

The Kelkar Education Trust's  
V G Vaze College of Arts, Science and Commerce  
(Autonomous)



**The Kelkar Education Trust's**  
**V. G. Vaze College of Arts, Science &**  
**Commerce**  
**(Autonomous)**

**Syllabus for FYBAMMC**

(June 2020 Onwards)

**Program: B.A. in**  
**Multimedia and Mass Communication**  
**(B.A.M.M.C.)**

**Semesters I & II**

### **PROGRAM OUTCOME**

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



<b>Programme: BAMMC</b>		<b>Year: FYBAMMC</b>	
<b>Academic Year: 2020-2021</b>		<b>Semester: I</b>	
<b>Course</b>	<b>Credit points allotted in the semester</b>	<b>Course Code</b>	<b>Title</b>
Effective Communication - I	3	BAMMEC-101	AEEC
Foundation Course - I	2	BAMMFC-102	AEEC
Visual Communication	4	BAMMVC-103	DSC
Fundamentals of Mass Communication	4	BAMMFMC-104	DSC-CORE-I
Current Affairs	4	BAMMCA-105	DSC-CORE-II
History of Media	3	BAMMHM-106	DSE
<b>Total Credit Points in Semester I</b>	<b>20</b>		

<b>Programme: BAMMC</b>		<b>Year: FYBAMMC</b>	
<b>Academic Year: 2020-2021</b>		<b>Semester: II</b>	
<b>Course</b>	<b>Credit points allotted in the semester</b>	<b>Course Code</b>	<b>Title</b>
Effective Communication–II	3	BAMMEC-201	AEEC
Foundation Course–II	2	BAMMFC-202	AEEC
Content Writing	4	BAMMCW-203	DSC
Introduction to Advertising	4	BAMMID-204	DSC-CORE - I
Introduction to Journalism	4	BAMMIJ-205	DSC-CORE - II



<b>Media, Gender &amp; Culture</b>	<b>3</b>	<b>BAMMMGC-206</b>	<b>DSE</b>
<b>Total Credit Points in Semester I</b>	<b>20</b>		

**AECC: Ability Enhancement Compulsory Course**

**AEEC: Ability Enhancement Elective Course**

**DSC: Discipline Specific Course**

**DSE: Discipline Specific Elective**

**Total number of credits in FYBAMMC = 20 + 20 = 40**

1. Syllabus as per <b>Choice Based Credit System</b> :	
I. Name of the programme	: F.Y.B.A.M.M.C.
II. Course codes	: Mentioned in the list of courses
III. Course title	: Mentioned in the list of courses
IV. Semester-wise course contents	: Copy of the Syllabus Enclosed
V. References and additional references	: Enclosed in the Syllabus
VI. Credit structure	: Mentioned in the list of courses
VII. No. of lectures per Unit	: Mentioned in syllabus
VIII. No. of lectures per week	: 04
2. Special notes, if any	: No
3. Scheme of Examination	: A. Semester-end Examination: 60 marks B. Internal Assessment Through Continuous Evaluation: 40 marks



4. Eligibility, if any	: XIIth Pass with minimum 40 % marks (As per the BoS of the University of Mumbai)
5. Fee Structure	: As per College Fee Structure specifications
6. Special Ordinances / Resolutions, if any	: No

<b>SEMESTER I</b>
-------------------

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	3	20	10	10	-	-	60	100

**Max. Time, End Semester Exam (Theory) -2Hrs.**

<b>BAMMEC-I-101</b>	<b>EFFECTIVE COMMUNICATION – I</b>		
<b>COURSE OUTCOME :</b>			
<ol style="list-style-type: none"> <li>1. To make the students aware of functional and operational use of language in media.</li> <li>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>3. To introduce key concepts of communications.</li> </ol>			
MODULE	TOPICS	DETAILS	LECTURES
I	<b>Introduction to Communication</b>		12
	<b>I. The concept of communication</b>	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.	02



	<b>2. Types of Communication</b>	Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	02
	<b>3. Oral communication and media</b>	Anchoring, voice modulation, interview, public speaking, skits/ plays, story telling, panel discussions, voice over, elocution, debates and group discussion	04
	<b>4. Listening Skills</b>	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Workplace.	04

2	Reading -English, Hindi or Marathi		12
	<b>1.Types of Reading</b>	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio features, commentary, bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling.	04
	<b>2.Various aspects of Language</b>	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	04
	<b>3.Grammar &amp; Usage</b>	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones,	04



		homonyms etc. ( <b>Kindly provide practice session- Test , Quiz etc</b> )	
<b>3</b>	<b>Thinking and Presentation</b>		<b>12</b>
	<b>1.Thinking</b>	Types of thinking (rational ,logical, critical, lateral etc) Errors in thinking ,Partialism, Time scale, Egocentricity Prejudices ,Adversary Thinking	06
	<b>2 .Presentation</b>	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	06
<b>4</b>	<b>Translation</b>		<b>12</b>
	<b>1.Introduction To Translation</b>	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Cultural aspects if language & life	04

	<b>2.Interpretation</b>	Interpretation: Meaning, Difference between interpretation and translation	04
	<b>3. Role of a translator</b>	Translator and his role in media, Qualities, Importance of Translator, <b>Challenges faced by Translator</b>	04
<b>Total Lectures</b>			<b>48</b>

**SYLLABUS DESIGNED BY:**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Dr. Vinod Zalte, Subject Expert, Member, BOS, Vaze College (Autonomous)
4. Mr. Narayan Haralikar, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)



**INTERNAL EVALUATION METHODOLOGY**

**(any two to be selected- one individual and one group evaluation)      40 Marks**

1. Project/Assignment
2. Debate & Group discussion
3. Presentation
4. Skit /Play in any 2 languages
5. Translation of any famous short story or folk or fable

**Question Paper Pattern**

Duration: 2 ½ Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
---------	---	------

OR

Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
---------	---	------

Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
---------	--	-----

Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
---------	--	-----

OR

Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 2)	[15]
---------	---	------

Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
---------	--	-----

Q.3. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
---------	--	-----

OR

Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
---------	---	------





Q.4.	Write short notes on any three: (From Unit/Module 4)	[15]
A. B. C. D. E.		

### SEMESTER I

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	2	20	10	10	-	-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

<b>BAMMFC - 101</b>	<b>Foundation Course (Skill Enhancement Course)</b>		
<b>Paper I Part A</b>			
<b>Course Objectives:</b>			
To enable the students to: <ol style="list-style-type: none"> <li>1. Recall the multicultural nature of Indian society and study its demographic features.</li> <li>2. Develop basic knowledge about issues related to gender disparities, problems of the elderly and people with disabilities.</li> <li>3. Identify challenges and solutions related to disparities among social and religious groups.</li> <li>4. Gain an overview of the Indian Constitution and political processes in India.</li> <li>5. Apply the knowledge gained in their immediate and distant environment.</li> </ol>			
Unit	Topics	Details	Lectures
I	<b>Overview of Indian Society</b>	a. The multiculturalism of Indian Society: Religion, Caste, Linguistic Diversities; Concept of Unity in diversity b. Demographic Composition of India c. Regional variations: Rural, Urban and Tribal Regions	11
II	<b>Concept of</b>	a. Gender Disparities: Violence against Women; Portrayal of Women in Media	12



	<b>Disparity - I</b>	b. Inequalities faced by the Elderly and People with Disabilities. c. Types, Causes, Treatment, and Cure for Physical and Mental Disabilities	
III	<b>Concept of Disparity - II</b>	a. Inter Group Conflicts due to the Caste System. b. Communalism: Causes, effects, remedial measures and role of youth in creating harmony in the society c. Regionalism and Linguistic Conflicts: Causes, effects, and remedial measures	12
IV	<b>Indian Constitution</b>	a. Structure, features of Indian Constitution, Fundamental duties and the Indian citizens b. Party system in Indian politics and the participation of women in Indian politics. c. Local self-governing bodies; 73 <sup>rd</sup> and 74 <sup>th</sup> Amendments.	10
<b>Total lectures</b>			<b>45</b>

### Beyond the Syllabus

Paper presentations, discussions, field trips.

