



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

Mithagar Road, Mulund (East) Mumbai - 400 081 | Re-Accredited (4th Cycle) by NAAC with "A" Grade

**Department of Mass Media
Semester-wise Course Structure and Syllabus
FYBAMMC 2023-2024**

Semester - I

	Course Code	Course	No. of Credits
CORE - MAJOR	VGUVAZM101	Introduction to Literature - I	4
CORE - MAJOR	VGUVAZM102	Visual Communication <i>(Offered as an Open Elective to students from other departments)</i>	2
OE	VGVUOE115	Financial Markets	4
VSC	VGUVAZVS101	History of Media <i>(Offered as an Open Elective to students from other departments)</i>	02
SEC	VGUVAZSE101	Effective Communication-I	02
IKS	VGVUIKS111	Ancient Indian Culture	02
AEC	VGUVFAE102	Current Affairs	02
VEC	VGVUVE109	Introduction to Translation - I	02
CC	Other Activities	As selected by students	02
Total Credits in Semester - I			22

Semester - II

	Course Code	Course	No. of Credits
CORE - MAJOR	VGVAZM 201	Introduction to Literature – II	4
CORE - MAJOR	VGVAZM 202	Introduction to Advertising	2
OE	VGVOE2 20	Indian Financial System	4
MINOR	VGVAZN 201	Introduction to Journalism	02
SEC	VGVAZS E201	Effective Communication-II	02
VSC	VGVAZV S201	Introduction to Human Rights and Ecology	02
AEC	VGUF AE 202	Media, Gender and Culture	02
VEC	VGVE2 07	Introduction to Translation – II	02
CC	Other Activities	As selected by students	02
Total Credits in Semester - II			22

Semester - I

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

Course Title	INTRODUCTION TO LITERATURE - I
Paper	DSC-CORE (Major)
Course Code	VGUVUJAZM101
Total Marks	60 + 40 = 100
Number of Lectures	60 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the joy of reading texts other than social media content. 2. To enhance the language skills of students through reading literary texts. 3. To enable students to understand the significance of intertextuality and cultural and literary references in journalism and advertising. 4. To help students cultivate wisdom and a worldview through reading literary texts from different parts of the world. 	
Course Outcomes: On successfully completing this course the learner will be able to: <ol style="list-style-type: none"> 1. Critically appreciate various literary works. 2. Understand the significance of literary and cultural texts. 3. Develop a literary sensibility. 4. Co-relate literature and socio-cultural impulses. 	

Syllabus		
Module	Details / Texts	Number of Lectures Allotted
1	Introduction to basics <ol style="list-style-type: none"> 1. Literary terms 2. Genres in literature 	12
2	Poems (Any Two) <ol style="list-style-type: none"> 1. <i>Fire and Ice</i> by Robert Frost 	8

	2. <i>Telephone Conversation</i> by Wole Soyinka 3. <i>Phenomenal Woman</i> by Maya Angelou	
3	Novels (Any One) 1. <i>Swami and Friends</i> by R.K.Narayan 2. <i>Scoop</i> by Evelyn Waugh 3. <i>To Kill a Mockingbird</i> by Harper Lee 4. <i>The General of the Dead Army</i> by Ismail Kadare 5. <i>The Hungry Tide</i> by Amitav Ghosh 6. <i>Prelude to a Riot</i> by Annie Zaidi	12
4	Indian Literature in Translation (Any One) 1. <i>Ghachar Ghochar</i> by Vivek Shanbag (Translated from the Kannada by Srinath Perur) 2. <i>Tamas</i> by Bhisham Sahni (Translated from Hindi by Bhisham Sahni) 3. <i>Zindaginama</i> by Krishna Sobti (Translated from Hindi by Neer Kanwal Mani) 4. <i>Raag Darbari</i> by Shrilal Shukla (Translated from Hindi by Gillian Wright)	14
5	Graphic narratives (Any One) 1. <i>The Complete Maus: A Survivor's Tale</i> by Art Spiegelman 2. <i>Biksu</i> by Raj Kumari 3. <i>The Fixer and Other Stories</i> by Joe Sacco	14
	TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	60

Methodology for Internal Assessment:

1. Classroom or outdoor group readings and discussions.
2. Stage adaptations.
3. Podcasts of book reviews.
4. Literary quizzes.
5. Visits to bookstores and libraries.
6. Interviews with authors.
7. Student conferences, workshops or symposiums.

Reference Material:

1. The Oxford Companion to English Literature
2. The Penguin Dictionary of Literary Terms and Literary Theory
3. The Oxford Dictionary of Literary Terms

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS in Mass Media, V.G.Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).

3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).
4. Dr. Vinod Zalte, Associate Professor, Department of English, P.N.Doshi College, SNDT University, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 2 Hours
 Maximum Marks: 60
 Instructions:

1. All questions are compulsory.
2. Each question carries 12 marks.

Q.1. A.	Essay-type descriptive answer.	[6]
Q.1. B.	Essay-type descriptive answer.	[6]
OR		
Q.1. C.	Essay-type descriptive answer.	[6]
Q.1.D.	Essay-type descriptive answer.	[6]
OR		
Q.2. A.	Essay-type descriptive answer.	[6]
Q.2. B.	Essay-type descriptive answer.	[6]
OR		
Q.2. C.	Essay-type descriptive answer.	[6]
Q.2. D.	Essay-type descriptive answer.	[6]
OR		
Q.3. A.	Essay-type descriptive answer.	[6]
Q.3. B.	Essay-type descriptive answer.	[6]
OR		
Q.3. C.	Essay-type descriptive answer.	[6]
Q.3. D.	Essay-type descriptive answer.	[6]

Q.4. A.	Essay-type descriptive answer.	[6]
Q.4. B.	Essay-type descriptive answer.	[6]
OR		
Q.4. C.	Essay-type descriptive answer.	[6]
Q.4. D.	Essay-type descriptive answer.	[6]
Q.5.	Write short notes on any three:	[12]
A. B. C. D. E.		

