College of Arts, Science & Commerce (Autonomous)

SIES

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: 2022-2023

Choice Based Credit System
Syllabus approved by
Board of Studies in B.A.M.M.C with effect from 16th July, 2022

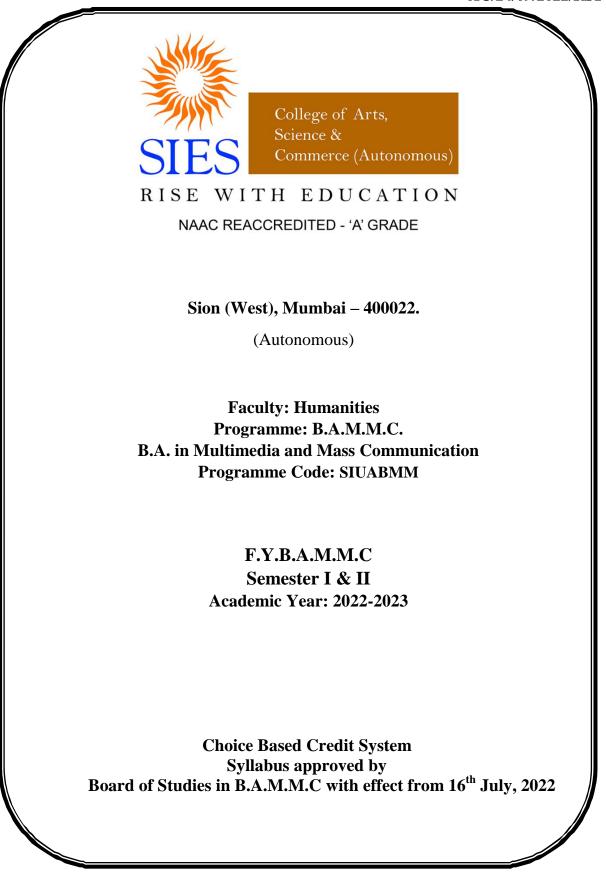**SIES COLLEGE of Arts, Science and Commerce**
(Autonomous) Sion West
Department of Mass Media
SIUA3: Programme: B.A.M.M.M.C
Bachelor of Arts in Multimedia and Mass Communication
(A three-year integrated undergraduate degree programme under Humanities)
Programme Outcomes and Programme Specific Outcomes
Academic session: June, 2022 - May, 2023

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 fulfil 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.		
	POs	**PO Statements**
	COGNITIVE LEVEL	
Domain Dependent (POs 1-5)	*PO1 Solving Complex Problem*	Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.
	PO2 Critical Thinking	Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.
	PO3 Reasoning ability and Rational thinking	Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promote community welfare.
	SKILL LEVEL	
	PO4 Research skill	Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.
	PO5 Effective Communication skill	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 Social Interactive Skills and team work*	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.
	ATTITUDE LEVEL	
	PO7 Ethical values	Recognize and respect different value systems with a commitment to fulfil one's own professional duties and responsibilities.
	PO8 Self-directed Learning	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.
	PO9 Sensitization	Create an ecological consciousness to develop a sustainable culture for a

	towards Environment and Sustainability	sustainable future.
	PO10 Gender Sensitization	Analyze coherent understanding of human rights from multi- disciplinary perspectives.
	PO11 Civic Engagement	Express empathetic social concern in pro-active ways to engage with civic and governance issues.

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 2022-23

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:	16/40 Marks
B. Term End External Theory Examination:	24/60 marks
Total Marks:	40/100 marks

A. Internal Assessment: 40 Marks

Serial Number	Marks distribution	Components
1.	8/20	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:
o Section 1: *30 questions of 1 mark each* = 30 marks
o 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

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Class: F.Y.B.A.M.M.C   **Semester: I**   Number of Lectures Allotted: 48

Course name: Effective Communication–I   Marks: 100

Course code: SIUBAMMC11   Course Credit: 3 points

Course Learning Objectives:

This course will develop the students' ability to:
- Describe the concepts and basics of communication in media.
- Examine the types of oral and written communication in media.
- Enhance listening skills at individual and organisational level.
- Recognizing the types of reading, various aspects of language with its grammar and usage related to media.
- Demonstrate types of thinking and presentation skills in media communication.
- Describe the relevance of translation and interpretation in media and information technology.