### Semester I Foundation Course Paper I Part A: Internal Assessment

Sr. No.	Description
1	<b>Unit 1</b> Test & Assignment
2	<b>Unit 2</b> Class discussion, role play, field trips
3	<b>Unit 3</b> Skits, class discussion.
4	<b>Unit 4</b> Class Presentation with PPT

### Semester I Foundation Course Paper I Part A: (Paper Pattern)

Duration: 2 hours	Marks: 60
Q.1 Essay (Unit 1)	15 Marks



Q.2 Essay (Unit 2)	15 Marks
Q.3 Essay (Unit 3)	15 Marks
Q.4.Essay (Unit4)	15 Marks

<b>Course Outcomes:</b>	
	After completing the course the student will be able to:
<b>CO1</b>	classify different cultural groups in India and factors binding them into a composite culture; identify areas where development policies need to be addressed.
<b>CO2</b>	recognize causes leading to gender disparity, problems of the elderly, people with disabilities and suggest solutions for the same.
<b>CO3</b>	explain the roots of conflicts between diverse social and regional groups, their impact, and propose solutions.
<b>CO4</b>	acquire basic knowledge of the features, structure of the Indian constitution, the fundamental duties of the citizens, and political processes in India.
<b>CO5</b>	disseminate knowledge about the multicultural nature of Indian society and the Indian political system, comprehend and express lessons learnt in the form of answers, apply the information acquired in assignments and presentations, examine critically what they have learnt, establish a connect with present situations and be in a position to evaluate the value of information acquired.

#### **Recommended Resources**



<p><b>Reference Books In English</b></p>	<ol style="list-style-type: none"> <li>1. M. Laxmikanth, <i>Indian Polity</i>, Tata McGraw Hill, New Delhi, 2013.</li> <li>2. Durga Das Basu, <i>An Introduction to the Constitution of India</i>, Prentice Hall, 1982</li> <li>3. P.M.Bakshi, <i>Constitution of India</i>, Universal Law Publishing , 2010</li> <li>4. Jhabwalla, Noshirvan H, <i>The Constitution of India</i>, c. Jamnadas &amp; Co., 2004</li> <li>5. M. Priyam, <i>Tribal Communities and Social Change</i>, Sage Publications, new Delhi, 2005.</li> <li>6. Madan T.N. (ed.), <i>Religion in India</i>, Oxford University Press, New Delhi, 1991.</li> <li>7. Singha Roy (ed.), <i>Social Development and the Empowerment of the Marginalized Groups: Perspectives and Strategies</i>, Sage Publications, New Delhi, 2004.</li> <li>8. Ziyauddin K.M. (ed.), <i>Dimensions of Social Exclusion: Ethnographic Explorations</i>, Cambridge Scholars Publishing, 2009.</li> </ol> <p style="text-align: center;">*****</p> <ol style="list-style-type: none"> <li>9. Dharmapal, <i>Atharvya Shatakatil Bhartiya Vidnyan ani Tantradnyan</i>, Bhartiya Shikshan Mandal, Nagpur, 2013.</li> <li>10. Kulkarni, Dileep, <i>Badluya Jeevanshaili, Bhag 1 ani 2</i>, Rajhans Prakashan, Pune.</li> </ol>
<p><b>Reference Books in Marathi:</b></p>	
<p><b>E-Resources</b></p> <p><b>Webliography:</b></p> <p><b>MOOCS</b></p>	<p><u>Census Reports:</u>  <a href="http://censusindia.gov.in/Data_Products/Library/Provisional_Population_Total_link/PDF_Links/chapter6.pdf">http://censusindia.gov.in/Data_Products/Library/Provisional_Population_Total_link/PDF_Links/chapter6.pdf</a>  <a href="http://censusindia.gov.in/2011-Common/CensusData2011.html">http://censusindia.gov.in/2011-Common/CensusData2011.html</a></p> <p><u>Other links:</u>  Languages of India- <a href="https://mhrd.gov.in/language-education">https://mhrd.gov.in/language-education</a></p> <p><u>Swayam:</u>  Mahapatra, S.K., <i>Sr. Secondary: Sociology</i>, <a href="https://swayam.gov.in/nd2_nos19_as07/preview">https://swayam.gov.in/nd2_nos19_as07/preview</a></p>

**Syllabus prepared by:**

- 1) Dr. Satwant Balse, Assistant Professor, Dept. of History, Coordinator for Foundation Course & Chairperson, BOS, Vaze College. (Autonomous)
- 2) Professor (Dr.) Preeta Nilesh, Head, Dept. of History & Member, BOS, Vaze College. (Autonomous)



- 3) Ms. Matangi Iyer, Associate Professor, Head, Department of Law & Member, BOS, Vaze College. (Autonomous)
- 4) Ms. Sirisha Gupte, Assistant Professor, Head, Dept. of Environmental Studies & Member, BOS, Vaze College. (Autonomous)
- 5) Ms. Shilpa Suryawanshi, Assistant Professor, Dept. of Political Science & Member, BOS, Vaze College. (Autonomous)
- 6) Ms. Madhura Todewale, Assistant Professor, Department of Economics & Member, BOS, Vaze College. (Autonomous)
- 7) Ms. Deepa Shirsat, Assistant Professor, Dept. of Sociology & Member, BOS, Vaze College. (Autonomous)
- 8) Ms. Lavleen Kaur, Assistant Professor, Dept. of Bachelor of Accounting & Finance & Member, BOS, Vaze College (Autonomous)
- 9) Ms. Annu Singh, Assistant Professor, Dept. Bachelor of Accounting & Finance & Member, BOS, Vaze College (Autonomous)
- 10) Ms. Aarti Shah, Assistant Professor, Dept. of Bachelor of Management Studies & Member, BOS, Vaze College (Autonomous)
- 11) Dr. Lakshmi Periaswami, Assistant Professor, Dept. of Sociology & Member, BOS, Vaze College. (Autonomous)
- 12) Ms. Dhanalakshmi Medida, Assistant Professor, Dept. of English & Member, BOS, Vaze College (Autonomous)
- 13) Ms. Harshana Nikam, Assistant Professor, Dept. of History & Member, BOS, Vaze College. (Autonomous)
- 14) Mr. Shivraj Bhosale, Visiting faculty, Bachelor of Mass Media/Management Studies & Member, BOS, Vaze College (Autonomous)