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	30	50

Course Title	Visual Communication
Paper	DSC-CORE (Major)
Course Code	VGVAZM102
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
1. To provide students with tools that would help them visualize and communicate. 2. To impart basic knowledge in theories and languages of visual communication.	
Course Outcomes:	
After successful completion of the course, learners will be able to: 1. Understanding Visual communication as part of mass communication.	

2. Carry out a project in the field of visual communication.
3. Understand and analyze visual communication from a critical perspective.

Syllabus		
Module	Details	Lectures
I	<p>Introduction to Visual Communication</p> <p>A. History and development of Visuals</p> <p>B. Need and importance of visual communication</p> <p>C. Visual Communication as a process and as an expression, Language and visual communication</p> <p>D. Visible concepts</p> <ul style="list-style-type: none"> ● Plans and organizational charts ● Maps ● Chronologies <p>E. Invisible Concepts</p> <ul style="list-style-type: none"> ● Generalization Theories ● Feelings or attitudes 	10
II	<p>Theories of Visual Communication</p> <p>A. Sensual Theories</p> <ul style="list-style-type: none"> ● Gestalt ● Constructivism ● Ecological <p>B. Perceptual Theories</p> <ul style="list-style-type: none"> ● Semiotics ● Cognitive <p>Colors and Design in Visual Communication</p> <p>A. Color theory</p> <p>B. Psychological implications of color</p> <p>C. Colors and visual pleasure</p> <p>D. Elements of Design</p>	10
III	<p>Channels of Visual Communication</p> <p>A. Painting & Photography</p> <p>B. Film & Television, Documentaries, Script writing & visualization</p> <p>C. Comics & Cartoons, Digital Images, Animation & VFX</p> <p>D. News Papers, Advertisements, Photojournalism</p> <p>Visual Communication in the Age of Social Media</p> <p>A. Ethics</p> <p>B. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)</p> <p>C. Audience Behavior</p> <p>D. Citizen Journalism, Going Viral</p> <p>E. Visual stereotyping in social media</p>	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

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

Reference Material:

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

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS in Mass Media, V.G.Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour

Maximum Marks: 30

Instructions:

1. All questions are compulsory.
2. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]

Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	30	50

Course Title	History of Media
Paper	VSC
Course Code	VGUVU AZVS101
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To understand the major developments in media history. 2. To understand the history and role of professionals in shaping communications. 3. To understand the values that shaped and continue to influence Indian mass media. 4. To sharpen the reading, writing, speaking, and listening skills that will help the students to understand the development of Media 	
Course Outcomes: <ol style="list-style-type: none"> 1. Understand media history through key events in cultural history. 2. Demonstrate an understanding of the origins of different media. 3. Discuss the role of newspapers and radio during the fight for India's 	

- independence.
4. Discuss the evolution of mass media and analyse trends.

Syllabus		
Module	Details	Lectures
I	Evolution of Press In India A. Newspaper – the rise of the voice of India during British rule B. India’s Freedom Struggle and role of media C. Independence and rise of Newspapers D. Newspapers – a social aspect for freedom struggle E. PRESS ACTS of India F. Press during the Emergency Period	10
II	History of Documentaries and Films A. Origin of motion picture B. History of motion picture in India—early decades and the pioneers C. Genres of documentary film D. Evolution of motion picture from silent films to talkies E. Origin and evolution of short film F. Introduction to contemporary award-winning and critically acclaimed short films	10
III	History of Radio and Television in India A. Radio & Television as Mass Media B. Radio and Television Broadcasting C. The beginning of Radio and Television Shows <ul style="list-style-type: none"> ● A New Era in Broadcasting in India ● Satellite Television & Privatization in Broadcasting ● Advertising in India D. Internet Protocol Television	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

1. Projects, presentations, viva voce, participation in debates, discussions, seminars, conferences and symposia.
2. The teacher/s can use their discretion and modify the methodology for internal assessment as per the dynamics of the mode of teaching-learning.

Methodology for External Assessment:

A semester-end written test for 30 marks comprising questions from all modules in the syllabus.

Reference Material:

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(HarperCollins 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)

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour
 Maximum Marks: 30
 Instructions:

1. All questions are compulsory.
2. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]

Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	30	50

Course Title	Effective Communication - I
Paper	SEC
Course Code	VGVAZSE101
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> 1. To adapt their communication style and methods to create understanding and engagement with others. 2. To make the students aware of functional and operational use of language in media. 3. To equip or enhance students with structural and analytical reading, writing and thinking skills. 4. To introduce key concepts of communications. 	
Course Outcomes:	
<ol style="list-style-type: none"> 1. Identify effective communication practices and techniques to overcome communication challenges within the workplace. 2. Recognise different styles of communication that co-workers use to communicate and make decisions at the workplace. 3. Select ways to adopt communication style and methods to create understanding 	

- and engagement with others.
4. Use communication techniques to enhance communication with others.