Course Outcomes:

At the end of the completion of this course the learner will be able to:
1. Recall the process, importance, barriers and measures to overcome the barriers to communication in technical and general communication in media.
2. Examine the advantages and significance of verbal, non-verbal and written communication in media and demonstrate oral communication from anchoring, interview, public speaking, plays to debates related platform in media.
3. Explain the process, types, purpose of listening with barriers and measures to improve them and listening as an important skill in workplace.
4. Demonstrate skimming and scanning reading under newspaper, magazine, radio bulletin, TV, features and documentary, ad copy, press release in English, Hindi or Marathi.
5. Recognizing aspects of language, usage of grammatical structure, spellings, voice, idioms, phrases, figures of speech, homophones, homonyms, tense and clauses and media vocabulary.
6. Examine the types of thinking, errors in thinking with steps in making and delivering a presentation.
7. Explain the concept, need, importance, challenges in translation and the translator's role, qualities with the difference between the interpretation and translation.

Course Contents:

1. Introduction to Communication:
   a) 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.

b) Types of Communication-
Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication, objectives, and essentials of effective written communication; Significance of Non-verbal Communication.
Mechanization of Communication

c) Oral communication and media-
Anchoring, Voice Modulation, Interview, Public Speaking, Skits/ Plays, Panel Discussions, Voice Over, Elocution, Debates and Group Discussion.

d) 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 at Workplace.

2. Reading -English, Hindi, or Marathi:

a) 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 spellings.

b) Various aspects of Language-
Recognizing various aspects of language particularly related to media, Vocabulary 100 media words.

c) Grammar & Usage-
Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms, Phrases, proper usage of homophones, homonyms etc.

3. Thinking and Presentation:

a) Thinking-
Types of thinking (rational, logical, critical, lateral etc.) Errors in thinking, Partialism, Time scale, Egocentricity Prejudices, Adversary Thinking.

b) Presentation-
Presentation, its importance, Steps in Making a Presentation; Delivering a Presentation.

4. Translation:

a) Introduction To Translation-
Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation.

b) Interpretation-
Interpretation: Meaning, Difference between Interpretation and Translation.

c) Role of a translator-
Translator and his role in media, Qualities and skills, Importance of translator, Challenges faced by a translator.

References:
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

Internal Assessment Methodology: -
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

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: I   Number of Lectures Allotted: 48

Course name: Foundation Course-I   Marks: 100

Course code: SIUBAMMC12   Course Credit: 2 points

Course Learning Objectives:

This course will develop the students' ability to:

- Enumerate the concept of multi-cultural diversity of Indian society
- Discuss the concepts of disparity as arising out of stratification and inequality.
- Examine the concept of disparity due to caste system, conflicts, regionalism and linguistic differences.
- Explain the philosophy of Indian constitution with structure, duties, and features strengthening the social fabric of Indian Society.
- Analyse the significant aspects and implications of political processes in Indian politics, government and women in politics.
- Assessing the growing social problems in India and their impact on youth, elders, and women in society.

Course Outcomes:

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

1. Enumerate the multi-cultural diversity of Indian society through its demographic composition and concept of linguistic diversity in the Indian situation.
2. Discuss the concept of disparity as arising out of stratification and inequality of gender portrayal of women in media, issues of people with disabilities.
3. Examine the inequalities due to caste system, intergroup conflicts, regionalism, and linguistic differences.
4. Explain the philosophy of Indian Constitution with structure, preamble, schedules, duties, values, and features in strengthening the social fabric of Indian society and Judicial Activism.
5. Analyse the party system in Indian politics, local self-government, amendments, implications for inclusive politics with the role and significance of women in politics.
6. Assess the growing social problems, challenges and implications on youth, elders, child labour, abuse, and trafficking of women.

Course Contents:

Unit 1: **Overview of Indian Society:**   (06 lectures)
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.

