



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

Syllabus for FYBAMMC

(June 2021 Onwards)

Program:

B.A.

in

Multimedia and Mass Communication

(B.A.M.M.C.)

Semesters I & II

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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.

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Semester-wise Course Structure SYBAMMC:

Programme: BAMMC		Year: FYBAMMC	
Academic Year: 2021-2022		Semester: I	
Course Title	Credit points allotted in the semester	Course Code	Title
Effective Communication - I	3	AMM-101	AECC
Foundation Course - I	2	AMM-102	AEEC
Visual Communication	4	AMM-103	DSC
Fundamentals of Mass Communication	4	AMM-104	DSC-CORE-I
Current Affairs	4	AMM-105	DSC-CORE-II
History of Media	3	AMM-106	DSE
Total Credit Points in Semester III	20		

Programme: BAMMC		Year: FYBAMMC	
Academic Year: 2021-2022		Semester: II	
Course Title	Credit points allotted in the semester	Course Code	Title
Effective Communication - II	3	AMM-201	AECC
Foundation Course - II	2	AMM-202	AEEC
Content Writing	4	AMM-203	DSC
Introduction to Advertising	4	AMM-204	DSC-CORE-I
Introduction to Journalism	4	AMM-205	DSC-CORE-II
Media Gender & Culture	3	AMM-206	DSE
Total Credit Points in Semester IV	20		

Total number of credits in SYBAMMC = 20 + 20 = 40

AEEC: Ability Enhancement Elective Course

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DSC: Discipline Specific Course

DSE: Discipline Specific Elective

1. Syllabus as per Choice Based Credit System	
I. Name of the programme	: B. A. in Multimedia and Mass Communication
II. Course codes	: Mentioned in the list of courses
III. Course titles	: 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	
	: Only the electives offered by the department are mentioned in the list of courses and syllabus.
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

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SEMESTER - III										
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 - I
Paper	AECC
Course Code	AMM-101
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.

Syllabus		
Module	Details	Lectures
I	Introduction to Communication A. The concept of communication: Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. B. Types of Communication: Verbal Communication - Importance of verbal communication - Advantages of verbal communication - Advantages of written communication; Significance of Non-verbal Communication. C. Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, story-telling, panel discussions, voice-over, elocution, debates, and group discussion D. Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an	12

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	Important Skill in Workplace.	
II	<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; Delivering a Presentation</p>	12
IV	<p>Introduction to Translation</p> <p>A. Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Cultural aspects if language & life</p> <p>B. Interpretation: Meaning, Difference between interpretation and translation</p> <p>C. Translator and his role in media, Qualities, Importance of Translator, Challenges faced by Translator</p>	12
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 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
Reference Material:
<ol style="list-style-type: none"> 1. L
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. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and

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<p>Member, BoS, Vaze College (Autonomous).</p> <p>3. Dr. Vinod Zalte, Subject Expert, Member, BoS, V. G. Vaze College (Autonomous).</p> <p>4. Mr. Chaitanya Sant, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).</p>

SEMESTER - III										
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	-	-	2	20	10	10	-	-	60	100

Course Title	Foundation Course - I
Paper	AEEC
Course Code	AMM-102
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 50 minutes each (2250 minutes)

Course Outcome/s:

1. Recall the multicultural nature of Indian society and study its demographic features.
2. Develop basic knowledge about issues related to gender disparities, problems of the elderly and people with disabilities.
3. Identify challenges and solutions related to disparities among social and religious groups.
4. Gain an overview of the Indian Constitution and political processes in India.
5. Apply the knowledge gained in their immediate and distant environment.

Syllabus		
Module	Details	Lectures
I	<p>Overview of Indian Society</p> <p>A. The multiculturalism of Indian Society: Religion, Caste, Linguistic Diversities; Concept of Unity in diversity</p> <p>B. Demographic Composition of India</p> <p>C. Regional variations: Rural, Urban and Tribal Regions</p>	11

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II	Concept of Disparity - I A. Gender Disparities: Violence against Women; Portrayal of Women in Media B. Inequalities faced by the Elderly and People with Disabilities. C. Types, Causes, Treatment, and Cure for Physical and Mental Disabilities	12
III	Concept of Disparity - II 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	Indian Constitution A. Structure, features of Indian Constitution, B. Fundamental duties and the Indian citizens C. Party system in Indian politics and the participation of women in Indian politics. D. Local self-governing bodies; 73rd and 74th Amendments.	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		45