**SEMESTER I**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMVC I03</b>	<b>VISUAL COMMUNICATION</b>		
<b>COURSE OUTCOME</b>			
<ol style="list-style-type: none"> <li>1. To provide students with tools that would help them visualize and communicate.</li> <li>2. Understanding Visual communication as part of Mass Communication</li> <li>3. To acquire basic knowledge to be able to carry out a project in the field of visual communication</li> <li>4. To acquire basic knowledge in theories and languages of Visual Communication</li> <li>5. The ability to understand and analyze visual communication from a critical perspective</li> </ol>			
<b>MODULE</b>	<b>TOPICS</b>	<b>DETAILS</b>	<b>LECTURES</b>
	<b>DEVELOPMENT OF VISUAL COMMUNICATION</b>		



<b>I</b>	<b>INTRODUCTION TO VISUAL COMMUNICATION</b>	<ol style="list-style-type: none"> <li>1. History and development of Visuals</li> <li>2. Need and importance of visual communication</li> <li>3. Visual Communication as a process and as an expression, Language and visual communication</li> <li>4. Visible concepts                             <ul style="list-style-type: none"> <li>● Plans and organisational charts</li> <li>● Maps</li> <li>● Chronologies</li> </ul> </li> <li>5. Invisible Concepts                             <ul style="list-style-type: none"> <li>● Generalisation Theories</li> <li>● Feelings or attitudes</li> </ul> </li> </ol>	<b>10</b>
<b>THEORIES OF VISUAL COMMUNICATION</b>			
<b>II</b>	<b>SENSUAL THEORIES</b>	<ol style="list-style-type: none"> <li>a) Gestalt</li> <li>b) Constructivism</li> <li>c) Ecological</li> </ol>	<b>10</b>
	<b>Perceptual Theories</b>	<ol style="list-style-type: none"> <li>a) Semiotics</li> <li>b) Cognitive</li> </ol>	
<b>IMPACT OF COLORS</b>			
<b>III</b>	<b>Colors and Design in Visual Communication</b>	<ol style="list-style-type: none"> <li>1. Color theory</li> <li>2. Psychological implications of color</li> <li>3. Colors and visual pleasure</li> <li>4. Elements of Design</li> </ol>	<b>08</b>
<b>CHANNELS OF VISUAL COMMUNICATION</b>			
<b>IV</b>	<b>Tools/Mediums of Visual communication</b>	<ol style="list-style-type: none"> <li>1. Painting &amp; Photography</li> <li>2. Film &amp; Television, Documentaries, Script writing &amp; visualization</li> <li>3. Comics &amp; Cartoons, Digital Images, Animation &amp; VFX</li> <li>4. News Papers, Advertisements, Photojournalism</li> </ol>	<b>12</b>
<b>LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA</b>			



<b>V</b>	<b>Visual communication in the age of social media</b>	<ol style="list-style-type: none"> <li>1. Ethics</li> <li>2. Impact of Language and culture, Images and messages, Signs &amp; Symbols (GIF, etc.)</li> <li>3. Audience Behavior</li> <li>4. Citizen Journalism, Going Viral</li> <li>5. Visual stereotyping in social media</li> </ol>	<b>08</b>
----------	--	--	-----------

<b>Total Lectures</b>	<b>48</b>
-----------------------	-----------

**SYLLABUS DESIGNED BY**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhere, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**INTERNAL EVALUATION METHODOLOGY**

**(any two to be selected- one individual and one group evaluation) 40 Marks**

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

**REFERENCE BOOKS**

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

**Question Paper Pattern**

Duration: 2 ½ Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
---------	--	------





Q.1. B.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1-3)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 1-3)	[07]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 5)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 5)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 5)	[15]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 1-5)	[15]
A.		
B.		
C.		
D.		
E.		

**SEMESTER I**



Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10		-	60	100

**Max. Time, End Semester Exam (Theory) -2Hrs.**

<b>BAMMFMC-104</b>	<b>FUNDAMENTALS OF MASS COMMUNICATION</b>
--------------------	---

**COURSE OUTCOME :**

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

MODULE	TOPICS	DETAILS	LECTURES
<b>I</b>	<b>Introduction and overview</b>	<ol style="list-style-type: none"> <li>1. Meaning and importance of Mass Communication</li> <li>2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital</li> <li>3. Communication etc.</li> <li>4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.</li> </ol>	12
<b>II</b>	<b>History of Mass communication</b>	<ol style="list-style-type: none"> <li>1. From oral to communication (kirtan, Davandi, Powada, Nagara)</li> <li>2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</li> </ol>	08



<b>III</b>	<b>Major forms of mass media</b>	<ol style="list-style-type: none"> <li>1. Traditional &amp; Folk Media:</li> <li>2. Print: Books, Newspapers, Magazines</li> <li>3. Broadcast: Television, Radio</li> <li>4. Films</li> <li>5. Internet</li> </ol>	<b>08</b>
<b>IV</b>	<b>Impact of Mass Media on Society</b>	<p><b>A. I. Social Impact</b> (With social reformers who have successfully used mass communication)</p> <p><b>II. Political Impact</b> (With political leaders who have successfully used mass communication)</p> <p><b>III Economic Impact</b> (With how economic changes were brought about by mass communication)</p> <p><b>IV. Developmental Impact</b> (With how the government has successfully used mass communication)</p> <p><b>Case Study: Corona Scare</b></p> <p><b>B. Impact of mass media on -</b>                      1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	<b>10</b>
<b>V</b>	<b>The New Media and media convergence</b>	<ol style="list-style-type: none"> <li>1. Elements and features of new media, Technologies used in new media,</li> <li>2. Major challenges to new media Acquisition- personal, social and national,</li> <li>3. Future prospects (E-Learning)</li> </ol>	<b>10</b>
<b>Total Lectures</b>			<b>48</b>
<b>SYLLABUS DESIGNED BY</b>			
<ol style="list-style-type: none"> <li>1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media &amp; Chairperson, BOS, Vaze College (Autonomous)</li> <li>2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media &amp; Member, BOS, Vaze College (Autonomous)</li> <li>3. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media &amp; Member, BOS, Vaze College (Autonomous)</li> </ol>			



### INTERNAL EVALUATION METHODOLOGY

(any two to be selected- one individual and one group evaluation) 40 Marks

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

### REFERENCES:

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



<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
3. All questions are compulsory.		
4. Each question carries 15 marks.		
Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A.		
B.		
C.		