Syllabus		
Module	Details	Lectures
I	<p>Introduction to Communication</p> <p>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.</p> <p>B. Types of Communication: Verbal Communication - Importance of verbal communication - Advantages of verbal communication - Advantages of written communication; Significance of Non-verbal Communication.</p> <p>C. Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, story-telling, panel discussions, voice-over, elocution, debates, and group discussion</p> <p>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 in Workplace.</p> <p>E. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste - Differentiated Audience Model, Hub Model, Sadharikaran.</p>	12
II	<p>Traditional Oral Communication Kirtan, Davandi, Powada, Nagara Traditional Folk Media (Paintings, Sculptures, Mural Cave Carvings)</p> <p>Reading - English, Hindi or Marathi</p> <p>A. 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.</p> <p>B. Various aspects of Language: Recognizing various aspects of language particularly related to media , Vocabulary 100 media words</p> <p>C. Grammar & Usage: Grammatical structure – spelling, the structure of sentences, active / passive voice, tenses, idioms, phrases, proper usage of homophones, homonyms etc.</p>	12
III	<p>Thinking and Presentation</p> <p>A. Types of thinking (rational, logical, critical, lateral, etc) Errors in thinking ,Partialism, Time scale, Egocentricity, Prejudices, Adversary Thinking</p> <p>B. Presentation, its importance, Steps in Making a Presentation;</p>	06

	Delivering a Presentation	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Project/Assignment 2. Debate & Group discussion 3. Presentation
Methodology for External Assessment:
A semester-end written test for 30 marks comprising questions from all modules in the syllabus.
Reference Material:
<ol style="list-style-type: none"> 1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor 2. Communication Skills in English – Aspi Doctor 3. Teaching Thinking - Edward De Bono De Bono's 4. Thinking Course – Edward De Bono Serious Creativity – 5. Edward De Bono The Mind Map Book – Buzan Tony 6. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson 7. A Textbook of Translation - by Peter Newmark
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous). 3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous). 4. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation		
Duration: 1 Hour Maximum Marks: 30 Instructions:		
<ol style="list-style-type: none"> 1. All questions are compulsory. 2. Each question carries 10 marks. 		
Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		

Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	-	50

Course Title	Ancient Indian Culture
Paper	IKS
Course Code	VGVIKS111
Total Marks	50
Number of Lectures	30 lectures of 60 minutes each

Course Objectives:

1. To provide a general introduction to the ancient education system and sensitise the students to the contributions of ancient Indian traditions.
2. The students will be acquainted with Indian classical dance, music forms and temple architecture.
3. The students will be able to comprehend Ayurveda, Yoga, Meditation and Mindfulness for health and wellbeing.

Course Outcomes:

On successfully completing this course the learner will be able to:

1. Students will be able to appreciate the ancient Indian education system and its significance.
2. Students will understand the synthesis between Indian performing and visual arts.
3. Students will be able to acknowledge holistic nature of Indian medicine and its relevance in the contemporary era.

Syllabus		
Module	Details / Texts	Number of Lectures Allotted
1	Ancient Indian Education and Philosophy A. Ancient Indian Education System - Gurukul tradition B. Indic scriptures/literature - Vedas, Upanishads, Bhagavat Geeta, Mahabharat C. Indic religions - Hinduism, Buddhism, Jainism, Sikhism	10
2	Performing and Visual Arts in Ancient India A. Indian Classical Dance - Bharatnatyam and Kathak B. Indian Music - Carnatic and Hindustani C. Temple Architecture, architecture, painting.	10
3	Medicine and Holistic Health in Ancient India A. Fundamentals of ancient medicine - Ayurveda B. Fundamentals of Yoga - Suryanamaskar, Padmasadhana, Pranayama and Meditation	10
TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER		30

Methodology for Internal Assessment:

1. Presentations
2. Panel Discussions
3. Debates
4. Short written tests

References:

1. Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan,

2. History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishna Mission Institute of Culture, Kolkata (2014).
3. Pride of India- A Glimpse of India's Scientific Heritage edited by Pradeep Kohle et al. Samskrit Bharati (2006).
4. Vedic Physics by Keshav Dev Verma, Motilal Banarsidass Publishers (2012).
5. India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt. Ltd. (2010).

BoS Syllabus Sub-Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
5. Dr. Arati Shah, Assistant Professor, Department of Commerce, SFC Section, and Member, BoS, V. G. Vaze College (Autonomous).
6. Ms. Harshana Nikam, Assistant Professor, Department of History, and Member, BoS in History, V. G. Vaze College (Autonomous).
7. Prof. (Dr.) Preeti Nilesh, Principal and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	-	50

Course Title	Current Affairs
Paper	AEC
Course Code	VGUVFAE102
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> 1. To provide learners with an overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media. 3. To equip them with a basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. 	

Course Outcome/s:

After successful completion of the course, the learners shall be able to:

1. Assess and analyse the substance and veracity of news on current affairs as reported across various media.
2. Comprehend and comment on the basics of Indian polity and its interaction with the citizens.
3. Form an informed opinion on various issues in the state of Maharashtra.
4. Form an informed opinion on various international issues.

Syllabus		
Module	Details	Lectures
I	Current National Stories A. Three political stories of national importance. B. Political leaders: newsmakers 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.	10
II	Polity and Governance A. Ministries of Government of India, Autonomous Government Bodies B. Ministry of Home Affairs, Enforcement Organizations, Internal Security, Police & Communal tensions C. 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	10
III	Issues in Maharashtra 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 International Affairs A. Security Council, Structure. Roles, Issues that currently engage the SC B. Role of United Nations, WTO, UNICEF, General Assembly, Other main organs of the UNO, Issues that currently engage the UNO C. Four conflicts/ issues of international importance and Conflict Resolution	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

1. Quiz on current affairs
2. Group Discussion on burning issues
3. Group presentations on any one current issue

Reference Material:

1. Manorma Yearbook published by Malayala 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-dolla>
10. 70 years in Indian politics and policy
11. <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6>

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - I										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	-	50

Course Title	Introduction to Translation - I
Paper	VEC
Course Code	VGUVUE109
Total Marks	30 + 20 = 50

Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> 1. To enable learners to accurately convey the original meaning while respecting the target audience's cultural values and understanding. 2. To enable learners to understand the skills required to become a professional translator and what is meant by translation competence. 	
Course Outcome/s:	
<ol style="list-style-type: none"> 1. Translate materials into other languages in a globalized world. 2. Communicate across cultural boundaries. 	