Unit 2: **Concept of Disparity - 1:**   (08 lectures)

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.

Unit 3: **Concept of Disparity - 2:** (08 lectures)
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.

Unit 4: **The Indian Constitution:** (08 lectures)
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, Judicial Activism**.**

Unit 5: **Significant Aspects of Political Processes:** (08 lectures)
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.

Unit 6: **Growing Social Problems in India:** (10 Lectures)
    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

References:
- Foundation Course by Bina Sarkar; Himalaya Publishing House
- Foundation Course by Vipan Sharma; Himalaya Publishing House

Internal Assessment Methodology: -
1. Project/Assignment
2. Debate & Group discussion/ Presentation

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: I   Number of Lectures Allotted: 48

Course name: Visual Communication   Marks: 100

Course code: SIUBAMMC13   Course Credit: 4 points

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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.

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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   (10 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

Unit 2: Theories of Visual Communication:

i. <u>Sensual Theories</u>**-**   **(10 lectures)**
    a) Gestalt
    b) Constructivism
    c) Ecological

ii. <u>Perceptual Theories-</u>
    a) Semitics
    b) Cognitive

Unit 3: IMPACT OF COLORS   **(08 lectures)**

Colors and Design in Visual Communication

1. Color theory
2. Psychological implications of color
3. Colors and visual pleasure
4. Elements of Design

Unit 4: Mediums Of Visual Arts   **(12 lectures)**

    <u>Visual Mediums and Technologies-</u>
      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

Unit 5: Language and Culture in the Age of Social Media:

                                              (08 lectures)

    <u>Visual communication in the age of social media-</u>
    a) Ethics
    b) Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)
    c) Audience Behavior
    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

Department of Mass Media

3. Debates /Group Discussion
4. Open Book Tests
5. Quiz

Class: F.Y.B.A.M.M.C   Semester: I   Number of Lectures Allotted: 48

Course name: Fundamentals of Mass Communication   Marks: 100

Course code: SIUBAMMC14   Course Credit: 4 points

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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: (12 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: Gerbner'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: (8 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: (10 lectures)
a) Traditional & Folk Media
b) Print: Books, Newspapers, Magazines
c) Broadcast: Television, Radio
d) Films
e) Internet and PR

Unit 4: Impact of Mass Media on Society: (10 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 behaviour
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.

Unit 5: The New Media and media convergence: (8 lectures)
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

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 & 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.

B. **Internal assessment methodology:**
   1. Oral & Practical Presentations
   2. Projects / Assignments
   3. Debates /Group Discussion
   4. Open Book Tests
   5. Quiz

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: I   Number of Lectures Allotted: 48

Course name: Current Affairs   Marks: 100

Course code: SIUBAMMC15   Course Credit: 4 points

Course Learning Objectives:

This course will develop the students' ability to:
1. Identify the current national stories on latest developments in various fields.
2. Examine the portfolios and projects in the ministry of Indian Government and Polity.
3. Discuss the issues, role and structure of international bodies or organisation.
4. Discuss political parties, leaders, projects and latest news at the state level of importance.
5. Introduce the latest developments in technology in media industry.

Course Outcomes:

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

1. Describe political stories, political stories, political leaders' profile, dominating economic, political, environmental, current news -positive, negative, crisis, stories of national importance.

2. Examine the portfolios of projects, government bodies, and ministries of Government of India and policies of Central Government with issues in various sector.

3. Review latest communal tensions and update on the current situation with the background and the players.

4. Discuss the structure, role, issues engaged in Security Council, UNO and conflicts or issues of international importance in war, terrorism, and diplomacy.

5. Debate on the political leaders and parties reach, challenges with the news related to calamities, burning issues, projects, political dynamics of Maharashtra and Centre.

6. Classify the changing patterns in business, and technology namely mobile applications, artificial intelligence, virtual reality, augmented reality, and content automation tools in digital gaming industry in India.

