



SIES

College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Sion (West), Mumbai – 400022.

(Autonomous)

Faculty: Humanities

Programme: B.A.M.M.C.

B.A. in Multimedia and Mass Communication

Programme Code: SIUABMM

F.Y.B.A.M.M.C

Semester I & II

Academic Year: 2023-2024

As per NEP policy 2020

Choice Based Credit System

Syllabus approved by

Board of Studies in B.A.M.M.C with effect from 19th April, 2023

SIES COLLEGE of Arts, Science and Commerce
(Autonomous) Sion West
Department of Mass Media
SIUA3: Programme: B.A.M.M.C
Bachelor of Arts in Multimedia and Mass Communication
(A three-year integrated undergraduate degree programme under Humanities)
Programme Outcomes and Programme Specific Outcomes
Academic session: June, 2023 - May, 2024

SECTION A - SIES Vision and Mission

Vision:

The Institution aims at all round development of its learners in a favourable environment to nurture their intellectual, cultural, social, physical and recreational skills by imparting the education to attain global competencies.

Mission:

With a spirit of sincerity, we:

- Foster an integrated character in the learners
- Mould the facilitators to be role models for the learners
- Prepare the learners with technological knowledge, communication skills, social awareness, critical thinking and problem-solving ability
- Develop inquisitive minds to inculcate a culture of research and innovation
- Equip the learners with leadership skills to become the agents of social change
- Initiate sensitivity towards environmental, gender and ethnic diversity
- Promote values of responsible citizenship

SECTION B - Our Institutional POs

Faculty: Humanities
Programme: B.A.M.M.C.
B.A. in Multimedia and Mass Communication

The B.A.M.M.C. Programme Outcomes

SIES offers three years integrated degree programme in Humanities-B.A.M.M.C with specialization in various domains like Advertising and Journalism.

The Programme outcomes (POs) are skills and competencies that a learner is expected to attain on completion of the program. The B.A.M.M.C. POs include domain-dependent skills, subject knowledge and global skills and competencies that prepare learners for progression to higher studies, employability, and responsible citizenship.

The POs are well aligned with the Institutional Vision and Mission. They are framed to ensure that the learning levels and academic standards of B.A.M.M.C. Programmes are equivalent with that of the other higher education institutes across the nation and globe. The teaching methodologies focus on instruction delivery in a learner-centric ecosystem to fulfill the institutional learning objectives and mentor a well-integrated personality in its learners.

Table 1: B.A.M.M.C Programmes Outcomes

On completion of Graduation in B.A.M.M.C. the learners shall be able to demonstrate and attain the following graduate attributes at Cognitive, Skill and Attitude levels for the award of the qualifying degree.

	<i>POs</i>	PO Statements
Domain Dependent (POs 1-5)	COGNITIVE LEVEL	
	PO1 <i>Solving Complex Problem</i>	Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.
	PO2 <i>Critical Thinking</i>	Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.
	PO3 <i>Reasoning ability and Rational thinking</i>	Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promotes community welfare.
	SKILL LEVEL	
	PO4 <i>Research skill</i>	Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.
	PO5 <i>Effective Communication skill</i>	Facilitate the ability to speak, read, write, listen effectively in Indian languages, other medium of instructions and enhance the use of digital communication tools.
Domain Independent (POs 6-11)	PO6 <i>Social Interactive Skills and team work</i>	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.
	ATTITUDE LEVEL	
	PO7 <i>Ethical values</i>	Recognize and respect different value systems with a commitment to fulfil one's own professional duties and responsibilities.
	PO8 <i>Self-directed Learning</i>	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.
	PO9 <i>Sensitization towards Environment and Sustainability</i>	Create an ecological consciousness to develop a sustainable culture for a sustainable future.
PO10 <i>Gender Sensitization</i>	Analyze coherent understanding of human rights from multi-disciplinary perspectives.	

	<i>PO11 Civic Engagement</i>	Express empathetic social concern in proactive ways to engage with civic and governance issues.
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SECTION C - B.A.M.M.C: Programme Specific Outcomes:

1. Demonstrate the understanding of the concepts, nature and the models of communication, journalism, advertising, marketing, print, electronic, digital media, research and new media organisations.
2. Analyse the contemporary media environment in association with the history of media, gender, culture, films, laws, marketing communications, consumer behaviour, account planning and entertainment in socio-political areas in India and abroad.
3. Evaluate the application of theories in the field of mass communication, media studies, public relations, business journalism, and retail, brand management, marketing research and media organisations within the society, nationally and globally.
4. Propose skill-based activities in content production and development, use of software applications in print, broadcast, web-based areas which includes ad campaign, reporting, editing, branding and news media management.