Syllabus		
Module	Details	Lectures
I	Introduction to Translation A. Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Cultural aspects of language & life B. Interpretation: Meaning, Difference between interpretation and translation C. Translator and his role in media, Qualities, Importance of Translator, Challenges faced by Translator	10
II	Central Issues in Translation A. Translator & his role in Media, Qualities, Importance of translator, Challenges faced by a translator. B. Transliteration and Transcreation, Transliteration as a failure of Translation, Machine Translation, Untranslatability. C. Translation in Global Context- Translation of scientific, technical, medical and legal documents.	10
III	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.	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Project/Assignment 2. Debate & Group discussion 3. Presentation

Reference Material:

1. Robinson, Douglas. *Becoming a Translator: An Introduction to the Theory and Practice of Translation*. Routledge, 2020.
2. Newmark, Elle, and Peter Newmark. *A Textbook of Translation*. Prentice-Hall International, 1988.

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
4. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).

Open Elective
Semester - I
Course code: VGVUOE115

Name of the course:		Financial Markets	
No. of Credits:		4	
Unit	Content	Unit wise Course Outcome	No. of Lectures
1	Introduction to Financial Markets	The students will understand the fundamental concepts and theories related to financial markets, including the roles and functions of various market participants. They will be able to analyze the different types of financial instruments and their characteristics, such as stocks, bonds.	15
	a. Definition and classification of financial markets		
	b. Functions of financial markets		
	c. Market participants and their roles		
	d. Stocks and Stock Markets		
2	Regulatory frameworks and Challenges of Securities market	After knowing the regulatory framework, the students will be able to comply with the legal provisions while dealing in securities markets.	15
	a. Regulatory bodies and their roles in financial markets		
	b. Securities Contract Regulations Act		
	c. Securities Exchange Board of India		

	d. Insider Trading		
	e. Current challenges and debates in financial markets		
	f. Emerging trends and developments in global finance		
3	Introduction to stocks and equities	The students will be able to analyze stock market indices and frame strategies	15
	a. Stock market indices and benchmarks		
	b. Trading strategies and investment approaches		
4	Bonds and Bond Markets	The students will understand bonds market which will help them to analyse investment opportunities	15
	a. Introduction to bonds and fixed-income securities		
	b. Types of bonds and their characteristics		
	c. Bond valuation and yield calculations		
	d. Bond market participants and trading mechanisms		
	e. Credit ratings and credit risk assessment		
TOTAL			60
Note:			
Alternative I – 4 Modules of 15 lectures each (1 lecture = 1 Hour)			
Alternative II – 6 Modules of 10 lectures each (1 lecture = 1 Hour)			

Reference Books	<ol style="list-style-type: none"> SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - Donald Fisher and Ronaldo J. Jordan INDIAN FINANCIAL CODE - Ministry of Finance, Government of India
E-Resources	<ol style="list-style-type: none"> Moneycontrol.com Tradingview.com

Semester - II

SEMESTER - II			
Teaching Scheme (Hrs/Week)	Continuous Internal Assessment (CIA) 40 marks	Semester-end Examination 60 marks	Total Marks 100

L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	INTRODUCTION TO LITERATURE - II
Paper	DSC-CORE (Major)
Course Code	VGUVU AZM201
Total Marks	60 + 40 = 100
Number of Lectures	60 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> 1. To introduce students to the joy of reading texts other than social media content. 2. To enhance the language skills of students through reading literary texts. 3. To enable students to understand the significance of intertextuality and cultural and literary references in journalism and advertising. 4. To help students cultivate wisdom and a worldview through reading literary texts from different parts of the world. 	
Course Outcomes:	
On successfully completing this course the learner will be able to:	
<ol style="list-style-type: none"> 1. Critically appreciate various literary works. 2. Understand the significance of literary and cultural texts. 3. Develop a literary sensibility. 4. Co-relate literature and socio-cultural impulses. 	

Syllabus		
Module	Details	Lectures
1	Short stories <ol style="list-style-type: none"> 1. <i>A Very Old Man with Enormous Wings</i> by Gabriel Garcia Marquez 2. <i>And of Clay Are We Created</i> by Isabel Allende 	10
2	Novellas (Any One) <ol style="list-style-type: none"> 1. <i>The Pearl</i> by John Steinbeck 2. <i>The Old Man and the Sea</i> by Ernest Hemingway 3. <i>Chronicle of a Death Foretold</i> by Gabriel Garcia Marquez 4. <i>A Feather on the Breath of God</i> by Sigrid Nunez 	10
3	Nonfiction (Any One) <ol style="list-style-type: none"> 1. <i>Following Fish</i> by Samanth Subramanian 2. <i>Postbox Kashmir: Two Lives in Letters</i> by Divya Arya 3. <i>Zen and the Art of Motorcycle Maintenance</i> by Robert Pirsig 4. <i>Smoke and Ashes: A Writer's Journey through Opium's Hidden Histories</i> by Amitav Ghosh 	12

4	Literature in Adaptation (Any One) 1. <i>The Godfather</i> by Mario Puzo 2. <i>Dune</i> by Frank Herbert	14
5	Classic Epics (Any One) 1. <i>Crime and Punishment</i> by Fyodor Dostoevsky 2. <i>Gone with the Wind</i> by Margaret Mitchell 3. <i>War and Peace</i> by Leo Tolstoy 4. <i>Les Miserables</i> by Victor Hugo 5. <i>The Grapes of Wrath</i> by John Steinbeck 6. <i>Doctor Zhivago</i> by Boris Pasternak	14
TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER		60

Methodology for Internal Assessment:

1. Classroom or outdoor group readings and discussions.
2. Stage adaptations.
3. Podcasts of book reviews.
4. Literary quizzes.
5. Visits to bookstores and libraries.
6. Interviews with authors.
7. Student conferences, workshops or symposiums.