Course Contents:

Unit 1: Current National stories: positive, negative, crises   (10 lectures)
   a) Three political stories of national importance.
   b) Political leaders: news makers of the season
      (Brief profile of any three)
   c) One dominating economic /business news
   d) One dominating environment news stories
   e) One story of current importance from any other genre.
   f) Media and hidden political agenda; Burning issues related to social, religious, economic, political problems

Unit 2: Policy and Governance: (8 lectures)
   a) Ministries of Government of India
      Autonomous government bodies
   b) Ministry of Home Affairs

Enforcement Organizations
Internal Security
Police
c) Communal tensions
Review of latest episodes of communal tensions
d) The tensions in J&K
Background, Political players
Update on the current situation
e) Review of any three Central Government projects and policies
f) Major issues and debates in Parliament with reference to education, health, sanitation, infrastructure, economic growth etc.

Unit 3: International Affairs: **(10 lectures)**
a) Security Council
Structure and role
b) Issues that currently engage the SC
c) Role of United Nations, General Assembly, Other main organs of the UNO
d) Issues that currently engage the UNO
e) Four conflicts/ issues of international importance
f) India and its neighbours with international events and relations; War, Terrorism, And Diplomacy

Unit 4: Maharashtra Issues: **(10 lectures)**
a) Political parties reach and challenges, political leaders
b) An update on the current political dynamics of Maharashtra
c) News relating to the marginalized and displaced tribes
d) The latest news on floods and drought, unemployment, health issues, etc.
e) Update two ongoing state projects
f) Centre and state relationship federal and unitary

Unit 5: Technology: **(10 lectures)**
a)   Mobile Application for Journalists-

Mobile apps help in content creation
Examples of Mobile apps used by journalists worldwide
b) Artificial Intelligence & Content Automation Tools -
Introduction to AI and data science
Introduction to Content Automation tools
Examples of content automation tools in content creation
c) 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
d) Digital Gaming Industry -
Introduction to Digital Gaming Industry
e) Digital gaming in India -
Overview of Indian digital gaming
f) IT Trends

Changing patterns in corporate/Business/Service sector

References: -
1. Manorma Yearbook published by Malayalam Manorma
2. Competition Success Review
3. Competition Master
4. Yogana 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-dollar
10. 70 years in Indian politics and policy-https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6

Internal assessment methodology: -
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.

Project/Assignment:
1. Quiz on current affairs-
This is an interesting way of engaging learners with news and personalities making news.
2. Group Discussion on burning issues-
Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
3. Group presentations on any one current issue-
This also gives the learners an opportunity to address the issues that come up in a teamwork and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,

NOTE: It is recommended that 15 minutes of each lecture is devoted to reading/discussing the major news stories of the day shall be mandatory in every lecture.

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: I   Number of Lectures Allotted: 48

Course name: History of Media   Marks: 100

Course code: SIUBAMMC16   Course Credit: 4 points

Course Learning Objectives:
This course will develop the students' ability to:
1. Describe the evolution of Press in India.
2. Discuss the history of Indian Language Press in India.
3. Explain the Genesis of documentaries and short films with the history and origin of Hindi cinema to the World cinema.
4. Infer the beginning of radio and television broadcasting as mass media in India.
5. Evaluate the role of media icons in the history of Indian Media

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Course Outcomes:
At the end of the completion of this course the learner will be able to:
1. Describe the rise of newspaper and role of Media and Press in freedom struggle and emergency period of India.
2. Discuss the rise of Hindi language newspaper, regional press and its popularity in various regions with Vernacular Press Act, 1876.
3. Explain the history, role, genesis of short films, documentaries, Hindi cinema from origin till today with YouTube and WhatsApp applications.
4. Infer the history of Radio and Television Broadcasting from Satellite to Privatisation and advertising in India to Internet Protocol Television.
5. Evaluate the role of media icons in the history of Indian Media from Raja Ram Mohan Roy to Maulana Azad.