Syllabus for First Year Courses of
Multimedia and Mass Communication 2023-24

Preamble

The Department of Mass Media:

**To create communication leaders dedicated and committed towards our
Nation's upliftment and growth.**

**The First Year Bachelor of Multimedia and Mass Communication
programme aims to mentor the students and develop their communication
skills, computer skills, awareness about society and media.**

**The course is designed to provide the students with an elementary
knowledge of media theories and understanding concepts involving mass
communication, marketing, advertising, journalism.**

**The key goal is to offer students with facilities that can enhance their
potential talents and make way for a suitable career in the vast arena of
Multimedia and Mass Communication.**

SIES College of Arts, Science & Commerce, Sion-West

(Autonomous)

Programme Code: SIUABMM – B.A. in Multimedia and Mass Communication (B.A.M.M.C.)

Choice Based Credit System

Department of Mass Media

🚩 Course Assessment Scheme:

Classification of Assessment Work Plan: Each Term course wise weightage:

A. Internal Assessment:	40 Marks
B. Term End External Theory Examination:	60 marks
Total Marks:	100 marks

A. Internal Assessment: 40 Marks

Serial Number	Marks distribution	Components
1.	20	Class Test/Mid-term examination/Viva-Voce/Tutorials
2.	15	List of the assessment modes: a. Extension/Field work/Projects/Survey/Polls b. Viva-voce/Quiz/Objective Test/Assignments c. Case let/review writing/photo essays/journals d. Presentations (audio/visual, PowerPoint slides clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays e. Customization of assessment mode a - d mentioned above according to the course paper requirement equivalently.
3.	05	Overall attendance of students and class participation and mannerisms during the instructional deliveries and showcase of talent in extra-curricular activities/ volunteering on various front and back end festive platforms, correspondingly.

B. Term End External Theory Examination: Objectives and descriptive type of questions carries total of 60 marks and duration of 2hours each course respectively.

♦ **External Theory Examination: 60 Marks (60%) [ONLINE]**

Duration: 1 Hour; Total Marks: 60; All Questions are Compulsory

External Exam paper pattern: Objective questions 60 marks:

- Section 1: 30 questions of 1 mark each = 30 marks
- Section 2: 15 questions of 2 marks each =30 marks

♦ **External Theory Examination: 60 Marks (60%) [OFFLINE]**

Duration: 2 hours.

Total Marks: 60

All Questions are Compulsory carrying 15 Marks each.

Q1.	Application based/ Case Study/ any practical area related to respective industry - Compulsory	15 Marks
Q2 Q2. a + b	Full Length Concept based in detail OR Short Essay	15 Marks or (8 + 7)
Q3. Q3. a + b	Full Length Concept based in detail OR Short Essay	15 Marks or (8 + 7)
Q4.	Write Short notes on/ Expand terminologies with Illustrations (Any 3 out of 5)	15 Marks

**SIES COLLEGE of Arts, Science and Commerce
(Autonomous) Sion West**

The Department of Mass Media

A Proposed Structure of Courses [Credits, Units, and Lectures] Table

For a Multidisciplinary Degree Programme: B.A.M.M.C.

**F.Y.B.A.M.M.C. Programme Grid for Level 4.5 of Semester One and Two
2023-24**

Choice Based Credit System [CBCS] with effect from the academic year 2023-2024

Program: F.Y.B.A.M.M.C		Level: 4.5 Academic Year:2023-24	Credit Points each semester	Semester I	Semester II
Faculty Component		Department of Mass Media		Course Title	Course Title
Subject 1 Major	Core (DSC) Mandatory	Multimedia and Mass Communication [MMC]	4	Fundamentals of Mass Communication	Electronic Media
	Elective (DSE)	----- [ADV/JOUR/PR]----	-	-----	-----
Subject 2 Minor		Business Administration and Management. [BAM]	4	Principles of Management and Marketing	Human Resource Management
Subject 3 General/Open Elective GEC/OE		Media and Entertainment	4	Introduction to Media and Entertainment	Understanding Cinema
Vocational and Skill Enhancement Courses	VSC	On Subject 1: MMC	2	Visual Communication	Content Writing
	SEC	On Subject 1 or 2:MMC/BAM	2	Understanding Indian Society: Structure and Change	Understanding Media Representation: Gender and Culture
Ability Enhancement Course (AEC)		[Centralised] Offered at the Institutional Level	2	English	English
Value Educational Course (VEC)			2	Environmental Studies	Understanding India
Indian Knowledge System (IKS)			2	Generic IKS	-----
Co-curricular Courses			2	-----	Sports/NCC/NSS/Cultu ral/Yoga
Remarks, if any			Total 22 Credits each semester	UG Certificate on earning 44 credits	

Number of Lectures Allotted: 60

Course name: Fundamentals of Mass Communication

Course code: SIUBAMMC11

Course Credit: 4 points

Total Marks: 100

Course Learning Objectives:

This course will develop the students' ability to:

- Examine the concept, importance, types, and models of mass communication.
 - Review the history of mass communication from traditional to contemporary media.
 - Illustrate between the major forms of media from folk to internet.
 - Analyse the impact of mass media on society.
 - Evaluate the concept of new media and media convergence and its implications.
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Course Outcomes:

At the end of the completion of this course the learner will be able to:

1. Examine the meaning, importance, forms, and models of mass communication.
2. Review the history of mass communication from oral to traditional communication, electric to electronic to digital communication till the contemporary scene in Indian communication and landscape.
3. Illustrate amongst the traditional folk media, print media, broadcast media, films, PR, and internet as major forms of mass media as a social institution.
4. Analyse the social, political, economic, developmental impact of mass media on society, education, children, women, youth, culture, and developmental sections.
5. Evaluate and trace the elements, features, challenges, and technologies used in new media with prospects.