Methodology for Internal Assessment:
1. Presentations 2. Panel Discussions 3. Group Debates
Reference Material:
1. M. Laxmikanth, Indian Polity, Tata McGraw Hill, New Delhi, 2013. 2. Durga Das Basu, An Introduction to the Constitution of India, Prentice Hall, 1982 3. P.M.Bakshi, Constitution of India, Universal Law Publishing , 2010 4. Jhabwalla, Noshirvan H, The Constitution of India, c. Jamnadas & Co., 2004 5. M. Priyam, Tribal Communities and Social Change, Sage Publications, new Delhi, 2005. 6. Madan T.N. (ed.), Religion in India, Oxford University Press, New Delhi, 1991. 7. Singha Roy (ed.), Social Development and the Empowerment of the Marginalized Groups: Perspectives and Strategies, Sage Publications, New Delhi, 2004. 8. Ziyauddin K.M. (ed.), Dimensions of Social Exclusion: Ethnographic Explorations, Cambridge Scholars Publishing, 2009. 9. Dharmapal, Atharvya Shatakatil Bhartiya Vidnyan ani Tantradnyan, Bhartiya Shikshan Mandal, Nagpur, 2013. 10. Kulkarni, Dileep, Badluya Jeevanshaili, Bhag 1 ani 2, Rajhans Prakashan, Pune.
E-Resources: Census Reports, MOOCs
1. https://censusindia.gov.in/2011Census/pes/Pesreport.pdf 2. http://censusindia.gov.in/2011-Common/CensusData2011.html

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3. Languages of India- <https://mhrd.gov.in/language-education>
4. Swayam: Mahapatra, S.K., Sr. Secondary: Sociology, https://swayam.gov.in/nd2_nos19_as07/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. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous).
3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - III										
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	Visual Communication
Paper	DSC
Course Code	AMM-103
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:

1. To provide students with tools that would help them visualize and communicate.
2. Understanding Visual communication as part of Mass Communication
3. To acquire basic knowledge to be able to carry out a project in the field of visual communication
4. To acquire basic knowledge in theories and languages of Visual Communication
5. The ability to understand and analyze visual communication from a critical perspective

Syllabus		
Module	Details	Lectures

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I	Introduction to Visual Communication A. History and development of Visuals B. Need and importance of visual communication C. Visual Communication as a process and as an expression, Language and visual communication D. Visible concepts <ul style="list-style-type: none"> ● Plans and organizational charts ● Maps ● Chronologies E. Invisible Concepts <ul style="list-style-type: none"> ● Generalization Theories ● Feelings or attitudes 	10
II	Theories of Visual Communication A. Sensual Theories <ul style="list-style-type: none"> ● Gestalt ● Constructivism ● Ecological B. Perceptual Theories <ul style="list-style-type: none"> ● Semitics ● Cognitive 	10
III	Colors and Design in Visual Communication A. Color theory B. Psychological implications of color C. Colors and visual pleasure D. Elements of Design	08
IV	Channels of Visual Communication A. Painting & Photography B. Film & Television, Documentaries, Script writing & visualization C. Comics & Cartoons, Digital Images, Animation & VFX D. News Papers, Advertisements, Photojournalism	12
V	Visual Communication in the Age of Social Media A. Ethics B. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) C. Audience Behavior D. Citizen Journalism, Going Viral E. Visual stereotyping in social media	08
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Oral & Practical Presentations 2. Projects / Assignments 3. Debates /Group Discussion

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<ol style="list-style-type: none"> 4. Open Book Tests 5. Quiz
Reference Material:
<ol style="list-style-type: none"> 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
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SEMESTER - III										
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	Fundamentals of Mass Communication
Paper	DSC-CORE-I
Course Code	AMM-104
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. 2. To study the evolution of Mass Media as an important social institution. 3. To understand the development of Mass Communication models. 	

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4. To develop a critical understanding of Mass Media.
5. To understand the concept of New Media and Media Convergence and its implications.