Course Contents:
INTRODUCTION:
1. <u>Evolution of Press in India</u> -   **(10 lectures)**
   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,
      Newspapers – a social aspect for freedom struggle, PRESS ACTS of India
   d) Press during the Emergency Period

LANGUAGE PRESS:
2. <u>History of Indian Language Press in India</u> -   **(10 lectures)**
   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

DOCUMENTARIES & FILMS:
3. <u>History of Documentaries and Films-</u>   **(10 lectures)**
   a)   Genesis of documentaries and short films, (screening of few documentaries is

essential- like *Hindustan Hamara, Zalzala, The Vanishing Tribe*)
b) Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan,
c) Evolution of film making in India -brief history, Photography to moving films
d) Origin of Hindi cinema
e) Origin of Short films to what it is today, role of you tube and WhatsApp
f) Great masters of world cinema

BROADCASTING:
4. <u>History of Radio and Television in India</u>**-** **(10 lectures)**
a) Radio & Television as Mass Media
b) Radio and Television Broadcasting
c) The beginning of Radio and Television Shows
- A New Era in Broadcasting in India
- Satellite Television & Privatization in Broadcasting
- Advertising in India
d) Internet Protocol Television

MEDIA ICONS:
5. <u>Role of Media Icons in the history of Indian Media</u> **-** **(08 lectures)**
a) Raja Rammohan Roy
b) Bal GangadharTilak
c) M.K.Gandhi
d) B.R. Ambedkar
e) KP Kesava Menon
f) K.C MammenMapillai
g) Maulana Abdul Kalam Azad

Reference: -
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 Philipose
4. Indian News Media: from observer to participant by Usha M. Rodrigues & Maya Ranganathan
5. Documentary Films And Indian Awaken 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 Communication in History: Stone Age Symbols to Social Media by David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)

Internal assessment methodology: -
a) Projects/ Assignments
b) Oral & Practical Presentations
c) Group Interactions
d) Debates & Discussions

    e) Quiz

    (Screening of Short Films and Documentaries are to be done in the classroom with history being discussed)

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

Class: F.Y.B.A.M.M.C   Semester: II   Number of Lectures Allotted: 48

Course name: Effective Communication – II   Marks: 100

Course code: SIUBAMMC21   Course Credit: 3 points

Course Learning Objectives:

This course will develop the students' ability to:

- Outline the basics and format of various types of general and news report under report writing.
- Review organizational writing skill in English, Hindi or Marathi for communicating with internal and stakeholders.
- Write for publicity materials in English, Hindi or Marathi.
- Illustrate principles of Editing, Coherence and cohesion in newspaper and magazine editing.
- Evaluate the use of paraphrase, plagiarism, translation and summarization of content brief in communication.
- Interpret graphs, maps, charts on technical data.

Course Outcomes:

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

8. Write general reports, types of news report, press release, letters to editors and consumer grievance letters.
9. Review email, letters, circulars for internal and stakeholders' communication under organisational writing.
10. Compose publicity material for print and radio in English, Hindi or Marathi from Headline to Spot.
11. Illustrate newspaper and magazine editing and write synopsis, abstracts and précis writing.
12. Evaluate the use of paraphrasing in plagiarism, translation in communication and summarisation of content.
13. Infer graphs, maps, and charts related content based on the technical data.

Course Contents:

1. **Writing: Media of written communication**
   a) Report writing-
   Report Writing (English, Hindi, or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report

b) Organizational communication and 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.
7Cs by Francis Bergin of successful communication

c) Writing for Publicity materials
Writing for Publicity materials (English, Hindi, or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot

2. **Editing:**
a) 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, newspaper editing and magazine editing.

3. **Paraphrasing and Summarizing:**
a) Paraphrasing-
Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, Translation

b) Summarization-
Summarizing content, the points and sub- points and the logical connection between the points

4. **Interpretation of technical data:**
a) Interpret technical data-
Read graphs, maps, charts, Write content based on the data provided.

References: -
- 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

Internal assessment methodology: -
   Project/Assignment

b) Clipping files on various current topics.
c) Publish letters to editors in news media.
d) Reporting of college events.