Course Contents:**Unit1: Introduction and overview:****(15 lectures)**

- a) Meaning and importance, scope of Mass Communication
- b) Forms of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive.
- c) Digital Communication and mass media culture
- d) Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran, Aristotle, Transactional, Laswell.

Unit 2: History of Mass Communication and Media:**(15 lectures)**

- a) From oral to communication (Kirtan, Davandi, Powada, Nagara)
- b) From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape
- c) Tribal Communication. (art, visual, significance)

Unit 3: Major Forms of Mass Media:

(15 lectures)

- a) Traditional & Folk Media:
- b) Print: Books, Newspapers, Magazines
- c) Broadcast: Television, Radio
- d) Films
- e) Internet and PR

The New Media and media convergence:

- a) Elements and features of new media, Technologies used in new media,
- b) Major challenges to new media Acquisition-personal, social, and national, prospects.
- c) Prospects in media industry.
- d) Development Communication concept and digital democracy

Unit 4: Impact of Mass Media on Society:

(15 lectures)

A. Environmental impact-

- i. **Social Impact** (With social reformers who have successfully used mass communication)
- ii. **Political Impact** (With political leaders who have successfully used mass communication)
Political participation, Movement, elections, voting behavior
- 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.

A. 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 & 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.

B. Internal assessment methodology:

1. Oral & Practical Presentations
2. Projects / Assignments
3. Debates /Group Discussion
4. Open Book Tests
5. Quiz

Class: F.Y.B.A.M.M.C Semester: I BAM-I

Minor under Business Administration and Management

Number of Lectures Allotted: 60 Course name: Principles of Management and
Marketing

Course code: SIUAMMCM12 Course Credit: 4 points Total Marks: 100[40+60]

Principles of Management

Objectives of the Course

This course will develop the students' ability to:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues

Credits Allocated: 02

Allocation per Unit: 30 Lectures

Course Outline:

Unit 1. Management -Concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)

Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Behavioral Science approach and Contingency approach to management.

Management Functions: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.

Decision Making- concept, importance and steps in decision making

Unit 2. Leadership qualities: The need for different types of leaders for different work force. Different types of Leaders

Group Dynamics and Team Management: Theories of Group Formation – Formal and Informal Groups and their interaction, Importance of teams - Formation of teams – Team Work

Recent Trends in Management: Social Responsibility of Management – environment friendly management, Total Quality Management

Learning Outcomes:

- Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- Assess global situation, including opportunities and threats that will impact management of an organization.
- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations.
- Evaluate approaches to addressing issues of diversity.

Suggested Readings

- Essentials of Management Koontz H & W McGraw Hill, New York
- Principles of Management Ramaswamy Himayala, Mubai
- Management Concept and Practice Hannagain T. McMillan, Delhi
- Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
- Management - Text & Cases VSP Rao Excel Books, Delhi
- Essentials of Management Massie Joseph Prentice Hall of India
- Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
- Management Concepts and OB P.S. Rao & N.V. Shah Ajab Pustakalaya
- Management Concepts and Strategies J S Chandran Vikas Publishing House
- Principles of Management Tripathi P.C. Tata McGraw Hill
- Principles of Management: Theory and Practice Sarangi S.K.V.M.P Publishers & Distributors

Principles of Marketing

Objectives of the Course:

- To understand the role of marketing within society and within an economic system.
- To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- To appreciate how a marketing perspective is important in your own personal and professional development.

Credits Allocated: 02

Allocation per Unit: 30 Lectures

Course outline

Unit 3. Marketing – scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.

Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.

New product strategies – Innovation, Market entry, Product line extension

Pricing of products: Pricing considerations and approaches, strategies.

Unit 4. Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.

Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, the Marketing Communication Process, the Promotion Mix, the IMC planning Process

Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies
Types of Marketing: Tele Marketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- features and its importance, suggestions for improvement of Rural Marketing. Concept & Components of a Marketing Information System.

Learning Outcome

- Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
- Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
- Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.
- Develop and write up a marketing plan for an organization

Suggestive Reading

- 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.

SIES College of Arts, Science & Commerce, Sion-West

(Autonomous)

Department of Mass Media

Programme Code: SIUA3 – B.A. in Multimedia and Mass Communication (B.A.M.M.C.)