Syllabus		
Module	Details	Lectures
I	Introduction & Overview A. Meaning and importance of Mass Communication B. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital C. Communication etc. D. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste- differentiated Audience Model, Hub Model, Sadharanikaran.	12
II	History of Mass communication A. From oral to communication (kirtan, Davandi, Powada, Nagara) B. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in C. Indian communication landscape	08
III	Major Forms of Mass Media A. Traditional & Folk Media: B. Print: Books, Newspapers, Magazines C. Broadcast: Television, Radio D. Films E. Internet	08
IV	Impact of Mass Media on Society A. Social Impact (With social reformers who have successfully used mass communication) B. Political Impact (With political leaders who have successfully used mass communication) C. Economic Impact (With how economic changes were brought about by mass communication) D. Developmental Impact (With how the government has successfully used mass communication) <ul style="list-style-type: none"> ● Case Study: Corona Scare E. Impact of Mass Media on: <ul style="list-style-type: none"> ● Education ● Children ● Women ● Culture ● Youth 	10
V	New Media and Media Convergence	10

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	<p>A. Elements and features of new media, Technologies used in new media, B. Major challenges to new media Acquisition- personal, social and national, C. Future prospects (E-Learning)</p>	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:	
<ol style="list-style-type: none"> 1. Oral & Practical Presentations 2. Projects / Assignments 3. Debates /Group Discussion 4. Open Book Tests 5. Quiz 	
Reference Material:	
<ol style="list-style-type: none"> 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: Arvind Singhal 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. 	
BoS Syllabus Sub- Committee Members:	
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SEMESTER - III										
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	Current Affairs
Paper	DSC-CORE-II
Course Code	AMM-105
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<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. 4. Twenty minutes of newspaper reading and discussion is mandatory in every 5. lecture

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	08

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	<p>B. Ministry of Home Affairs, Enforcement Organizations, Internal Security, Police & Communal tensions</p> <p>C. Review of latest episodes of communal tensions</p> <p>D. The tensions in J&K Background, Political players, Update on the current situation</p> <p>E. Review of any three Central Government projects and policies</p>	
III	<p>International Affairs</p> <p>A. Security Council, Structure. Roles, Issues that currently engage the SC</p> <p>B. Role of United Nations, WTO, UNICEF, General Assembly, Other main organs of the UNO, Issues that currently engage the UNO</p> <p>C. Four conflicts/ issues of international importance and Conflict Resolution</p>	10
IV	<p>Issues in Maharashtra</p> <p>A. Political parties reach and challenges, political leaders</p> <p>B. An update on the current political dynamics of Maharashtra</p> <p>C. News relating to the marginalized and displaced tribes</p> <p>D. The latest news on floods and drought, unemployment, health issues, etc</p> <p>E. Update two ongoing state projects</p>	10
V	<p>Technology</p> <p>A. Mobile Application for Journalists: Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide</p> <p>B. Artificial Intelligence & Content Automation Tools: Introduction to AI and data science Introduction to Content Automation tools, Examples of content automation tools in content creation</p> <p>C. Augmented Reality & Virtual Reality in Media: Introduction to Augmented Reality Introduction to Virtual Reality, Examples of Augmented Reality games and apps, Examples of Virtual Reality news websites worldwide</p> <p>D. Digital Gaming Industry: Introduction to Digital Gaming Industry</p> <p>E. Digital Gaming in India: Overview of Indian digital gaming</p>	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Quiz on current affairs 2. Group Discussion on burning issues 3. Group presentations on any one current issue
Reference Material:
<ol style="list-style-type: none"> 1. Manorma Yearbook published by Malayala Manorma

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<ol style="list-style-type: none"> 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 7. Understanding Augmented Reality: Concepts and Applications- Alan B Craig 8. https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla 9. 70 years in Indian politics and policy 10. https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6
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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. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - III										
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	History of Media
Paper	DSE
Course Code	AMM-106
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

Course Outcome/s:
<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history 2. To enable the learner to understand the major developments in media history.

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3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continue to influence Indian mass media.
5. Learners will develop the ability to think and analyze the media.
6. To sharpen the reading, writing, speaking, and listening skills that will help the students to understand the development of Media

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 Indian Language Press in India A. Rise of Hindi Language Newspapers (Detailed report on vernacular press in India referring to newspapers) B. Regional press and its popularity of India regional languages in various regions C. Vernacular PRes Act 1876 D. Newspaper (Incitement of Offences Act 1908) E. India Press Act 1910 F. India Press (Emergency Powers) Act 1931 Also.	10
III	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
IV	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
V	Role of Media Icons in the History of Indian Media	

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	A. Raja Rammohan Roy B. Bal Gangadhar Tilak C. M.K.Gandhi D. B.R.Ambedkar E. KP Kesava Menon F. K.C Mammen Mappillai G. Maulana Abul Kalam Azad H. R. K. Karanjia I. Shyam Lal J. C V Ramoji Rao K. Kamaleshwar L. M. Chalapati Rau M. P. Sainath N. B. G. Verghese	
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 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.
Reference Material:
<ol style="list-style-type: none"> 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:
<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. Ashwathi Anilkumar, Assistant Professor, Department of Mass Media, and Member, BoS, Vaze College (Autonomous). 3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

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SEMESTER - IV										
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	AECC
Course Code	AMM-201
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.