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: II   Number of Lectures Allotted: 48

Course name: Foundation Course-II   Marks: 100

Course code: SIUBAMMC22   Course Credit: 2 points

Course Learning Objectives:

This course will develop the students' ability to:
- Describe the concepts of growth in Liberalisation, Privatisation and Globalisation in Indian Society.
- Discuss the origin and evolution of concepts of Human rights with reference to fundamental rights.
- Examine the importance of environment studies in the current developmental context.
- Identify the causes of stress and conflicts in individual and society.
- Classify the types of conflicts and managing stress in Contemporary society.
- Enumerate contemporary societal challenges in a globalised world.

Course Outcomes:

At the end of the completion of this course the learner will be able to:
1. Explain the concept of Liberalisation, Privatisation and Globalisation, and its impact on everyday life and industry.
2. State the concept of human rights, UDHR and fundamental rights stated in the constitution.
3. Infer the importance of environment, ecology, its degradation, and sustainable development under environmental studies.
4. Examine the cause of stress, conflict in individuals and society and significance of values and ethics in society.
5. Analyse the coping mechanisms and strategies for managing stress and conflicts for peace and harmony in contemporary society.
6. Identify the contemporary societal problems namely urbanisation, lifestyle, agrarian distress, and youth related challenges.

Course Contents:

1. **Globalisation and Indian Society:**   (06 lectures)
   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.

2. **Human Rights :**   (08 lectures)
   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.

3. **Ecology**: **(08 lectures)**
   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; Wildlife (Protection) Act,1972, Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment

4. **Understanding Stress and Conflict:** **(08 lectures)**
   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.

5. **Managing Stress and Conflict in Contemporary Society :** **(08 lectures)**
   Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.

6. **Contemporary Societal Challenges:** **(10 lectures)**
   a. Increasing urbanization, problems of housing, health and sanitation.
   b. Changing lifestyles and impact on culture in a globalized 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.

References: -
Foundation Course by Bina Sarkar; Himalaya Publishing House

Internal assessment methodology:

6. Oral & Practical Presentations
7. Projects / Assignments
8. Debates /Group Discussion
9. Open Book Tests
10. Quiz

Department of Mass Media

Class: F.Y.B.A.M.M.C　　　　Semester: II　　　　Number of Lectures Allotted: 60

Course name: Content Writing　　　　Marks: 100

Course code: SIUBAMMC23　　　　Course Credit: 4 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:**　　　　　　　　　　　　　　　　　**(12 lectures)**
   a) <u>Grammar Refresher</u>-　　　　　　　　　　　　　　　　(4)
   With special emphasis on use of punctuations, prepositions, capital letters and lower case, figures of speech
   b) <u>Vocabulary building</u> -　　　　　　　　　　　　　　(3)
   Meaning, usage of words, acronyms, antonyms, synonyms, connectors, misspelt words
   c) <u>Common errors</u> -　　　　　　　　　　　　　　　　(2)
   Homophones and common errors in English usage, identifying common mistakes
   d) <u>Essentials of good writing</u> -　　　　　　　　　　　(3)
   With emphasis on writing with clarity, logic and structure and connectors
   The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment
   Create critical thinking skills and behaviours

3. **Editing Skills:**　　　　　　　　　　　　　　　　　**(12 lectures)**
   a) <u>Redundant words</u>　　　　　　　　　　　　　　　　(1)

Identifying redundant words and phrases and eliminating these.

    b) <u>Editing sentences</u> -   (2)
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error

    c) <u>Editing captions</u>-   (2)
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error

    d) <u>Editing headlines</u>-   (3)
Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical error

    e) <u>Editing copy</u> -   (4)
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: **(12 lectures)**
    a) <u>Writing tickers/ scrolls</u>-   (2)
For television new

    b) <u>Writing social media post</u> -   (2)
Twitter and for other social networks

    c) <u>Writing briefs/snippets</u> -   (3)
News briefs, Lifestyle, and entertainment snippets

    d) <u>Caption writing</u>-   (3)
Picture stories, photo story, click-a-tale.