Choice Based Credit System

Subject 3: General/Open Elective [OE]

Semester One

Credits allotted: 4 points

Course Name: Introduction to Media and Entertainment

Alias: IME

Total Sessions: 60 [L/P/T]

Total Marks: 100

Internal Assessment: 50 marks

Semester End Theory: 50 marks

Course Objectives:

- Explain the concepts of Media and entertainment
- Classify the role and forms of media and entertainment in society
- Discuss the media and communication theory
- Examine the trends in media and entertainment industry

Course Outline:

Unit 1: Introduction to Mass Media

- Nature and importance of Mass Media
- Mass Communication and Mass Media and Multimedia
- Types of Mass Media
- The role of mass media in entertainment

Unit 2: Media and Entertainment

- The role of media and entertainment in society
- The positive effects of media and entertainment on society
- Function of media entertainment and media audiences
- Categories in Entertainment: music, games, comedy, plays - performance, literature, and sport
- Other forms of entertainment [live performance, games, comedy, literature, comedy, performance, storytelling, Theatre, Cinema, Film making, Dance, Circus, Animals]

Unit 3: Media Entertainment theory

- Media and Communication

- Lasswell's model of communication
- Influence of Media and Uses and Gratification model
- Cultivation Theory
- Mood management theory
- The 4Cs: content, conduit, convergence, consumption to reinvent strategies for emotional attachment with customers.
- Types of audience engagement with entertainment

Unit 4: **Media & Entertainment Industry: An Overview**

- New media and entertainment industry
- Top 10 media and entertainment companies India and abroad [Comcast, WD, AT&T, Paramount Global, Sony, Fox]
- The growth in Global media and entertainment industry: share, economic trends
- The future of media and entertainment industry in India
- The Creative media and entertainment
- Careers in Media and Entertainment Investigate current trends and emerging practices in media and entertainment.
- Assess the impact of globalization on media and entertainment businesses.
- Examine the marketing and promotional strategies used in the industry.
- Develop critical thinking and analytical skills to evaluate industry practices and trends.

Suggested Internal Assessment Methodology:

List of the assessment modes:

1. Extension/Field work/Projects/Survey/Polls
2. Viva-voce/Quiz/Objective Test/Assignments
3. Case let/review writing/photo essays/journals
4. Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays
5. Customization of assessment mode 1 to 4 mentioned above according to the course paper requirement equivalently.

Reference Books:

- The Story of Mass Communication: Gurmeet Singh
- Perspective Human Communication: Aubrey B Fisher.
- Cinema & Television: Jacques Hermabon & Kumar Shahan.
- Denis McQuail, Mark Deuze, (2020), McQuail's Media and Mass Communication Theory 7th Edition, Sage Publications Ltd
- Bryant, J., & Zillmann, D. (Eds.). (2002). *Media effects: Advances in theory and research* (2nd ed.). Lawrence Erlbaum Associates Publishers

- "Streaming, Sharing, Stealing: Big Data and the Future of Entertainment" by Michael D. Smith and Rahul Telang'

Online Resources:

- <https://opengeekslab.com/blog/trends-in-media-and-entertainment-industry/>
 - <https://www.aresearchguide.com/40-media-research-paper-topics.html>
 - <https://helpfulprofessor.com/media-literacy-examples/>
 - <https://aceproject.org/ace-en/topics/me/med/med04/med05/med05e>
 - <https://bizfluent.com/list-6734543-media-communication-tools.html>
 - <https://www.futurelearn.com/info/blog/general/explore-media-industry>
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Vocational Skill Courses on MMC

Class: F.Y.B.A.M.M.C

Semester: I

Number of Lectures Allotted: 30

Course name: Visual Communication

Total Marks: 50

Course code: SIUBAMMC14

Course Credit: 2 points

Course Learning Objectives:

This course will develop the students' ability to:

- Explain the development of Visual Communication.
 - Discuss the theories of Visual Communication.
 - Identify the impact of colours and design in Visual Communication.
 - Demonstrate the tools or channels of Visual Communication from traditional, folk to modern media.
 - Analyse the impact of language and culture in the age of social media under Visual Communication.
-

Course Outcomes:

At the end of the completion of this course the learner will be able to:

1. Discuss the developmental history, need, and importance, process- visible and invisible concepts of Visual Communication.
2. Examine the sensual and perceptual theories of visual communication.
3. Identify the psychological implication of colours, theories of design, and types of layouts under fundamentals of design.
4. Illustrate the visual art medium namely painting, photography, film, television, digital art, comics, animation, dtp, printmaking, folk, performing arts, theatre, sculpture, architecture, video games and web design technologies.
5. Indicate internet, print, interactive media, and devices used in communication design.
6. Analyse the impact of language, culture, audience behaviour, ethics, citizen journalism and visual stereotyping in social media.