The Kelkar Education Trust's  
V G Vaze College of Arts, Science and Commerce  
(Autonomous)

21

D. E.	
----------	--



**SEMESTER I**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100

**Max. Time, End Semester Exam (Theory) -2Hrs.**

<b>BAMMCA 105</b>	<b>CURRENT AFFAIRS</b>
-------------------	------------------------

<b>COURSE OUTCOME</b>			
<ol style="list-style-type: none"> <li>1. To provide learners with overview on current developments in various fields.</li> <li>2. To generate interest among the learners about burning issues covered in the media</li> <li>3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</li> <li>4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture</li> </ol>			
<b>Syllabus</b>			
Module	Details		Lectures
I	Current National stories		10
	1.	Three political stories of national importance.	04
	2.	Political leaders : newsmakers of the season (Brief profile of any three)	02
	3.	One dominating economic /business news	02
	4.	One dominating environment news stories	01
	5.	One story of current importance from any other genre.	01



<b>2</b>	<b>Polity and governance</b>		<b>08</b>
	<b>1</b>	Ministries of Government of India Autonomous government bodies	01
	<b>2.</b>	<b>Ministry of Home Affairs</b> Enforcement Organizations Internal Security Police	01
	<b>3</b>	<b>Communal tensions</b> Review of latest episodes of communal tensions	02
	<b>4.</b>	<b>The tensions in J&amp;K</b> Background, Political players Update on the current situation	02
	<b>5.</b>	<b>Review of any three Central Government projects and policies</b>	02
<b>3</b>	<b>International Affairs</b>		<b>10</b>
	<b>1</b>	<b>Security Council</b> Structure and role	01
	<b>2.</b>	Issues that currently engage the SC	01
	<b>3</b>	<b>Role of United Nations, WTO, UNICEF</b> ,General Assembly ,Other main organs of the UNO	2
	<b>4.</b>	Issues that currently engage the UNO	2
	<b>5.</b>	Four conflicts/ issues of international importance and Conflict Resolution	4
<b>4</b>	<b>Maharashtra Issues</b>		<b>10</b>
	<b>1.</b>	Political parties reach and challenges, political leaders	02
	<b>2.</b>	An update on the current political dynamics of Maharashtra	02
	<b>3.</b>	News relating to the marginalized and displaced tribes	02
	<b>4.</b>	The latest news on floods and drought, unemployment, health issues, etc	02





	<b>5.</b>	Update two ongoing state projects	02
--	-----------	-----------------------------------	----



5	<b>Technology</b>		10
1.	<b>Mobile Application for Journalists</b> Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide		02
2.	<b>Artificial Intelligence &amp; Content Automation Tools</b> Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation		02
3.	<b>Augmented Reality &amp; Virtual Reality in Media</b> Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide		02
4.	<b>Digital Gaming Industry</b> Introduction to Digital Gaming Industry		02
5.	<b>Digital Gaming in India</b> Overview of Indian digital gaming		02
<b>Total Lectures</b>			<b>48</b>
<p><b>It is recommended that 15 minutes of every lecture be devoted to reading/discussing the major news stories of the day.</b></p>			

<b>Internal exercise:</b>		<b>40 Marks</b>
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.		
Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect relevant information and package effectively,



<b>SYLLABUS DESIGNED BY</b>	
<ol style="list-style-type: none"> <li>1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media &amp; Chairperson, BOS, Vaze College (Autonomous)</li> <li>2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media &amp; Member, BOS, Vaze College (Autonomous)</li> <li>3. Mr. Shivraj Bhosale, Visiting Faculty, Dept. of Mass Media &amp; Member, BOS, Vaze College (Autonomous)</li> </ol>	
<b>Reference Books/Journals/Manuals</b>	
<ol style="list-style-type: none"> <li>1. Manorma Yearbook published by Malayala Manorma</li> <li>2. Competition Success Review</li> <li>3. Competition Master</li> <li>4. Yogana published by Publication Division, Ministry of Information and Broadcasting</li> <li>5. The Virtual Reality Primer- Casey Casey Larijani</li> <li>6. The Secret of Viral Content Creation- Priyanka Agarwal</li> <li>7. <a href="https://www.lucidpress.com/blog/top-30-social-media-automation-tools">https://www.lucidpress.com/blog/top-30-social-media-automation-tools</a></li> <li>8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig</li> <li>9. <a href="https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla">https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla</a></li> <li>10. 70 years in Indian politics and policy  <a href="https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6">https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6</a></li> </ol>	

<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
<ol style="list-style-type: none"> <li>5. All questions are compulsory.</li> <li>6. Each question carries 15 marks.</li> </ol>		
Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]



Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
OR		
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A. B. C. D. E.		

**SEMESTER I**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	3	20	10	10		-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMHM 106</b>	<b>HISTORY OF MEDIA</b>
-------------------	-------------------------

**COURSE OUTCOME**



1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learners will develop the ability to think and analyze about the media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULE	TOPIC	DETAILS	LECTURES
<b>INTRODUCTION</b>			
<b>I</b>	<b>EVOLUTION OF PRESS IN INDIA</b>	<ol style="list-style-type: none"> <li>a. Newspaper – the rise of the voice of India during British rule</li> <li>b. India's Freedom Struggle and Role of Media</li> <li>c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India</li> <li>d. Press during the Emergency Period</li> </ol>	<b>10</b>
<b>LANGUAGE PRESS</b>			
<b>II</b>	<b>HISTORY OF INDIAN LANGUAGE PRESS IN INDIA</b>	<ol style="list-style-type: none"> <li>a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</li> <li>b. Regional Press and its popularity of Indian regional languages in various regions</li> <li>c. Vernacular Press Act 1876</li> <li>d. Newspaper (Incitement of Offences) Act 1908</li> <li>e. Indian Press Act 1910</li> <li>f. Indian Press (Emergency Powers) Act 1931 Also.</li> </ol>	<b>10</b>

<b>DOCUMENTARIES &amp; FILMS</b>			
<b>III</b>	<b>HISTORY OF DOCUMENTARIES AND FILMS</b>	<ol style="list-style-type: none"> <li>a. Genesis of documentaries and short films, (screening of few documentaries is essential-like Hindustan Hamara, Zalzala, The Vanishing Tribe)</li> </ol>	<b>10</b>



		<p>Role of Documentarians - P V Pathy, D G Tendulkar ,H S Hirlekar, Paul Zils and Fali Bilimoria</p> <p>Anandpatwardhan,</p> <p><i>b.</i> Evolution of film making in India - brief history, Photography to moving films</p> <p><i>c.</i> Origin of Hindi cinema</p> <p><i>d.</i> Origin of Short films to what it is today, role of youtube and WhatsApp</p> <p><i>e.</i> Great masters of world cinema</p>	
<b>BROADCASTING</b>			
<b>IV</b>	<b>HISTORY OF RADIO AND TELEVISION IN INDIA</b>	<p><i>a.</i> Radio &amp; Television as Mass Media</p> <p><i>b.</i> Radio and Television Broadcasting</p> <p><i>c.</i> The beginning of Radio and Television Shows</p> <ul style="list-style-type: none"> <li>● A New Era in Broadcasting in India</li> <li>● Satellite Television &amp; Privatization in Broadcasting</li> <li>● Advertising in India</li> </ul> <p><i>d.</i> Internet Protocol Television</p>	<b>10</b>
<b>MEDIA ICONS</b>			
<b>V</b>	<b>ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA</b>	<ol style="list-style-type: none"> <li>1. Raja Rammohan Roy</li> <li>2. Bal Gangadhar Tilak</li> <li>3. M.K.Gandhi</li> <li>4. B.R. Ambedkar</li> <li>5. KP Kesava Menon</li> <li>6. K.C Mammen Mappillai</li> <li>7. Maulana Abul Kalam Azad</li> <li>8. R. K. Karanjia</li> <li>9. Shyam Lal</li> <li>10. C V Ramoji Rao</li> <li>11. Kamaleshwar</li> <li>12. M. Chalapati Rau</li> <li>13. P. Sainath</li> <li>14. B. G. Verghese</li> </ol>	<b>08</b>
<b>Total Lectures</b>			<b>48</b>
<p><b>* Unit/Module V 'Media Icons' will be taught in class but not used for evaluation in the semester-end written exam of 60 marks. It will instead be used for internal assessment through continuous evaluation of students.</b></p>			
<b>SYLLABUS DESIGNED BY</b>			