Reference Material:

1. The Oxford Companion to English Literature
2. The Penguin Dictionary of Literary Terms and Literary Theory
3. The Oxford Dictionary of Literary Terms

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS in Mass Media, V.G.Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).
4. Dr. Vinod Zalte, Associate Professor, Department of English, P.N.Doshi College, SNDT University, and Member, BoS in Mass Media, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 2 Hours

Maximum Marks: 60

Instructions:

1. All questions are compulsory.
2. Each question carries 12 marks.

Q.1. A.	Essay-type descriptive answer.	[6]
Q.1. B.	Essay-type descriptive answer.	[6]
OR		
Q.1. C.	Essay-type descriptive answer.	[6]
Q.1.D.	Essay-type descriptive answer.	[6]
OR		
Q.2. A.	Essay-type descriptive answer.	[6]
Q.2. B.	Essay-type descriptive answer.	[6]
OR		
Q.2. C.	Essay-type descriptive answer.	[6]
Q.2. D.	Essay-type descriptive answer.	[6]
OR		
Q.3. A.	Essay-type descriptive answer.	[6]
Q.3. B.	Essay-type descriptive answer.	[6]
OR		
Q.3. C.	Essay-type descriptive answer.	[6]
Q.3. D.	Essay-type descriptive answer.	[6]
OR		
Q.4. A.	Essay-type descriptive answer.	[6]
Q.4. B.	Essay-type descriptive answer.	[6]
OR		
Q.4. C.	Essay-type descriptive answer.	[6]
Q.4. D.	Essay-type descriptive answer.	[6]

Q.5.	Write short notes on any three:	[12]
A.		
B.		
C.		
D.		
E.		

SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	30	50

Course Title	Introduction to Advertising
Paper	DSC-CORE (Major)
Course Code	VGVAZM202
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> To provide the students with basic understanding of advertising, growth, importance and types. To understand effective advertising campaigns, tools, models etc. To comprehend the role of advertising , various departments, careers and creativity To provide students with various advertising trends, and future. 	
Course Outcomes:	
On successful completion of the course, the learners shall be able to:	
<ol style="list-style-type: none"> Demonstrate an understanding of the overall role advertising plays in the business world. Demonstrate an understanding of advertising strategies and budgets. Identify and understand the various advertising media. 	

Syllabus		
Module	Details	Lectures
I	Introduction to Advertising	10

	<p>A. Introduction to advertising</p> <ul style="list-style-type: none"> • Evolution, importance, Features, benefits, limitation, effects and 5Ms of advertising <p>B. Types of advertising</p> <ul style="list-style-type: none"> • Consumer, Industrial, Retail, Classified, Corporate, Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy <p>C. Ethics and Laws in Advertising</p> <ul style="list-style-type: none"> • Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations <p>D. Social, Cultural and Economic impact of Advertising</p> <ul style="list-style-type: none"> • Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture, and advertising <p>E. Theories & Model</p> <ul style="list-style-type: none"> • Stimulus theory, AIDA, Hierarchy, Means-End Theory, DAGMAR 	
II	<p>Integrated Marketing Communication and Tools</p> <p>A. Integrated marketing communication</p> <ul style="list-style-type: none"> • Marketing - Ps of Marketing, Marketing Mix, Emergence, Role, Tools, Communication process, The IMC Planning Process <p>B. Print Media and Out-of-Home Media</p> <ul style="list-style-type: none"> • 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 <p>C. Broadcast Media</p> <ul style="list-style-type: none"> • Radio advertising Advantages and Disadvantages of Radio advertising, Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages <p>D. Public Relation</p> <ul style="list-style-type: none"> • Meaning of Public Relations, Difference between public relations and advertising, Public Service Advertising <p>E. Sales Promotion and Direct marketing</p> <ul style="list-style-type: none"> • Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools, Advantages and disadvantages 	10
III	<p>Creativity in Advertising</p> <p>A. Introduction to Creativity</p> <ul style="list-style-type: none"> • Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning, strategies, Types of appeals <p>B. Role of Different Elements in Ads</p> <ul style="list-style-type: none"> • Logo, Jingle, Company signature, Slogan, tagline, illustration, Creating Radio commercial – Words, sounds, clarity, coherence, etc. <p>C. Elements of Copy</p> <ul style="list-style-type: none"> • Headline, Sub-headline, Layout, Body copy, Types of copy and slogan, creating story Board 	10

TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT	30
--	-----------

Methodology for Internal Assessment:	
<ol style="list-style-type: none"> 1. Individual/ group projects should be given to develop an advertising strategy for any product. 2. Write a storyboard/type of copy. 3. Big Idea – Group project 	
Methodology for External Assessment:	
A semester-end written test for 30 marks comprising questions from all modules in the syllabus.	
Reference Material:	
<ol style="list-style-type: none"> 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 	
BoS Syllabus Sub- Committee Members:	
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 4. Ms. Poonam Chindarkar, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous). 	