Course Contents:

Unit 1: Development Of Visual Communication

(15 lectures)

Introduction to Visual Communication-

- a) History and development of Visuals
- b) Need for and importance of visual communication
- c) Visual Communication as a process and as an expression, Language, and visual communication
- d) Visible concepts
 - Plans and organisational charts
 - Maps
 - Chronologies
- e) Invisible Concepts
 - Generalization Theories
 - Feelings or attitudes

Theories of Visual Communication:

i. Sensual Theories-

- a) Gestalt
- b) Constructivism
- c) Ecological

ii. Perceptual Theories-

- a) Semiotics
- b) Cognitive

Unit 2:

(15 lectures)

Colours and Design in Visual Communication

1. Colour theory
2. Psychological implications of colour
3. Colours and visual pleasure
4. Elements of Design

Mediums Of Visual Arts

Visual Mediums and Technologies-

- a. Painting & Photography
- b. Film & Television
- c. Digital Art, Comics and Animation
- d. DTP, Printmaking
- e. Folk & Performing Arts, Theatre
- f. Sculptures, Architecture
- g. Video Games
- h. UI/UX, Web Design

Language and Culture in the Age of Social Media:

Visual communication in the age of social media-

- a) Ethics
- b) Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)
- c) Audience Behaviour

- d) Citizen Journalism, Going Viral
- e) Visual stereotyping in social media

References: -

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

Internal assessment methodology: -

1. Oral & Practical Presentations
2. Projects / Assignments
3. Debates /Group Discussion
4. Open Book Tests
5. Quiz

Course name: Understanding Indian Society: Structure and Change

Course code: SIUBAMMC15 Course Credit: 2 points

Number of Lectures Allotted: 30 Total Marks: 50

Course Learning Objectives:

- To acquaint the students with the elementary foundations of Sociology
- To establish the relationship between Sociology and Mass Media
- To discuss Mass Media from a sociological perspective
- To understand the need and relevance of Sociology in Mass Media.

Course Outline

Unit 1: Introduction to sociology:

(15 lectures)

- Definition and features
- Sociological imagination
- Sociological perspectives- Functionalist, Conflict, Symbolic Interaction and Feminist perspective.

Society and Social Interaction

Definition of society, features, Types of Society- Rural and Urban, civil society

Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration

Social Institution

- Definition
- Need for social institutions
- Types: Family, Marriage, education, religion, economy, polity, and media

Media with reference to sociology of news

- Definition of news
- Types of news
- News values
- Sociological significance of news

Culture and Media

- Culture: meaning, elements, types, features

- Concepts related to culture (popular culture, sub-culture, ethnocentrism, acculturation, cultural relativism, culture shock, cultural lag)
- Discussion of Core Indian values
- Establish the link between culture and media

Unit 2: Social stratification

(15 lectures)

- Definition
- Segments: caste, class, gender, and age.

Socialization

- Meaning
- Need
- Agencies of socialization with particular reference to Media

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.

Social change and social movements:

- **Social Change** - meaning, factors of social change, impact of social change with special reference to media and communication.
- **Social movements** - Definition, features, types of social movement, elements, stages of social movement, some examples.

Learning Outcomes

- Understand the concept of Sociology and connect it with real time sociological system of the country.
- Relate the current media times in a sociological perspective

SUGGESTED READINGS

Title	Author	Publisher
Principles of Sociology	R.N.Sharma	Media Promoters & Publishers Pvt. Ltd

Sociology	Anthony Giddens	Wiley India Edition
Culture Change in India: Identity and Globalization	Yogesh Sharma	Rawat Publications
Family, Kinship and marriage in India	Edited by Patricia Oberoi	Oxford India Papers
Caste in Modern India and other Essays	M.N.Srinivas	Media Promoters & Publishers Pvt.Ltd
Modernization of Indian Tradition	Yogendra Singh	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
Sociology	Shankar Rao	S. Chand

-----FYBAMMC SEMESTER ONE-----

Course name: Electronic Media
SIUBAMMC21

Alias: EM

Course code:

Course Credit: 4 points

Number of Lectures Allotted: 60

Total Marks: 100

Objectives of the Course:

The course will develop the students' ability to:

1. Express and summarize the history of radio to convergence trends.
2. Compare and justify sound, visuals for both TV and Radio production.
3. Explain and illustrate conceptual framework on radio formats, fiction and non-fiction.
4. Describe and relate different roles of radio and its contribution in the society.
5. Demonstrate, assess and compose production process from pre-production, production and post-production.