1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Narayan Haraliker, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

#### INTERNAL EVALUATION METHODOLOGY

**(Any two to be selected- one individual and one group evaluation) 40 Marks**

1. PROJECTS/ ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP INTERACTIONS
4. DEBATES & DISCUSSIONS
5. QUIZ

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

#### REFERENCE BOOKS/JOURNALS/MANUALS

1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. 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
10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)



<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		
Maximum Marks: 60		
Instructions:		
3. All questions are compulsory.		
4. Each question carries 15 marks.		
Q.1. A.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
OR		
Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2.		
A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
OR		
C.	Essay-type or Long descriptive answer. (From Unit/Module 2)	[15]
Q.3.		
A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 4)	[15]
A.		
B.		
C.		
D.		
E.		





<b>SEMESTER II</b>
--------------------

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	3	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMEC-201</b>	<b>Effective Communication Skills-II</b>
<b>Learning Outcome:</b>	
<ol style="list-style-type: none"> <li>1. To make the students aware of use of language in media and organization.</li> <li>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>3. To introduce key concepts of communications.</li> </ol>	

Module	Topics	Details	Lectures
<b>I</b>	<b>Writing</b>		<b>15</b>
	<b>1. Report writing</b>	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)	04
	<b>2. Organizational writing</b>	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stakeholder 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.	08
	<b>3. Writing for Publicity materials</b>	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	03



<b>2</b>	<b>Editing</b>		<b>15</b>
	<b>Editing</b>	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,	08
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	07
<b>3</b>	<b>Paraphrasing and Summarizing</b>		<b>04</b>
	<b>1.Paraphrasing</b>	Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	02
	<b>2.Summarization</b>	Summarizing content , the points and sub- points and the logical connection between the points	02
<b>4</b>	<b>Interpretation of technical data</b>		<b>02</b>
	<b>Interpret technical data</b>	Read graphs, maps, charts, Write content based on the data provided	
<b>5</b>	<b>Significance of Caricature in Communication</b>		<b>12</b>
		<ol style="list-style-type: none"> <li>1. What is caricature?</li> <li>2. The history of caricature</li> <li>3. Techniques used in caricature <ul style="list-style-type: none"> <li>● Reversing</li> <li>● Contrast</li> <li>● Assimilation</li> </ul> </li> <li>4. Intertextuality</li> <li>5. Caricature and censorship</li> </ol>	
<b>Total Lectures</b>			<b>48</b>

**SYLLABUS DESIGNED BY:**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Dr. Vinod Zalte, Subject Expert, Member, BOS, Vaze College (Autonomous)
4. Mr. Narayan Haraliker, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Internal evaluation methodology**

**40 Marks**

**Project/Assignment**



1. Clipping files on various current topics.
2. Publish letters to editors in the news media.
3. Reporting of college events.
<b>Bibliography:</b>
<ul style="list-style-type: none"> <li>● Business Communication - Rhoda A. Doctor and Aspi H. Doctor</li> <li>● Communication Skills in English – Aspi Doctor</li> <li>● Teaching Thinking - Edward De Bono De Bono's</li> <li>● Thinking Course – Edward De Bono Serious Creativity –</li> <li>● Edward De Bono The Mind Map Book – Buzan Tony</li> <li>● Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson</li> <li>● A Textbook of Translation - by Peter Newmark, Newmark</li> </ul>

Question Paper Pattern		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
<ol style="list-style-type: none"> <li>1. All questions are compulsory.</li> <li>2. Each question carries 15 marks.</li> </ol>		
Q.1. A.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
OR		
Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 2)	[15]
OR		
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]



<b>OR</b>		
Q.3. C.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.3. D.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A. B. C. D. E.		

<b>SEMESTER II</b>
--------------------

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	2	20	10	10		-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMFC-202</b>	<b>Foundation Course</b>  <b>Paper I Part B (Skill Enhancement Course)</b>
<b>Course Objectives:</b>	
To enable the students to: <ol style="list-style-type: none"> <li>1. Describe the concept, merits, and demerits of liberalization, privatization, and globalization; and explain the impact of globalization on culture, infrastructure, and economic sectors.</li> <li>2. Explain the concept of human rights, trace its evolution and study the work of human rights activists.</li> </ol>	



3. Grasp the relationship between human beings and environment, define sustainable development and identify its applicability within the framework of United Nations goals of sustainable development.
4. Comprehend the terms stress and conflict within an individual and society; identify their causes, impact, and learn strategies to handle them successfully.
5. Apply the knowledge they have gained in their immediate and distant environment.

Unit	Topics	Details	Lectures
<b>I</b>	<b>Globalization and Indian Society</b>	A. Liberalization, Privatization, Globalization: Concepts, Merits, Demerits. B. Impact of Globalization: Industries, Agriculture, Employment. C. Impact of Globalization: Culture, Migration, Housing.	12
<b>II</b>	<b>Human Rights</b>	A. Concept and Characteristics of Human Rights; Role of Thinkers in Evolution of Human Rights; Landmark Events in Evolution of the Human Rights. B. Universal Declaration of Human Rights; Fundamental Rights in the Indian constitution. C. Human Rights Champions: (M.K. Gandhi, Martin Luther King, Nelson Mandela, Periyar Ramasamy, Dr. B.R. Ambedkar)	12
<b>III</b>	<b>Ecology: Sustainable Development Goals</b>	A. Ecology, Ecosystem; Man-Environment relationship B. Concept of sustainable development, Goals of sustainable development C. Smart and sustainable cities; sustainable tourism, sustainable agriculture	11
<b>IV</b>	<b>Understanding and Management of Stress and Conflict</b>	A. Concept and Causes of Stress B. Coping with Stress and Strategies for Stress Management C. Conflicts within an Individual and Society; Conflict Resolution.	10
<b>Total lectures</b>			<b>45</b>



<b>Beyond the Syllabus</b>
Paper presentations, discussions, field trips.