Question Paper Pattern for External Evaluation		
Duration: 1 Hour		
Maximum Marks: 30		
Instructions:		
<ol style="list-style-type: none"> 1. All questions are compulsory. 2. Each question carries 10 marks. 		
Q.1. A.	Module I	[5]

Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	30	50

Course Title	Introduction to Journalism
Paper	VSC (Minor)
Course Code	VG VUAZN201

Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To think critically, creatively and independently. 2. To develop the ability to express oneself clearly, both in writing and orally. 3. To develop the ability to carry out journalistic research and interviews. 4. To develop the ability to prepare content for news media outlets. 5. To develop the ability to meet deadlines. 6. To develop the ability to competently use technology appropriate to the medium. 	
Course Outcome/s: On successful completion of the course, the learners shall be able to: <ol style="list-style-type: none"> 1. Understand the basics of journalism and recognize the contributions of the renowned journalists to different media. 2. Understand and apply the principles and laws of freedom of speech and incorporate this fundamental right when functioning at different political structures. 3. Think critically, creatively and independently; evaluate one's work and the work of others for accuracy, fairness, clarity, style and correctness. 4. Cover and write balanced reports through objectivity, accuracy, and brevity and understand the duties and qualities of a responsible reporter. 5. Demonstrate the ability to copyedit to specifications for print and plan and design news publications 6. Demonstrate the art of headline writing, rewriting and translation and familiarize the concept of page layout design. 	

Syllabus		
Module	Details	Lectures
I	History of Journalism in India A. Journalism in India B. Earliest publications C. The rise of nationalist press, Post 1947 The emergency 1975, Post Emergency D. Post liberalization of the economy, boom in magazines niche journalism E. How technology advancement has helped media F. New media with special reference to the rise the Citizen Journalism	10
II	What is News? 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, etc.	10
III	Career in journalism A. Reporter, Feature Writer, Mojo, Data journalist, Real-time journalist, investigative journalist, rural journalist, In-depth	10

	journalist, lifestyle journalist. B. Background research C. Finding a news angle D. Capturing the right pictures for a photo feature Writing Headline, captions, and lead	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Preparing News Bulletin 2. Covering issues in vicinity 3. News Blogs
Methodology for External Assessment:
A semester-end written test for 30 marks comprising questions from all modules in the syllabus.
Reference Material:
<ol style="list-style-type: none"> 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
BoS Syllabus Sub- Committee Members:
<ol style="list-style-type: none"> 1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 4. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation		
Duration: 1 Hour Maximum Marks: 30 Instructions: <ol style="list-style-type: none"> 1. All questions are compulsory. 2. Each question carries 10 marks. 		
Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]

OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

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

Course Title	Effective Communication - II
Paper	SEC
Course Code	VGVUAZSE201
Total Marks	60 + 40 = 100

Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Objectives:	
<ol style="list-style-type: none"> 1. To adapt their communication style and methods to create understanding and engagement with others. 2. To make the students aware of functional and operational use of language in media. 3. To equip or enhance students with structural and analytical reading, writing and thinking skills. 4. To introduce key concepts of communications. 	
Course Outcomes:	
<ol style="list-style-type: none"> 1. Identify effective communication practices and techniques to overcome communication challenges within the workplace. 2. Recognise different styles of communication that co-workers use to communicate and make decisions at the workplace. 3. Select ways to adopt communication style and methods to create understanding and engagement with others. 4. Use communication techniques to enhance communication with others. 	

Syllabus		
Module	Details	Lectures
I	Writing A. Report Writing (English, Hindi or Marathi): General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report) 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. C. Writing for Publicity materials (English, Hindi or Marathi): Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	15
II	Editing A. 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 B. Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing. C. Idioms and phrases: Creative usage of idioms and phrases	15
III	Paraphrasing and Summarizing A. Paraphrasing: Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, translation B. Summarization: Summarizing content, the points, and	04

	sub-points and the logical connection between the points	
IV	Interpretation of technical data A. Read graphs, maps, charts, Write content based on the data provided	02
V	Significance of Caricature in Communication A. What is caricature? B. The history of caricature C. Techniques used in caricature <ul style="list-style-type: none"> ● Reversing ● Contrast ● Assimilation D. Intertextuality E. Caricature and censorship	12
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:

1. Clipping files on various current topics.
2. Publish letters to editors in the news media.
3. Reporting of college events.

Reference Material:

1. De Bono, Edward. *Teaching Thinking*. Penguin Books, 1991.
2. De Bono, Edward. *De Bono's Thinking Course*. BBC Active, 2006.
3. Buzan, Tony. *Mind Maps at Work*. Thorsons, 2004.
4. Robinson, Douglas. *Becoming a Translator: An Introduction to the Theory and Practice of Translation*. Routledge, 2020.
5. Newmark, Elle, and Peter Newmark. *A Textbook of Translation*. Prentice-Hall International, 1988.

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour
Maximum Marks: 30

Instructions:

3. All questions are compulsory.
4. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	30	50

Course Title	Introduction to Human Rights and Ecology
Paper	VSC
Course Code	VGUVU AZVS201
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To understand the human rights system. 2. To understand gender equity. 3. To understand human rights advocacy. 4. To get acquainted with environmental studies . 5. To understand the significance of conservation of natural resources. 	
Course Outcomes: To enable the students to: <ol style="list-style-type: none"> 1. Explain the concept of human rights, trace its evolution and study the work of human rights activists. 2. 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. 3. Apply the knowledge they have gained in their immediate and distant environment. 	

Syllabus		
Module	Details	Lectures
I	Human Rights: Evolution A. Concept and Characteristics of Human Rights; Role of Thinkers in Evolution of Human Rights; Landmark Events in Evolution of Human Rights. B. Universal Declaration of Human Rights; Fundamental Rights in the Indian constitution. C. Human Rights Champions: (Indian: M.K. Gandhi, Periyar Ramasamy and Dr. B.R. Ambedkar; International: Martin Luther King and Nelson Mandela)	10
II	Human Rights: Stalwarts Stalwarts of Human Rights: (Indian: M.K. Gandhi, Periyar	10

	Ramasamy and Dr. B.R. Ambedkar; International: Martin Luther King and Nelson Mandela)	
III	Ecology: Sustainable Development Goals A. Ecology, Ecosystem; Man-Environment relationship B. Concept of sustainable development; Goals of sustainable development C. Smart and sustainable cities; sustainable tourism, sustainable agriculture.	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

1. Presentations
2. Panel Discussions
3. Group Debates

Methodology for External Assessment:

A semester-end written test for 30 marks comprising questions from all modules in the syllabus.