Course Outline

Unit 1: 1. Introduction

(15 Lectures)

- a) A Short History of Radio and TV in India and abroad
- b) Introduction to Prasar Bharti
- c) FM radio and community radio
- d) Convergence trends

Introduction to Sound for both TV and Radio

a) Introduction to sound

Types of Sound: Natural, Ambient, Recorded, The Studio Setup, Types of recording- Tape Recording, Digital Recording, Outdoor Recording, Types of Microphones

b) Introduction to Visuals

The Power and Influence of Visuals, The Video-camera: types of shots, camera positions, shot sequences, shot length, Lighting: The importance of lighting, Television setup: The TV studio, difference between Studio and on-location shoots

c) Electronic News Gathering (ENG)

Single camera, two men crew

d) Electronic Field Production

Single camera set up, Multi-camera set up, Live show production

Introduction to Formats (Fiction and non-fiction)

a) Introduction to Radio Formats

News – Documentary, Feature, Talk Show, Music shows, Radio Drama, Radio interviews, Sports broadcasting

b) Introduction to television format

News- Documentary, Feature, Talk Shows, TV serials and soaps, Introduction to web series, Docudrama, Sports, Reality, Animation, Web series

Unit 2: Different Roles and contributions in the society

(15 Lectures)

- a) Community Radio-role and importance
- b) Contribution of All India Radio
- c) The Satellite and Direct to Home challenge
- d) Trends in Electronic Media

Introduction to Production process

- a) Pre- Production
Script, Story Board, Camera plot, Lightning plot
- b) Production
Camera angle, Scene, Shot, Sequence, Log keeping
- c) Post Production
Linear editing, Non -linear editing, Library shot, Library sound, Dubbing

Unit 3: Evolution and growth of Radio and Television

(15 Lectures)

- a. Evolution and growth of Radio:
 - Satellite Radio – The Evolution and Growth
 - AIR and Community Radio- Developmental and Educational Role
 - Internet Radio and Private FM Channels broadcast on Internet.
- b. Evolution and growth of Television
 - Evolution and growth of Private and Satellite channels:
 - Growth of Private International, National and Regional TV Networks and fierce.
 - Competition for ratings.

- Satellite television broadcast-Television channels for niche audiences —entertainment, news, sports, science, health and lifestyle. HDTV telecast
- Proliferation of DTH services:

Regional channels

- Rise of regional channels and Importance of Regional Channels in India and Globally
- Trends in regional radio and Television channels.

Unit 4. News and other nonfictional formats

(15 Lectures)

- TRP: Breaking news on television and the TRP race:
- Panel discussions: How panel discussions can make the public opinion
- Interviews: Radio and Television Interview techniques
- Anchoring: Qualities of a good anchor, Voice modulation
- Radio Jockey: Understanding your audience first, Voice modulation, Clear Diction, Accurate, Pronunciation

Writing for Broadcast Media-(Radio and Television)

- Preparation of Audio and Video briefs: Idea generation, Scripting, Story board
- Scripting: Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV.
- Ethics: Ethics including Censorship in presentation of News. Code of conduct, Fact checking

Current and Emerging Trends in Electronic media

- '24/7 news broadcast: Features, Audience effectiveness, advertisements and Dumbing down of News.
- Convergence and Multi- media: Use of Facebook and Twitter handles by Radio and TV channels, Internet TV/ Radio, Mobile TV/Radio.
- Emerging Trends: Mobile Technology, Social Media, and Web: e.g.-Hotstar, Voot, Sony Live.
- Digital storytelling/Features: Story idea, Development and Presentation, Web series

Suggested Internal Evaluation Methodology:

1. Presenting, shooting and editing of news bulletin.
2. Scripting and shooting for any fictional programme.
3. Making a docudrama
4. Writing and recording of radio talk show
5. A visit to a Radio or Television station
6. Listening and recording news for TV and Radio
7. Shooting an interview for a Television channel
8. Recording a chat show for a radio channel

Reference Books:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block

6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

Learning Outcome:

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

1. Write and discuss the history of Radio and television with Prasar Bharti and other Convergence trends.
2. Categorize the types of sound recording, visuals, shots, lightings and compare studio and on location shoots.
3. Investigate electronic news gathering with camera and crew.
4. Demonstrate and debate on fiction and non-fiction radio formats of news, shows, documentary, drama, interviews and sports broadcasting.
5. Classify various television formats ranging from documentary, serials, web series, sports, reality and animation.
6. Compare and discuss the roles and contribution of community radio, AIR, DTC.
7. Compose and synthesize script, sequence, sounds, under pre-production, production, and post-production process.

Course code: SIUAMMCM21 Course name: Human Resource Management

Course Credit: 4 points Number of Lectures Allotted: 60 Total Marks: 100[40+60]

Course Objectives:

The student will be able to:

- Understand the relevance of human resource management and planning
- Discuss the human resource development
- Examine employee engagement and compensation management
- Describe the HR in changing environment

Course Outline

Unit1: 1 Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management Human Resource Planning- Concept Steps in Human Resource planning

Job Analysis-Concept, Components, Job design- Concept, Techniques Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E-selection
(15 Lectures)

Unit :2 Human Resource Development Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal- Concept, Importance Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.

(15 Lectures)

Unit 3:Employee Engagement and Compensation Management,Types,rewards ,benefits and Employee Relations Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Health & Safety Measures.