    e) <u>Writing headlines</u>-   (2)
News headlines and feature headlines

5. Presentation Tools And Techniques: **(12 lectures)**
a) <u>Power Point Presentation</u>-   (2)
Use of Power Point tools
Power Point to Pdf
Power Point to self-animated presentation
Auto timing of Power Point presentation

b) <u>Info graphic</u>-   (2)
Colour selection
Use of clip art
Use of Power Point smart tools
Minimalist animation for maximum impact

c) <u>Three-minute presentation</u>-   (3)
Content for single slide
Uses of phrases
Effective word selection
Effective presentation

d) <u>Google Advance search</u>-   (2)
How to select relevant information
Locating authentic information
How to gather information for domestic and international websites

e) <u>Plagiarism</u>-   (3)
How to do a plagiarism check
Paraphrasing
Citation and referencing style

6. Writing for the Web :   **(12 lectures)**
   a) Content is King-   (2)
       Importance of content, tools, tips.
   b) Less is more -   (2)
       Writing for print media/ social media like Twitter, etc
   c) Copy writing -   (4)
       Ad campaigns (creative, witty and attractive), writing appeals, posters, leaflet
   d) Real time content -   (2)
       Difference in writing for print vs digital
   e) Keywords-   (2)
       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

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: II   Number of Lectures Allotted: 60

Course name: Introduction to Advertising   Marks: 100

Course code: SIUBAMMC24   Course Credit: 4 points

Course Learning Objectives:

This course will develop the students' ability to:

- Introduce and impart the basic concepts of marketing to advertising from evolution to the theories.
- Explain integrated marketing communication with its role, process, and its tools under advertising.
- Illustrate the use of creativity, its process, strategies, and role of different elements of copy in advertising.
- Outline the types of advertising agency department, careers, and latest trends in advertising.

Course Outcomes:

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

1. Explain the fundamentals of marketing, scope, environment, forms, marketing mix and product life cycle.
2. Articulate the evolution, important types, ethics, and impact of advertising with the theories under introduction to advertising.
3. Explain the role, communication process of integrated marketing communication and different tools namely print, broadcast, PR, and sales promotion with direct marketing.
4. Demonstrate the use of creativity in advertising from process, strategy, appeals to the elements of copy in creating a storyboard.
5. Examine the types of advertising agency and various departments in an agency with latest trends namely rural to mobile advertising.

Course Contents:

1. **Fundamentals of Marketing (as a Bridge Course component)   (12 lectures)**
   Meaning, scope, importance of Marketing, Core concepts, Customer value-utilities in marketing, Marketing Environment, Marketing mix, Market segmentation and Product Life Cycle and introducing STP.

2. **Introduction to Advertising: (18 lectures)**
   a) Introduction to Advertising -   (2)
      Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising
   b) Types of Advertising-   (2)
      Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy
   c) Ethics and Laws in Advertising -   (4)

Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws, and regulations

d) Social, Cultural and Economic impact of Advertising - (4)
Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture, and advertising

e) Theories - (6)
Stimulus theory, AIDA, Hierarchy, Means- End Theory

3. Integrated marketing communication and tools: **(10 lectures)**
   a) Integrated marketing communication- (2)
   Emergence, Role, Tools, Communication process, The IMC Planning Process

   b) Print Media and Out-of Home Media - (2)
   Basic concepts, Types of Newspapers advertising, advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premises advertising, Transit advertising, Posters, Directory advertising

   c) Broadcast Media - (2)
   Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages

   d) Public Relation - (2)
   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

   e) Sales Promotion and Direct marketing- (2)
   Growth and Types of Sales promotion, Advantages and Disadvantages
   Growth of Direct marketing and its tools Advantages and disadvantages

4. Creativity in advertising: **(14 lectures)**
   a) Introduction to Creativity- (6)
   Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals

   b) Role of different elements in ads- (6)
   Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial –Words, sounds, clarity, coherence etc.

   c) Elements of copy - **(2)**
   Headline, Sub headline, Layout, Body copy, Types of copy and slogan, creating story board

5. Types of advertising agency, department, careers and latest trends in advertising :
   (6 lectures)
   a) Types of advertising agency - (2)
   Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others

   b) Various departments in an agency - (2)
   Account handling, Production, Art, Copy, and Media, Public relation, Human resources, Finance and others

   c) Latest Trends - (2)

