.	12
SYLLABUS DESIGNED BY			
1. NAVITA KULKARNI - CONVENER 2. SAURABH DESHPANDE- MEMBER 3. RASIKA SAWANT- MEMBER			
INTERNAL EVALUATION METHODOLOGY (any two to be selected- one individual and one group evaluation)			20 Marks

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

REFERENCES:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

05

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

BAMMCA 105	CURRENT AFFAIRS
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COURSE OUTCOME
<ol style="list-style-type: none"> 1. To provide learners with overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media 3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. 4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture
Syllabus

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

		leaders	
	2.	An update on the current political dynamics of Maharashtra	02
	3.	News relating to the marginalized and displaced tribes	02
	4.	The latest news on floods and drought, unemployment, health issues, etc	02
	5.	Update two ongoing state projects	02
5	Technology		10
	1. Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide	02
	2. Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	02
	3. Augmented Reality & Virtual Reality in Media	Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide	02
	4. Digital Gaming Industry	Introduction to Digital Gaming Industry	02
	5. Digital gaming in India	Overview of Indian digital gaming	02

Total Lectures	48
It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.	
Internal exercise:	20 Marks
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.	

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect

		relevant information and package effectively,
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SYLLABUS DESIGNED BY

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

Reference Books/Journals/Manuals

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

06

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

COURSE OUTCOME

<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history 2. To enable the learner to understand the major developments in media history. 3. To understand the history and role of professionals in shaping communications. 4. To understand the values that shaped and continues to influence Indian mass media. 5. Learner will develop the ability to think and analyze about media. 6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media 			
MODULE	TOPIC	DETAILS	LECTURES
INTRODUCTION			
I	EVOLUTION OF PRESS IN INDIA	<ol style="list-style-type: none"> a. Newspaper – the rise of the voice of India during British rule b. India’s Freedom Struggle and Role of Media c. Independence and rise of Newspapers, d. Newspapers – a social aspect for freedom struggle, e. PRESS ACTS of India f. Press during the Emergency Period 	10
LANGUAGE PRESS			
II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	<ol style="list-style-type: none"> a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876 	10
DOCUMENTARIES & FILMS			
III	HISTORY OF DOCUMENTARIES AND FILMS	<ol style="list-style-type: none"> a. Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria Anandpatwardhan, b. Evolution of film making in India - brief history, Photography to moving films c. Origin of Hindi cinema d. Origin of Short films to what it is today, role of you tube and WhatsApp e. Great masters of world cinema 	10
BROADCASTING			
IV	HISTORY OF RADIO AND	<ol style="list-style-type: none"> a. Radio & Television as Mass Media b. Radio and Television Broadcasting 	10

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

SEMESTER II

Semester II			
Title	Credit	Paper	Name of the Course
AECC	03	01	Effective Communication (EC -II)
AEEC	02	02	Foundation Course
DSC	04	03	Content Writing
DSC CORE III	(4×2)= 08	04	Introduction to Advertising
DSC CORE IV		05	Introduction to Journalism
DSE	03	06	Media Gender & Culture
	20		

Semester II		
Course code	Credits	Course Name
BAMMEC-201	03	Effective communication -II
BAMMFC-202	02	Foundation course -II
BAMMCW-203	04	Content Writing
BAMMID-204	04	Introduction to Advertising
BAMMIJ-205	04	Introduction to Journalism
BAMMMGC-206	03	Media, Gender & Culture

01

PROGRAM	BAMMC
YEAR	FYABMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION -II
COURSE CODE	BAMMEC 201
PAPER	1
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-201	Effective Communication Skills-II

Course Outcome:		Total Lectures : 48 hrs.	
<ol style="list-style-type: none"> To make the students aware of use of language in media and organization. To equip or enhance students with structural and analytical reading, writing and thinking skills. To introduce key concepts of communications. 			
Module	Topics		Details
1	Writing		
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report	
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
2	Editing		
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
3	Paraphrasing and Summarizing		
	1. Paraphrasing	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	
	2. Summariz	Summarizing content , the points and sub- points	

	ation	and the logical connection between the points	
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology **25 Marks**

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

Bibliography:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

Syllabus Designed by:

- Gajendra Deoda (Convenor)
- Smita Jain
- Deepak Kumar Tiwari (Subject expert).