(15 Lectures)

Unit 4: Trends In Human Resource Management HR in changing environment: Competencies-concept, classification learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. Trends in Human Resource Management,

Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping
(15 Lectures)

Reference Text

1. Human Resource Management – P.Subba Rao
2. Personnel Management – C.B. Mammoria
3. Dessler: Human Resource Management(Prentice Hall India)
4. Personnel/Human Resource Management: DeCenzo & Robbins (Prentice Hall India) 5. D. K. Bhattacharya: Human Resource Management (Excel)
6. VSP Rao – Human Resource Management(Excel)
7. Gomez: Managing Human Resource (Prentice Hall India)
8. Human Resource Management – Dr P Jyothi and Dr D.N Venkatesh – Oxford Publications

Course Learning Outcomes:

The student will develop ability to:

- Comprehend the significance of human resource management and planning
- Explain the human resource development
- Study employee engagement and compensation management
- Define the HR in shifting environment

Subject 3: General/Open Elective [OE]

Class: F.Y.B.A.M.M.C Semester: II

Course code: SIUBAMMC 23

Course Credit: 4 points

Number of Lectures Allotted: 60

Total Marks: 100 [50+50]

Course name: Understanding Cinema

Alias: UC

Course Outline

Module 1:

(15 Lectures)

- Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.
- Popular Hindi commercial films (Bollywood): past to present, economic contribution of cinema, convergence of art and commercial, genre in present (romcom, thriller, biographic, action, musical etc.)
- The contemporary era, from celluloid to digital (1990-1999), the digital explosion (2000 onwards), media convergence and film viewing culture.

Module 2:

(10 Lectures)

- Introduction to the genres, understanding diverse film genres, with a special mention to Italian neorealism, French new wave.
- Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newsreels, Public Service Ads and others.

Module 3: Film Culture

(5 Lectures)

- a. Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, the DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc.
- b. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad
- c. Film Awards: Nature and Types of Film Awards. Major Film Awards in India and Abroad.

Module 4:

(30 Lectures)

- Basic Introduction to the TECHNOLOGY used in Cinema; Introduction to few important TECHNIQUES employed by different film makers; Introduction to the BUSINESS with prevailing practices in the production and marketing of films. The contribution and the role of Digital technologies in Modern Filmmaking process.
- **Filmmaking**
Film Production to Film Exhibition

- Aspects of Production Systems: Financial, Administrative and Creative.
- Stages of Filmmaking -1: Pre-Production
- Stages of Filmmaking -2: Actual Production
- Stages of Filmmaking -2: Post-Production
- Film and Censorship.
- ROI Systems in Film Industry (Distribution, Promotion, Marketing, Branding, Internet)

Suggested Internal Evaluation Methodology:

- Film Screening and discussion and writing of movie reviews
- Making of short films/documentaries/commercial shots
- Visit to film festival/award functions
- Plan to visit theatres for cinemascope

Teaching Methodology and Objective:

1. This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
 - a. From A Personal Point of View
 - b. From A Social Point of View
 - c. From A Business Point of View (in context of Box Office Success)
2. The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)
3. The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.
4. Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.
5. The students should study cinema by watching through an open-ended list of movies. (Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)
6. The teacher must briefly address diverse films in the course of their lecture (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms - to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

Suggestive Screenings:

Documentaries: on Famous Film makers – K. Balachander. K. Vishwanath
 Film Screening: regional to dub.
 Web series: Korean to Turkish

Vocational Skill Course on MMC

Class: F.Y.B.A.M.M.C

Semester: II

Number of Lectures Allotted: 30

Course name: Content Writing

Marks: 50

Course code: SIUBAMMC23

Course Credit: 2 points

Course Learning Objectives:

This course will develop the students' ability to:

- Recall the foundation of grammar, vocabulary, common errors, usage of phrases and idioms.
 - Demonstrate editing skills in words, sentences and story.
 - Recognise the basics of writing techniques and tips.
 - Demonstrate presentation tools, search technique and checks.
 - Examine the importance of writing for the web and copy writing for print and social media.
-

Course Outcomes:

At the end of the completion of this course the learner will be able to:

1. Restate the grammar, vocabulary, common errors, creative phrases in English usage and writing structure.
2. Illustrate editing skills through editing redundant words, captions, headlines and copy in writing.
3. Rewrite the use of writing for news tickers, social media post, briefs, snippets, captions and headlines.
4. Evaluate the use of power point presentation, advance search techniques and conduct plagiarism checks.
5. Explain the importance of content, writing for print and social media with reference to usage of SEOs and Ad campaigns.