Reference Material:

1. Chatterji, Subhasish, Globalisation and its Impact on Indian Culture, Lambert Academi Publishing, 4 oct 2011, ISBN-10 3846507083.
2. Ciccarelli, S.K., & White, J.N., Psychology, 5th edition, Pearson Education, New Jersey, 2018.
3. Donnelly, Jack, Universal Human Rights in Theory and Practice, Cornell University Press, Ithaca, April 13, 2013, 3rd edition, ISBN-10 0801450950.
4. Jhunjhunwala, Bharat, Globalisation and Indian Economy, Kalpaz Publications, 30 Aug 2007, ISBN – 10, 817835599X.
5. Guha Ramchandra and Gadgil M, Ecology and Equity: The Use and Abuse of Nature in Contemporary India, Penguin, New Delhi, 1995.
6. Lewin, K., A Dynamic Theory of Personality. New York: McGraw-Hill, 1935.
7. Maikhuri., R. 1992. Ecology, Environmental and Sustainable Development in Economic Development and Environment : A Case Study of India (Ed.) K.C. Ray,
8. C.A. Tisdell and R.K. Sen. Delhi: Oxford University Press.
9. Rao, B.V., History of the Modern World- from AD 1500 to AD 2013, Sterling Publishers Pvt. Ltd., 2014, ISBN 9788120777767, 9788120777767
10. Schafer, W., Stress Mangement, 4th ed., Wadsworth Cengage Learning India Pvt. Lts., New Delhi, first re-print 2008.
11. Kulkarni, Dileep, Nisargayan, Rajhans Prakashan, Pune, 2005

E-Resources: Census Reports, MOOCs

1. <http://www.psychologydiscussion.net/conflicts/conflicts-notes-on-3-types-of-conflictspsychology/688>
2. <https://www.managers.org.uk/knowledge-bank/conflict-management>
3. <https://www.amanet.org/articles/the-five-steps-to-conflict-resolution/>
4. <https://opentextbc.ca/socialpsychology/chapter/defining-aggression/>
5. Environment, Natural Resources and Sustainable Development- https://swayam.gov.in/nd2_aic19_ge05/preview

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour
Maximum Marks: 30
Instructions:

1. All questions are compulsory.
2. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]

Q.3. D.	Module III	[5]
---------	------------	-----

SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	5	5	-	-	30	50

Course Title	Media Gender & Culture
Paper	AEC
Course Code	VGUVFAE202
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each

Course Objectives:

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 the changing perspectives of media, gender, and culture in the globalized era.

Course Outcomes:

1. Recognize diversity across **audiences, content** and **producers** of media
2. Identify stereotypes of gender, race, class, and sexual identity in media portrayals
3. Locate examples of **framing, intersectionality**, and **symbolic annihilation** in media
4. Analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media
5. Discuss **media literacy** in contemporary terms, in light of 21st century developments in online cultural production and new media.

Syllabus		
Module	Details	Lectures
I	<p>Introduction To Cultural Studies: Evolution, Need, Concepts and Theories</p> <p>A. 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</p> <p>B. Theories:</p> <ul style="list-style-type: none"> • Stuart Hall: encoding and decoding, 	10

	<ul style="list-style-type: none"> ● Circuit of culture ● John Fiske: culture and industry ● Feminism and Postfeminism ● Technoculture and risk – Ulrich Beck 	
II	<p>Culture and Media</p> <p>A. Construction of culture- social, economic, political, religion, and technology</p> <p>B. Culture, industry, and media- commodification, memes, representation, articulation, popular culture, power, cyberculture</p> <p>C. Construction of culture- social, economic, political, religion and technology</p> <p>D. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture</p> <p>E. Media and its impact on the cultural aspect of the society.</p> <p>F. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</p> <p>G. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.</p> <p>H. Pop Culture</p>	10
III	<p>Gender and Media Culture</p> <p>A. The influence of media on views of gender (theme, underrepresentation, stereotypes, women and men, stereotype images, roles, etc.)</p> <p>B. Role of media in social construction of gender, Changing attitudes & behavior for the empowerment of women: Movements of change</p> <p>C. Gender equality and media</p> <p>D. Portrayal of LGBTQ community in Indian Media</p> <p>E. Rape Culture in Indian Media</p> <p>F. Hegemonic masculinity in media</p> <p>G. Gender issues in news media (TV, radio, newspapers & online news)</p>	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

1. Role-play exercises for inculcating multicultural competence
2. Presentations to explore ethnospheres of different communities
3. Group discussions on media and culture pertaining to the cyclical process of impact.

Reference Material:

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

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
4. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour
Maximum Marks: 30
Instructions:

1. All questions are compulsory.
2. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]

OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

SEMESTER - II										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	30	50

Course Title	Introduction to Translation - II
Paper	VEC
Course Code	VGUVUE207
Total Marks	30 + 20 = 50
Number of Lectures	30 lectures of 60 minutes each
Course Objectives:	
<ol style="list-style-type: none"> To enable learners to accurately convey the original meaning while respecting the target audience's cultural values and understanding. To enable learners to understand the skills required to become a professional translator and what is meant by translation competence. 	
Course Outcome/s:	
<ol style="list-style-type: none"> Translate materials into other languages in a globalized world. Communicate across cultural boundaries. 	