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):	15

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	Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	
II	<p>Editing</p> <p>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</p> <p>B. Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing.</p>	15
III	<p>Paraphrasing and Summarizing</p> <p>A. Paraphrasing: Meaning, how to use paraphrase in communication, Paraphrase in plagiarism, translation</p> <p>B. Summarization: Summarizing content, the points, and sub-points and the logical connection between the points</p>	04
IV	<p>Interpretation of technical data</p> <p>A. Read graphs, maps, charts, Write content based on the data provided</p>	02
V	<p>Significance of Caricature in Communication</p> <p>A. What is caricature?</p> <p>B. The history of caricature</p> <p>C. Techniques used in caricature</p> <ul style="list-style-type: none"> ● Reversing ● Contrast ● Assimilation <p>D. Intertextuality</p> <p>E. Caricature and censorship</p>	12
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Clipping files on various current topics. 2. Publish letters to editors in the news media. 3. Reporting of college events.
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, Newmark

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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).

SEMESTER - IV										
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	-	-	2	20	10	10	-	-	60	100

Course Title	Foundation Course - II
Paper	AEEC
Course Code	AMM-202
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 50 minutes each (2250 minutes)

Course Outcome/s:

To enable the students to:

1. Describe the concept, merits, and demerits of liberalization, privatization, and globalization; and explain the impact of globalization on culture, infrastructure, and economic sectors.
2. Explain the concept of human rights, trace its evolution and study the work of human rights activists.
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.

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Syllabus		
Module	Details	Lectures
I	Globalization and Indian Society A. Liberalization, Privatization, Globalization: Concepts, Merits, Demerits. B. Impact of Globalization: Industries, Agriculture, Employment. C. Impact of Globalization: Culture, Migration, Housing.	12
II	Human Rights 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
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	11
IV	Understanding and Management of Stress and Conflict 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
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		45

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Presentations 2. Panel Discussions 3. Group Debates
Reference Material:
<ol style="list-style-type: none"> 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

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- 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

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3. Mr. Shivraj Bhosale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - IV										
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	Content Writing
Paper	DSC
Course Code	AMM-203
Total Marks	60 + 40 = 100

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Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought. 	

Syllabus		
Module	Details	Lectures
I	Foundation <ol style="list-style-type: none"> A. Grammar Refresher: With special emphasis on the use of punctuations, prepositions, capital letters, and lower case B. Vocabulary building: Meaning, usage of words, acronyms C. Common errors: Homophones and common errors in English usage D. Essentials of good writing: Emphasis on writing with clarity, logic, and structure E. Phrases and idioms: Creative usage of phrases and idioms 	08
II	Editing Skills <ol style="list-style-type: none"> A. Redundant words: Identifying redundant words and phrases and eliminating these B. Editing sentences: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error C. Editing captions: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error D. Editing headlines: Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error E. Editing copy: Structuring a story, Creating a flow, editing redundant words/ phases, and replacing wrong words/punctuation/grammatical error 	10
III	Writing Tips and Techniques <ol style="list-style-type: none"> A. Writing tickers/scrolls: For television news B. Writing social media post: Twitter and for other social networks C. Writing briefs/snippets: News briefs, Lifestyle and entertainment snippets D. Caption writing: Picture stories E. Writing headlines: News headlines and feature headlines 	10
IV	Presentation Tools and Techniques <ol style="list-style-type: none"> A. PowerPoint Presentation: Use of Powerpoint tools, PowerPoint to Pdf, PowerPoint to self animated presentation, Auto timing of PowerPoint presentation B. Infographic: Color selection, Use of clip art, Use of Powerpoint smart tools, Minimalist animation for maximum 	10