Course Syllabus

2. Foundation:

(15 lectures)

- a) Grammar Refresher-
With special emphasis on use of punctuations, prepositions, capital letters and lower case, figures of speech
- b) Vocabulary building -
Meaning, usage of words, acronyms, antonyms, synonyms, connectors, misspelt words
- c) Common errors -
Homophones and common errors in English usage, identifying common mistakes
- d) Essentials of good writing -
With emphasis on writing with clarity, logic and structure and connectors

3. Editing Skills:

- a) Redundant words
Identifying redundant words and phrases and eliminating these.
- b) Editing sentences - Editing
redundant words/ phases and replacing wrong words/ punctuation/ grammatical error
- c) Editing captions-
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error
- d) Editing headlines-
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error

- e) Editing copy -
Structuring a story, creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error, proof reading symbols

4. Writing Tips and Techniques:

- a) Writing tickers/ scrolls-
For television new
- b) Writing social media post -
Twitter and for other social networks
- c) Writing briefs/snippets -
News briefs, Lifestyle, and entertainment snippets
- d) Caption writing-
Picture stories, photo story, click-a-tale.
- e) Writing headlines-
News headlines and feature headlines

Unit2: Presentation Tools And Techniques:

(15 lectures)

- a) Power Point Presentation-
Use of Power Point tools
Power Point to Pdf
Power Point to self-animated presentation
Auto timing of Power Point presentation
- b) Info graphic-
Colour selection
Use of clip art
Use of Power Point smart tools
Minimalist animation for maximum impact
- c) Three-minute presentation-
Content for single slide
Uses of phrases
Effective word selection
Effective presentation
- d) Google Advance search-
How to select relevant information
Locating authentic information
How to gather information for domestic and international websites
- e) Plagiarism-
How to do a plagiarism check
Paraphrasing
Citation and referencing style

Writing for the Web:

- a) Content is King-
Importance of content, tools, tips.
- b) Less is more -
Writing for print media/ social media like Twitter, etc
- c) Copy writing -
Ad campaigns (creative, witty and attractive), writing appeals, posters, leaflet
- d) Real time content -
Difference in writing for print vs digital
- e) Keywords-
Designing keywords for Search Engine Optimization

References: -

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. Handbook of Rhetorical Devices by Robert A Harris

Internal assessment methodology: -

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

Project/Assignment:

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

Class: F.Y.B.A.M.M.C

Semester: II

Skill Enhancement Course

Course name: Understanding Media Representation: Gender and Culture

Course code: SIUBAMMC25

Course Credit: 2 points

Total Marks: 50

Number of Lectures Allotted: 30

Course Learning Objectives:

This course will develop the students' ability to:

- Introduce the evolution, need, concepts and theories of cultural studies.
 - Discuss the construction, commodification, impact and recent trends in culture and media.
 - Recognise the role and influence of media with reference to gender and media culture.
 - Identify and investigate the global, local, consumer and the recent trends under globalisation and media culture.
-

Course Outcomes:

At the end of the completion of this course the learner will be able to:

1. Describe the evolution, features, need, concept and theories under cultural studies and their relevance in media.
2. Explain the construction of the culture, media commodification, impact of media on the societal culture with the trends in cultural consumption.
3. Discover the influence and role of media in the social construction of gender issues for women empowerment: as movements of change in gender equality.
4. Examine the issues involved in local, consumer and media culture with media imperialism in the era of globalisation.
5. Classify the trends and challenges in digital media culture, global culture from global to local.

Course Outline:

Unit 1: Introduction to Cultural Studies:

Evolution, Need, Concepts And Theories -

(15 lectures)

Evolution, features of cultural studies, Need and significance of cultural studies and media

Concepts related to culture-

Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media

Theories:

- Stuart Hall : encoding and decoding, Circuit of culture
- John Fiske: culture and industry
- Feminism and Post feminism
- Techno culture and risk – Ulrich Beck

Culture and Media:

(15 lectures)

- a) Construction, Commodification, Impact and Recent Trends
- b) Construction of culture- social, economic, political, religion and technology
- c) Culture, industry, and media- commodification, memes, representation, articulation, popular culture, power, cyber culture
- d) Media and its impact on the cultural aspect of the society.
- e) Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,
- f) Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.

Unit 2: Gender and Media Culture:

Role and Influence of Media -

- a) The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)
- b) Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women: Movements of change
- c) Gender equality and media: Understanding Gender Identity and Challenges: Trans People in the Society/Workplace.
- d) Hegemonic masculinity in media
- e) Gender issues in news media (TV, radio, newspapers & online news)

Globalisation and Media Culture:

Global, Local, Consumer and The Recent Trends -

- a) Media imperialism
- b) Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender
- c) Consumer culture and media in the era of globalisation.
- d) Digital Media culture: Recent trends and challenges
- e) Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power.

A. References:

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- Identity and Globalisation – Yogendra Singh
5. Indian Media in a Globalised World- Maya Ranganathan Usha M. Rodrigues
6. Media Gender and Popular Culture in India- Tracking Change and Continuity – Sanjukthe- Dasgupta

B. Internal assessment methodology:

1. Continuous Assignments
2. Oral & Practical Presentations
3. Group/Individual Projects
4. Class Test
5. Open Book Test
6. Group Interactions
7. Quiz