<b>Semester I Foundation Course Paper I Part A: Internal Assessment</b>	
Sr. No.	Description
1	<b>Unit 1</b> Test & Assignment
2	<b>Unit 2</b> Class discussion, presentation with PPT
3	<b>Unit 3</b> Role playing, discussions, videos
4	<b>Unit 4</b> Discussion, simulations, skits

<b>Semester II Foundation Course Paper I Part B: (Paper Pattern)</b>	
Duration: 2 hours	Marks: 60
Q.1 Essay (Unit 1)	15 Marks
Q.2 Essay (Unit 2)	15 Marks
Q.3 Essay (Unit 3)	15 Marks
Q.4.Essay (Unit4)	15 Marks

<b>Course Outcomes:</b>	
	After completing the course the student will be able to:
<b>CO1</b>	explain different aspects of liberalization, privatization and globalization and also comment on social, cultural and economic impact of globalization in India.
<b>CO2</b>	describe the concept of human rights, assess the role of philosophers and explain the landmark events in the evolution of human rights.
<b>CO3</b>	comprehend the human-environment interrelationship; and utilize the UN sustainable development goals to form a plan for integrated sustainable development in their near and distant environment.
<b>CO4</b>	identify situations that create stress, and conflict and chart out strategies to reduce the same so as to create harmony within the self and society.
<b>CO5</b>	disseminate knowledge about the impact of globalization, evolution of human rights, sustainable development goals, and management of stress and conflicts, comprehend and express lessons learned in the form of answers, apply the information acquired in assignments and presentations, examine critically what they have learned, establish a connect with present situations and be in a position to evaluate the value of information acquired.



<b>Recommended Resources</b>	
<p><b>Reference Books In English</b></p>	<ol style="list-style-type: none"> <li>1. Chatterji, Subhasish, <i>Globalisation and its Impact on Indian Culture</i>, Lambert Academi Publishing, 4 oct 2011, ISBN-10 3846507083.</li> <li>2. Ciccarelli, S.K., &amp; White, J.N., <i>Psychology</i>, 5<sup>th</sup> edition, Pearson Education, New Jersey, 2018.</li> <li>3. Donnelly, Jack, <i>Universal Human Rights in Theory and Practice</i>, Cornell University Press, Ithaca, April 13, 2013, 3<sup>rd</sup> edition, ISBN-10 0801450950.</li> <li>4. Jhunjunwala, Bharat, <i>Globalisation and Indian Economy</i>, Kalpaz Publications, 30 Aug 2007, ISBN – 10, 817835599X.</li> <li>5. Guha Ramchandra and Gadgil M, <i>Ecology and Equity: The Use and Abuse of Nature in Contemporary India</i>, Penguin, New Delhi, 1995.</li> <li>6. Lewin, K., <i>A Dynamic Theory of Personality</i>. New York: McGraw-Hill, 1935.</li> <li>7. Maikhuri., R. 1992. <i>Ecology, Environmental and Sustainable Development in Economic Development and Environment : A Case Study of India (Ed.)</i> K.C. Ray, C.A. Tisdell and R.K. Sen. Delhi: Oxford University Press.</li> <li>8. Rao, B.V., <i>History of the Modern World- from AD 1500 to AD 2013</i>, Sterling Publishers Pvt. Ltd., 2014, ISBN 9788120777767, 9788120777767</li> <li>9. Schafer, W., <i>Stress Mangement</i>, 4<sup>th</sup> ed., Wadsworth Cengage Learning India Pvt. Lts., New Delhi, first re-print 2008.</li> <li>10. Kulkarni, Dileep, <i>Nisargayan</i>, Rajhans Prakashan, Pune, 2005</li> </ol>
<p><b>Reference Books In Marathi:</b></p>	
<p><b>E-Resources</b></p> <p><b>Webliography</b></p>	<ul style="list-style-type: none"> <li>● <a href="http://www.psychologydiscussion.net/conflicts/conflicts-notes-on-3-types-of-conflictspsychology/688">http://www.psychologydiscussion.net/conflicts/conflicts-notes-on-3-types-of-conflictspsychology/688</a></li> <li>● <a href="https://www.managers.org.uk/knowledge-bank/conflict-management">https://www.managers.org.uk/knowledge-bank/conflict-management</a></li> <li>● <a href="https://www.amanet.org/articles/the-five-steps-to-conflict-resolution/">https://www.amanet.org/articles/the-five-steps-to-conflict-resolution/</a></li> <li>● <a href="https://opentextbc.ca/socialpsychology/chapter/defining-aggression/">https://opentextbc.ca/socialpsychology/chapter/defining-aggression/</a></li> </ul>
<p><b>MOOCS</b></p>	<p><i>Environment, Natural Resources and Sustainable Development-</i>  <a href="https://swayam.gov.in/nd2_aic19_ge05/preview">https://swayam.gov.in/nd2_aic19_ge05/preview</a></p>

**Syllabus prepared by:**

- 1) Dr. Satwant Balse, Assistant Professor, Dept. of History, Coordinator for Foundation Course & Chairperson, BOS, Vaze College. (Autonomous)
- 2) Professor (Dr.) Preeta Nilesh, Head, Dept. of History & Member, BOS, Vaze College. (Autonomous)
- 3) Ms. Matangi Iyer, Associate Professor, Head, Department of Law & Member, BOS, Vaze College. (Autonomous)



- 4) Ms. Sirisha Gupte, Assistant Professor, Head, Dept. of Environmental Studies & Member, BOS, Vaze College. (Autonomous)
- 5) Ms. Shilpa Suryawanshi, Assistant Professor, Dept. of Political Science & Member, BOS, Vaze College. (Autonomous)
- 6) Ms. Madhura Todewale, Assistant Professor, Department of Economics & Member, BOS. Vaze College. (Autonomous)
- 7) Ms. Deepa Sirshat, Assistant Professor, Dept, of Sociology & Member, BOS, Vaze College. (Autonomous)
- 8) Ms. Lavleen Kaur, Assistant Professor, Dept. of Bachelor of Accounting & Finance & Member, BOS, Vaze College (Autonomous)
- 9) Annu Singh, Assistant Professor, Dept. Bachelor of Accounting & Finance & Member, BOS, Vaze College (Autonomous)
- 10) Ms. Aarti Shah, Assistant Professor, Dept. of Bachelor of Management Studies & Member, BOS, Vaze College (Autonomous)
- 11) Dr. Lakshmi Periaswami, Assistant Professor, Dept. of Sociology & Member, BOS. Vaze College. (Autonomous)
- 12) Ms. Dhanalakshmi Medida, Assistant Professor, Dept. of English & Member, BOS, Vaze College (Autonomous)
- 13) Ms. Harshana Nikam, Assistant Professor, Dept. of History & Member, BOS, Vaze College. (Autonomous)
- 14) Mr. Shivraj Bhosale, Visiting faculty, Bachelor of Mass Media/Management Studies & Member, BOS, Vaze College (Autonomous)

**SEMESTER II**

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMCW-203</b>	<b>CONTENT WRITING</b>
<b>Learning Outcome:</b>	
<ol style="list-style-type: none"> <li>1. To provide students with tools that would help them communicate effectively.</li> <li>2. Understanding crisp writing as part of Mass Communication</li> <li>3. The ability to draw the essence of situations and develop clarity of thought.</li> </ol>	

<b>Syllabus</b>			
Module	Topics	Details	Lectures
<b>I</b>	<b>Foundation</b>		<b>8</b>
	<b>I. Grammar Refresher</b>	With special emphasis on use of punctuations, prepositions, capital letters and lower case	02