02

PROGRAM	BAMMAC
YEAR	FYBAMM
SEMESTER	II
COURSE:	FOUNDATION COURSE
COURSE CODE	BAMMFC 202
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-202	FOUNDATION COURSE

	Course Outcome		
	<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India. 		
	<p>Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.</p>		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07
2	Human Rights	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	10

5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

03

PROGRAM	BAMMC
YEAR	FYBAMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Crisp writing is the challenge.

Course Outcome:

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

Syllabus			
Module	Topics	Details	Lectures
1	Foundation		8
	1. Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	02
	2. Vocabulary building	Meaning, usage of words , acronyms	02
	3. Common errors	Homophones and common errors in English usage.	02
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	01
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	01
	2. Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	3. Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	4. Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	5. Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	03
3	Writing Tips and Techniques		10
	1. Writing tickers/ scrolls	For television news	01
	2. Writing social media post	Twitter and for other social networks	01
	3. Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	03
	4. Caption writing	Picture stories etc	02
	5. Writing headlines	News headlines and feature headlines	03
4	PRESENTATION TOOLS AND TECHNIQUES		10
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation	02
	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	02
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	02
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and	02

		international websites	
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	02
5	Writing for the Web		10
	1. Content is King	Importance of content	01
	2. Less is more	Writing for print media/ social media like Twitter, etc	02
	3.Copy writing	Ad campaigns (creative, witty and attractive)	03
	4.Realtime content	Difference in writing for print vs digital	02
	5.Keywords	Designing keywords for Search Engine Optimization	02
Total Lectures			48

Internal exercise: 25 Marks

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

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

Bibliography:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

The Team:

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

04

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

Learning Outcome:

Lectures: 48

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

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Introduction to advertising	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	<i>02</i>
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	<i>02</i>
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	<i>04</i>
	4. Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	<i>04</i>
	5. Theories	Stimulus theory, AIDA, Hierarchy ,Means-End Theory	<i>06</i>

2	Integrated marketing communication and tools		10
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	02
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	02
	4. Public Relation	Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	02
	5. Sales Promotion and Direct marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02
3	Creativity in advertising		14
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
	2. Role of different elements in ads	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc.	06
	3. Elements of copy	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board	02
4	Types of advertising agency, department, careers and latest trends in advertising		06
	1. Types of advertising agency	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
	2. Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
	3. Latest trends	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	02
Total Lectures			48

Internal evaluation methodology**25 Marks**

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

Bibliography:

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

Syllabus Designed by:

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

05

PROGRAM	BAMMC
YEAR	FYBAMM
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM

Course outcome:

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

Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	
		Changing face of journalism from Guttenberg to new media	
		Journalism in India:	
		Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen Journalism	
2		News and its process	
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
3		Principles and format	
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity	
		Difference between a PR and a journalist	

		Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		Careers in journalism	
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist	
5		Covering an event (flip class)	
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature Writing Headline, captions and lead	

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal

Syllabus Designed by:

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

06

PROGRAM	BAMMC
YEAR	FYBAMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME			
<ul style="list-style-type: none"> ● To discuss the significance of culture and the media industry. ● To understand the association between the media, gender and culture in the society. ● To stress on the changing perspectives of media, gender and culture in the globalised era 			
MODULE	TOPICS	TOPICS	LECTURES
		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED, CONCEPTS AND THEORIES	<p>Evolution, features of cultural studies, Need and significance of cultural studies and media</p> <p>Concepts related to culture-</p> <p>Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</p> <p>Theories:</p> <ul style="list-style-type: none"> ● Stuart Hall : encoding and decoding, Circuit of culture ● John Fiske: culture and industry ● Feminism and Post feminism ● Techno culture and risk – Ulrich Beck 	(12)
		CULTURE AND MEDIA	
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRNDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 	(12)

		<ol style="list-style-type: none"> 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	
		GENDER AND MEDIA CULTURE	
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
		GLOBALISATION AND MEDIA CULTURE	
IV	GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	(12)
SYLLABUS DESIGNED BY:-			
<ol style="list-style-type: none"> 1. PADMAJA ARVIND(CONVENOR) 2. RANI D'SOUZA 3. RUMINA RAI 			
INTERNAL EVALUATION METHODOLOGY			
<ol style="list-style-type: none"> 1. CONTINUOUS ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP/INDIVIDUAL PROJECTS 4. CLASS TEST 5. OPEN BOOK TEST 6. GROUP INTERACTIONS 7. QUIZ 			

REFERENCE

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENITY AND GLOBALISATION – YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODGRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY – SANJUKTHE- DASGUPTA