Syllabus		
Module	Details	Lectures
I	Semiotics & Translation A. What is Semiotics, Sign systems, Intersemiotics, Translation of signs. B. Intralingual, Interlingual and Intersemiotic translation.	10

	C. Intersemiotic Translation as Resemiotisation.	
II	Significance of Synonyms and Accuracy levels in Translation A. Translation in Social Media and Literature: A Comparative glance. B. Translation in Re-Scripting for different audience or readers: Purpose Oriented Translation in Children's Literature and Instructional Education. C. Importance of Translation as Original Writing: Significance of reaching out in Target language and Departure from Source Language.	10
III	Subtitling & Translation A. What is subtitling? Purpose of Subtitling, Types and Benefits of Subtitling. B. Subtitling: A cognitive process, Restrictions in Subtitling, Working as a closed captioner, difference between Captioner, Subtitler and Transcriptionist. C. Effects of Subtitles, Complexity and Language proficiency.	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		30

Methodology for Internal Assessment:

1. Clipping files on various current topics.
2. Publish letters to editors in the news media.
3. Reporting of college events.

Methodology for External Assessment:

A semester-end written test for 30 marks comprising questions from all modules in the syllabus.

Reference Material:

1. Robinson, Douglas. *Becoming a Translator: An Introduction to the Theory and Practice of Translation*. Routledge, 2020.
2. Newmark, Elle, and Peter Newmark. *A Textbook of Translation*. Prentice-Hall International, 1988.

BoS Syllabus Sub- Committee Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Disha Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
3. Ms. Ruchira Parab, Assistant Professor, Department of Mass Media, and Member, BoS, V.G.Vaze College (Autonomous).
4. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 1 Hour
Maximum Marks: 30

Instructions:

1. All questions are compulsory.
2. Each question carries 10 marks.

Q.1. A.	Module I	[5]
Q.1. B.	Module I	[5]
OR		
Q.1. C.	Module I	[5]
Q.1.D.	Module I	[5]
OR		
Q.2. A.	Module II	[5]
Q.2. B.	Module II	[5]
OR		
Q.2. C.	Module II	[5]
Q.2. D.	Module II	[5]
OR		
Q.3. A.	Module III	[5]
Q.3. B.	Module III	[5]
OR		
Q.3. C.	Module III	[5]
Q.3. D.	Module III	[5]

Open Elective
Semester - II
Course Code: VGVUOE220

Name of the course:		Indian Financial System (Open Elective)	
No. of Credits:		4	
unit	Content	Unit wise Course Outcome	No. of Lectures
1	Overview Indian Financial System	Learners will be able to understand the components and functions of Indian financial system	15
	a. Components of Indian Financial System.		
	b. Participants in the Indian Financial System.		
	c. Linkage of Financial Intermediaries and working of the same.		
	d. Growth of Financial Sector in post reform period in India.		
e. Structural changes in Indian Financial System in last decade			
2	Banking in India since 1990s	Learners will be able to understand the functioning of the banking	15
	a. Developments in Commercial banking sector since 1990s		
	b. Technological reforms and Indian Banking System; Core Banking Solution(CBS), Online Fund Transfer		
	c. Assets Liability Management of Bank.		
d. Concept of Non-Performing Asset and Capital Adequacy Norms. Frauds in Banking sector			

	e. Role of Reserve Bank of India in banking sector.		
3	Money and Capital Markets in India	Learners will be able to understand the working of capital markets and reforms therein	15
	a. Reforms and Features of Indian Money Market.		
	b. Capital Market: Structure of the Indian Capital Market– Recent Developments in the Capital Market		
	c. Role of SEBI , Working of NSE and trading platform		
	d. Recent Changes in Financial Markets in India		
	e. Terms, phrases used in Financial Markets		
4	Insurance and Mutual Funds	Learners will be able to learn and understand the importance of Insurance and Mutual Funds as an essential part of personal financial planning.	15
	a. Concept, types of Insurance and need of it.		
	b. Different Policies offered by Insurance Companies in India		
	c. Concept of Mutual Funds and Types.		
	d. Role of Systematic Investment Plan (SIP) in Financial Planning		
	e. Growth of Insurance and Mutual Fund Business in India		
	TOTAL		60

COURSE OBJECTIVES:

1	To understand the background of Indian Financial System
2	To analyse recent developments and trends in the Banking and Insurance sector.

3	To understand the regulatory framework of Capital Markets.
----------	---



Recommended Resources	
------------------------------	--

Reference Books	1. Pathak Bharati, Indian Financial System. 2. Bhole L M Financial Institutions AND Markets, McGraw Hill.
------------------------	--

E-Resources	1. Moneycontrol.com 2. Tradingview.com
--------------------	---

This is the final syllabus which has been approved by the following BoS Members:

1. Dr. Shyam Choithani, Head and Assistant Professor, Department of Mass Media, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Prof. (Dr.) Preeti Nilesh, Vice-Principal (Degree College), Dean of Humanities & Social Sciences, Head, Department. of History & Member, BoS, V. G. Vaze College (Autonomous).
4. Dr. Vijayalakshmi Kannan, Programme Coordinator of BAMMC & BMS, Mulund College of Commerce, and Vice-Chancellor Nominee, BoS, V. G. Vaze College (Autonomous).
5. Mr. Narayan Haraliker, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
6. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
7. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).
8. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous)
9. Mr. Abhijit Dhamdhare, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).
10. Ms. Poornima Swaminathan, Industry Expert, Member, BoS, V. G. Vaze College (Autonomous).
11. Mr. Soham Bandekar, Television Actor & Producer, Alumnus of Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

	
Dr. Shyam Choithani Chairperson, BoS	Dr. Vijayalakshmi Kannan Vice-Chancellor Nominee, BoS
Date: 24 April 2023	