	<b>2.Vocabulary building</b>	Meaning, usage of words , acronyms	02
	<b>3.Common errors</b>	Homophones and common errors in English usage.	02
	<b>4. Essentials of good writing</b>	With emphasis on writing with clarity, logic and structure	01
	<b>5. Phrases and idioms</b>	Creative usage of phrases and idioms.	01
<b>2</b>	<b>Editing Skills</b>		<b>10</b>
	<b>1. Redundant words</b>	Identifying redundant words and phrases and eliminating these.	01
	<b>2.Editing sentences</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	<b>3.Editing captions</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02

	<b>4.Editing headlines</b>	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	<b>5.Editing copy</b>	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	03
<b>3</b>	<b>Writing Tips and Techniques</b>		<b>10</b>
	<b>1.Writing tickers/ scrolls</b>	For television news	01
	<b>2.Writing social media post</b>	Twitter and for other social networks	01
	<b>3.Writing briefs/snippets</b>	News briefs, Lifestyle and entertainment snippets	03
	<b>4.Caption writing</b>	Picture stories etc	02
	<b>5.Writing headlines</b>	News headlines and feature headlines	03
<b>4</b>	<b>PRESENTATION TOOLS AND TECHNIQUES</b>		<b>10</b>



	<b>1. PowerPoint Presentation</b>	Use of Powerpoint tools PowerPoint to Pdf PowerPoint to self animated presentation Auto timing of PowerPoint presentation	02
	<b>2. Infographic</b>	Colour selection Use of clip art Use of Powerpoint smart tools Minimalist animation for maximum impact	02
	<b>3. Three minute presentation</b>	Content for single slide Uses of phrases Effective word selection Effective presentation	02
	<b>4. Google Advance search</b>	How to select relevant information Locating authentic information How to gather information for domestic and international websites	02
	<b>5. Plagiarism</b>	How to do a plagiarism check Paraphrasing Citation and referencing style	02

<b>5</b>	<b>Writing for the Web</b>		<b>10</b>
	<b>1. Content is King</b>	Importance of content	01
	<b>2. Less is more</b>	Writing for print media/ social media like Twitter, etc	02
	<b>3. Copy writing</b>	Ad campaigns (creative, witty and attractive)	03
	<b>4. Realtime content</b>	Difference in writing for print vs digital	02
	<b>5. Keywords</b>	Designing keywords for Search Engine Optimization	02
<b>Total Lectures</b>			<b>48</b>

<b>Internal exercise:</b>		<b>40 Marks</b>
The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.		
<b>Sr no</b>	<b>Project/Assignment</b>	<b>Reason/Justification</b>
<b>1</b>	<b>Writing Captions and Headlines</b>	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
<b>2</b>	<b>A three- minutes power point</b>	This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three



	<b>presentation</b>	minutes
<b>3</b>	<b>Word Game/ Quiz</b>	This is an exciting way to get learners engaged in vocabulary building
<b>SYLLABUS DESIGNED BY:</b>		
<ol style="list-style-type: none"> <li>1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media &amp; Chairperson, BOS, Vaze College (Autonomous)</li> <li>2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media &amp; Member, BOS, Vaze College (Autonomous)</li> <li>3. Dr. Vinod Zalte, Subject Expert, Member, BOS, Vaze College (Autonomous)</li> </ol>		
<b>Bibliography:</b>		
<ol style="list-style-type: none"> <li>1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication</li> <li>2. Writing for the Mass Media by James Glen Stovall</li> <li>3. A Handbook of Rhetorical Devices by Robert A Harris</li> </ol>		

<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
<ol style="list-style-type: none"> <li>7. All questions are compulsory.</li> <li>8. Each question carries 15 marks.</li> </ol>		
Q.1. A.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. B.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.1. C.	Concept-based medium-length answer. (From Unit/Module 1)	[08]
Q.1. D.	Concept-based medium-length answer. (From Unit/Module 2)	[07]
OR		
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]



Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A. B. C. D. E.		

<b>SEMESTER II</b>
--------------------

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10		-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMID-204</b>	<b>INTRODUCTION TO ADVERTISING</b>
-------------------	------------------------------------

<b>Learning Outcome:</b>			
<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand effective advertising campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>			
<b>Syllabus</b>			
Module	Topics	Details	Lectures
I	<b>Introduction to Advertising</b>		18



1.1	<b>Introduction to advertising</b>	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising	02
1.2	<b>Types of advertising</b>	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy	02
1.3	<b>Ethics and Laws in Advertising</b>	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04
1.4	<b>Social, Cultural and Economic impact of Advertising</b>	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	04
1.5	<b>Theories &amp; Model</b>	Stimulus theory, AIDA, Hierarchy ,Means-End Theory, DAGMAR	06

<b>2</b>	<b>Integrated marketing communication and tools</b>	<b>10</b>	
2.1	<b>Integrated marketing communication</b>	Marketing - Ps of Marketing, Marketing Mix, Emergence, Role, Tools, Communication process, The IMC Planning Process	03
2.2	<b>Print Media and Out-of Home Media</b>	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising, Posters , Directory advertising	02
2.3	<b>Broadcast Media</b>	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising <b>and its</b> Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	02



2.4	<b>Public Relation</b>	Meaning of Public Relations, Difference between public relations and advertising, Public Service Advertising	01
2.5	<b>Sales Promotion and Direct marketing</b>	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02

<b>3</b>	<b>Creativity in advertising</b>		<b>14</b>
3.1	<b>Introduction to Creativity</b>	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
3.2	<b>Role of different elements in ads</b>	Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity, coherence etc.	06
3.3	<b>Elements of copy</b>	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story Board	02
<b>4</b>	<b>Types of advertising agency, department, careers and latest trends in advertising</b>		<b>06</b>
4.1	<b>Types of advertising agency</b>	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
4.2	<b>Various departments in an agency</b>	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
4.3	<b>Latest trends</b>	Rural advertising, Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising, Topical advertising	02



<b>Total Lectures</b>			<b>48</b>

<b>Internal evaluation methodology</b>		<b>40 Marks</b>
<b>Sr no</b>	<b>Project/Assignment</b>	
<b>1</b>	Individual/ group project should be given to develop an advertising strategy on any product or service	
<b>2</b>	Write a storyboard/ types of copy.	
<b>3</b>	Big Idea – Group project	

**SYLLABUS DESIGNED BY:**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Abhijit Dhamdhare, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**Bibliography:**

- 1) I. Advertising Principles and Practices ( 7<sup>th</sup> 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



<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
1. All questions are compulsory. 2. Each question carries 15 marks.		
Q.1. A.	Case Study (3 questions - 5 marks each)	[15]
OR		
Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 2)	[15]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 4)	[15]
A.		
B.		
C.		
D.		
E.		







Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	4	20	10	10	-	-	60	
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMIJ-205</b>	<b>INTRODUCTION TO JOURNALISM</b>
-------------------	-----------------------------------

<b>Course outcome:</b>			
To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.			
<b>Syllabus</b>			
Module	Topics	Details	Lectures
<b>1</b>		<b>History of Journalism in India</b>	<b>10</b>
1.1		Journalism in India	
1.2		Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
1.3		How technology advancement has helped media	
1.4		New media with special reference to rise the Citizen Journalism	
<b>2</b>		<b>News and its process</b>	<b>10</b>
2.1		Definition of News ,	
2.2		The news process from the event to the reader	
2.3		What makes a good story	
2.4		Anatomy of a news story	
2.5		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	



<b>3</b>		<b>Principles and format</b>	<b>10</b>
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for newsworthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
<b>4</b>		<b>Career in journalism</b>	<b>10</b>
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	
<b>5</b>		<b>Covering an event ( flip class)</b>	<b>08</b>
5.1		Background research	
5.2		Finding a news angle	
5.3		Capturing the right pictures for a photo feature Writing Headline, captions and lead	
<b>Total Lectures</b>			<b>48</b>

**SYLLABUS DESIGNED BY:**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Chaitanya Sant, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
4. Mr. Akshay Bhatkar, Meritorious Alumnus, News Reporter, ABP News & Member, BOS, Vaze College (Autonomous)

**Bibliography:**

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

<b>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
<ol style="list-style-type: none"> <li>1. All questions are compulsory.</li> <li>2. Each question carries 15 marks.</li> </ol>		
Q.1. A.	Interpretative answer. (3 question - 5 marks each)	[15]
OR		
Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 4)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 4)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 4)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 5)	[15]
A.		



B. C. D. E.	
----------------------	--

<b>SEMESTER II</b>
--------------------

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
4	-	-	3	20	10	10	-	-	60	100
<b>Max. Time, End Semester Exam (Theory) -2Hrs.</b>										

<b>BAMMMGC-206</b>	<b>MEDIA, GENDER &amp; CULTURE</b>
--------------------	------------------------------------

<b>LEARNING OUTCOME:</b>
--------------------------

1. To discuss the significance of culture and the media industry.
2. To understand the association between the media, gender and culture in the society.
3. To stress on the changing perspectives of media, gender and culture in the globalised era.

MODULE	TOPICS	TOPICS	LECTURES
<b>I</b>		<b>INTRODUCTION TO CULTURAL STUDIES</b>	<b>12</b>
	<b>Evolution, Need, Concepts And Theories</b>	Evolution, features of cultural studies, Need and significance of cultural studies and media <b>Concepts related to culture-</b> Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories: <ul style="list-style-type: none"> <li>● Stuart Hall : encoding and decoding,</li> <li>● Circuit of culture</li> <li>● John Fiske: culture and industry</li> <li>● Feminism and Post feminism</li> <li>● Techno culture and risk – Ulrich Beck</li> </ul>	
<b>II</b>		<b>CULTURE AND MEDIA</b>	<b>12</b>
	<b>Construction,</b>	<i>1.</i> Construction of culture- social,	



	<b>Commodification, Impact And Recent Trends</b>	<p>economic, political, religion and technology</p> <p>2. Culture, industry and media-commodification, memes, representation, articulation, popular culture, power, cyber culture</p>	
--	--	---	--

		<p>3. Construction of culture- social, economic, political, religion and technology</p> <p>4. Culture, industry and media-commodification, memes, representation, articulation, popular culture, power, cyber culture</p> <p>5. Media and its impact on the cultural aspect of the society.</p> <p>6. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</p> <p>7. Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in the Contemporary society.</p> <p>8. Pop Culture</p>	
--	--	---	--

<b>III</b>	<b>GENDER AND MEDIA CULTURE</b>	<b>12</b>
------------	---------------------------------	-----------

	<b>ROLE AND INFLUENCE OF MEDIA</b>	<p>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</p> <p>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</p> <p>3. Gender equality and media</p> <p>4. Potrayal LGBTQ community in Indian Media</p> <p>5. Rape Culture in Indian Media</p> <p>6. Hegemonic masculinity in media</p> <p>7. Gender issues in news media (TV, radio, newspapers &amp; online news)</p>	
--	------------------------------------	---	--

<b>IV</b>	<b>GLOBALISATION AND MEDIA CULTURE</b>	<b>12</b>
-----------	--	-----------



	<b>GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS</b>	<ol style="list-style-type: none"> <li>1. Media imperialism</li> <li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>3. Consumer culture and media in the era of globalisation.</li> <li>4. <b>Digital Media culture:</b> Recent trends and challenges</li> </ol>	
--	--	---	--

		<ol style="list-style-type: none"> <li>5. <b>Media and Globalisation:</b> Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li> </ol>	
--	--	--	--

<b>Total Lectures</b>			<b>48</b>
-----------------------	--	--	-----------

**SYLLABUS DESIGNED BY:-**

1. Dr. Shyam Choithani, Head, Assistant Professor, Dept. of Mass Media & Chairperson, BOS, Vaze College (Autonomous)
2. Ms. Ashwathi Anilkumar, Assistant Professor, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)
3. Mr. Shivraj Bhosale, Visiting Faculty, Dept. of Mass Media & Member, BOS, Vaze College (Autonomous)

**INTERNAL EVALUATION METHODOLOGY**

**40 Marks**

1. CONTINUOUS ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP/INDIVIDUAL PROJECTS
4. CLASS TEST
5. OPEN BOOK TEST
6. GROUP INTERACTIONS
7. QUIZ

**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>Question Paper Pattern</b>		
Duration: 2 ½ Hours		Maximum Marks: 60
Instructions:		
<ol style="list-style-type: none"> <li>1. All questions are compulsory.</li> <li>2. Each question carries 15 marks.</li> </ol>		
Q.1. A.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
OR		
Q.1. B.	Essay-type or Long descriptive answer. (From Unit/Module 1)	[15]
Q.2. A.	Concept-based medium-length answer. (From Unit/Module 2)	[8]
Q.2. B.	Concept-based medium-length answer. (From Unit/Module 2)	[7]
OR		
Q.2. C.	Essay-type or Long descriptive answer. (From Unit/Module 2)	[15]
Q.3. A.	Concept-based medium-length answer. (From Unit/Module 3)	[8]
Q.3. B.	Concept-based medium-length answer. (From Unit/Module 3)	[7]
OR		
Q.3. C.	Essay-type or Long descriptive answer. (From Unit/Module 3)	[15]
Q.4.	Write short notes on any three: (From Unit/Module 4)	[15]



A. B. C. D. E.	
----------------------------	--

---

\*\*\*\*\*

**This is the Final syllabus which has been approved by the following BOS Members:**

Dr. Shyam Choithani - Chairperson - Head of Department of Mass Media

Ms. Ashwathi Anilkumar – Member – Assistant Professor, Department of Mass Media

Prof. (Dr.) Preeta Nilesh – Member – Head of Department of History and Guest Faculty,  
Department of Mass Media

Mr. Abhijit Dhamdhere – Member – Faculty

Mr. Narayan Haraliker – Member – Faculty

Mr. Chaitanya Sant – Member – Faculty

Mr. Shivraj Bhosale – Member – Faculty

Ms. Poornima Swaminathan – Active Professional in Media Industry/Corporate Sector

Mr. Prashant Singh – Active Professional in Media Industry/Corporate Sector





Dr. Vinod Zalte – Subject Expert from Other University (SNDT)

Ms. Vijayalaxmi Kannan – Vice-Chancellor Nominee

Mr. Soham Bandekar – Meritorious Alumnus and Active Professional in Media Industry



Dr. Shyam Choithani  
Chairperson, BoS



Ms. Vijalaxmi Kannan  
Vice-Chancellor Nominee (BoS)

Date: 4 September 2020