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	<p>impact</p> <p>C. Three minute presentation: Content for single slide, Uses of phrases, Effective word selection, Effective presentation</p> <p>D. Google Advanced search: How to select relevant information, Locating authentic information, How to gather information for domestic and international websites</p> <p>E. Plagiarism: How to do a plagiarism check? Paraphrasing, Citation and referencing style</p>	
V	<p>Writing for the Web</p> <p>A. Content is King: Importance of content</p> <p>B. Less is more: Writing for print media/ social media like Twitter, etc</p> <p>C. Copywriting: Ad campaigns (creative, witty, and attractive)</p> <p>D. Realtime content: Difference in writing for print vs digital</p> <p>E. Keywords: Designing keywords for Search Engine Optimization</p>	10
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Writing Captions and Headlines 2. A three-minute presentation 3. Word Game/Quiz
Reference Material:
<ol style="list-style-type: none"> 1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication 2. Writing for the Mass Media by James Glen Stovall 3. A Handbook of Rhetorical Devices by Robert A Harris
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. 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).

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

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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 Advertising
Paper	DSC-CORE-I
Course Code	AMM-204
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	
<ol style="list-style-type: none"> 1. To provide the students with basic understanding of advertising, growth, importance and types. 2. To understand effective advertising campaigns, tools, models etc. 3. To comprehend the role of advertising , various departments, careers and creativity 4. To provide students with various advertising trends, and future. 	

Syllabus		
Module	Details	Lectures
I	Introduction to Advertising A. Introduction to advertising <ul style="list-style-type: none"> ● Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising B. Types of advertising <ul style="list-style-type: none"> ● Consumer, Industrial, Retail, Classified, Corporate, Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy C. Ethics and Laws in Advertising <ul style="list-style-type: none"> ● Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations D. Social, Cultural and Economic impact of Advertising <ul style="list-style-type: none"> ● Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture, and advertising E. Theories & Model <ul style="list-style-type: none"> ● Stimulus theory, AIDA, Hierarchy, Means-End Theory, DAGMAR 	18
II	Integrated Marketing Communication and Tools A. Integrated marketing communication <ul style="list-style-type: none"> ● Marketing - Ps of Marketing, Marketing Mix, Emergence, 	10

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	<p>Role, Tools, Communication process, The IMC Planning Process</p> <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 	
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 	14
IV	<p>Types of Advertising Agencies, Departments, Careers and Trends</p> <p>A. Types of Advertising Agencies</p> <p>B. Departments in Agency</p> <p>C. Latest Trends</p>	06
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

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

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Reference Material:

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:

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, B0S, Vaze College (Autonomous).
3. Mr. Abhijit Dhamdhare, Subject Expert & Member, BoS, V. G. Vaze College (Autonomous).
4. Mr. Shashikant Kale, Visiting Faculty, Department of Mass Media, and Member, BoS, V. G. Vaze College (Autonomous).

SEMESTER - IV										
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 Journalism
Paper	DSC-CORE-II
Course Code	AMM-205
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)

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Course Outcome/s:

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

Syllabus		
Module	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	Principles and Format A. What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist B. Criteria for newsworthiness C. Hard News / Soft News and blend of the two News Reports, Features Editorials	10
IV	Career in journalism A. Reporter, Feature Writer, Mojo, Data journalist, Real-time journalist, investigative journalist, rural journalist, In-depth journalist, lifestyle journalist	10
V	Covering an event (flip class) A. Background research B. Finding a news angle C. Capturing the right pictures for a photo feature Writing Headline, captions, and lead	08
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

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Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Preparing News Bulletin 2. Covering issues in vicinity 3. News Blogs
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
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SEMESTER - IV										
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	Media Gender & Culture
Paper	DSE
Course Code	AMM-206
Total Marks	60 + 40 = 100
Number of Lectures	48 lectures of 50 minutes each (2400 minutes)
Course Outcome/s:	<ol style="list-style-type: none"> 1. To discuss the significance of culture and the media industry.

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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.

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, ● Circuit of culture ● John Fiske: culture and industry ● Feminism and Postfeminism ● Technoculture and risk – Ulrich Beck 	12
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>	12
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>	12

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	E. Rape Culture in Indian Media F. Hegemonic masculinity in media G. Gender issues in news media (TV, radio, newspapers & online news)	
IV	Globalization and Media Culture A. Media imperialism B. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender C. Consumer culture and media in the era of globalisation. D. Digital Media culture: Recent trends E. and challenges F. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization G. & power.	12
TOTAL NUMBER OF LECTURES ALLOTTED FOR THE SUBJECT		48

Methodology for Internal Assessment:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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:
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This is the final syllabus which has been approved by the following BoS Members:

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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 Dhamdhere, 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: 28 September 2021