Rural advertising, Ambush advertising, Internet advertising, email advertising Advertainment, advertorial, mobile advertising

References:

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

Internal assessment methodology:
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

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: II   Number of Lectures Allotted: 60

Course name: Introduction to Journalism   Marks: 100

Course code: SIUBAMMC25   Course Credit: 4 points

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Course Learning Objectives:

This course will develop the students' ability to:
- Introduce the history of journalism in India from press technology to advancement.
- Examine the news and acquaint with its process from the event to the reader with story and beats.
- Identify the principles and compare the various news formats.
- Describe roles and careers in journalism.
- Plan covering an event from research to writing a news story.

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Course Outcomes:

At the end of the completion of this course the learner will be able to:
6. Describe the changing face of journalism from publications post-independence to post liberalisation.
7. Relate with the technology and new media with the rise in the citizen journalism.
8. Explain the news process and the anatomy of a good news story with the help of types of beats.
9. Correlate the principles and criteria for news worthiness and compare the difference in the roles with the news formats.
10. Discuss and classify the careers from reporter to journalist under the fields of journalism.
11. Conduct research on an event, capture pictures, and compose headlines, captions and leads for a news story.

Course Contents:

1. **History of Journalism in India:**   (12 lectures)
   a) Changing face of journalism from Guttenberg to new media
   b) Journalism in India:
      - Earliest publications
      - The rise of nationalist press, Post 1947
      - The emergency, 1975, Post Emergency
      - Post liberalization of the economy boom in magazine
      - Niche journalism
   c) How technology advancement has helped media
   d) New media with special reference to rise the Citizen Journalism to hyper local journalism

2. **News and is process:**   (12 lectures)
   a) Definition of News
   b) The news process from the event to the reader
   c) What makes a good story

   d) Anatomy of a news story
   e) Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports, Politics, etc.

3. Principles and format: **(12 lectures)**
   a) What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity
   b) Difference between a PR and a journalist
   c) Criteria for news worthiness
   d) Hard News / Soft News and blend of the two
   e) News Reports, Features Editorials
   f) Traditional vs Web Journalism
   g) Elements of a Web newspaper
   h) Duties, responsibilities of a journalist

4. Types and Careers in Journalism: **(12 lectures)**
Reporter**,** Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist.
Arts, Science and Education journalism

5. Covering an event (flip class):   **(12 lectures)**
Background research
Finding a news angle
Capturing the right pictures for a photo feature
Writing headline, captions, and lead

References:
   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

Internal assessment methodology: -
   a. Live classroom assignments
   b. Reporting through presentations
   c. Opinion polls and surveys
   d. Writing articles and editorials

Department of Mass Media

Class: F.Y.B.A.M.M.C   Semester: II   Number of Lectures Allotted: 48

Course name: Media, Gender & Culture   Marks: 100

Course code: SIUBAMMC26   Course Credit: 4 points

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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.

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Course Outcomes:
At the end of the completion of this course the learner will be able to:
6. Describe the evolution, features, need, concept and theories under cultural studies and their relevance in media.
7. Explain the construction of the culture, media commodification, impact of media on the societal culture with the trends in cultural consumption.
8. Discover the influence and role of media in the social construction of gender issues for women empowerment: as movements of change in gender equality.
9. Examine the issues involved in local, consumer and media culture with media imperialism in the era of globalisation.
10. Classify the trends and challenges in digital media culture, global culture from global to local.

Course Contents:

Introduction to Cultural Studies:
1. Evolution, Need, Concepts And Theories -   **(12 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:
2. Construction, Commodification, Impact and Recent Trends -   **(12 lectures)**
   a)   Construction of culture- social, economic, political, religion and technology

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

Gender and Media Culture:

3. <u>Role and Influence of Media</u> -   **(12 lectures)**
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:

4. <u>Global, Local, Consumer and The Recent Trends</u> -   **(12 lectures)**
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. Rodgrigues
6. Media Gender and Popular Culture in India- Tracking Change and Continiuty – 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