

Course Content and Credit System

SEMESTER-I

Paper-I

EFFECTIVE COMMUNICATION SKILLS-I

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure, abilities in reading and writing and skills of:

- Close, critical reading of informative and discursive texts in Marathi, Hindi and English
- Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Marathi, Hindi and English
- Efficient oral communication in Marathi, Hindi and English
- To equip students with structured and analytical thinking skills
- To teach presentation skills and effective use of presentation aids in Marathi, Hindi and English

Topic	No. of lectures
Reading (Marathi, Hindi and English)	10
Writing (Marathi, Hindi and English)	10
Editing & Summarizing (Marathi, Hindi and English)	10
Oral Communication (Marathi, Hindi and English)	10
Thinking	05

Paper-II

FUNDAMENTALS OF MASS COMMUNICATION

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the students to communication models and expose them
 - to the various aspects of Mass Communication
 - To develop a critical understanding of Mass Media, its potentialities and Impact

Topic	No. of lectures
Definitions of communication	02
Functions of Communication	04
Barriers of Communication	04
Types of Communication	06
Basic Communication models	10
An overview of media evolution from Gutenberg to Internet	02
Role of Leading Mass Communicators	08

The contribution of Bengali and Marathi press towards the Struggle for Independence	06
Impact of Mass Media in Indian mass movements	08

Paper-III

INTRODUCTION TO COMPUTERS

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To equip the students with a general understanding of computer basics for everyday use.
- To train them to use this understanding to supplement their presentation skills.

Topic	No. of lectures
Computer Basics	07
Networking Basics	02
Introduction to internet	05
Text and Documents Editing and Presentation, Microsoft Word	06
MS Excel	03
Powerpoint	06
Introduction to designing	04
Page Layouts (Pagemaker indesign and Quarkxpress)	10
Photoshop	07
Introduction to Corel Draw	07

Paper-IV

LANDMARK EVENTS IN 20TH CENTURY HISTORY OF WORLD, INDIA & MAHARASHTRA

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with important ideas & events that shaped 20th Century world with emphasis on India & Maharashtra

Topic	No. of lectures
Introduction	08
Ideas & Ideologies That Shaped The World	02
Causes and Consequences of the First and Second World Wars	08
Era Of Cold War and emergence of the New World Order	02
Brief introduction to SAARC	02
Events In India	10
India After Independence	12
Emergence Of Maharashtra	12

Paper-V
**INTRODUCTION TO SOCIOLOGY, THE SOCIOLOGY OF NEWS AND
SOCIAL MOVEMENTS IN INDIA**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Provide a sociological understanding of the basic concepts and perspectives relevant to mass-media.
- To make the students aware of Indian Society's socio- cultural diversity and their responsibility as media personnel.
- To sensitize them to pressing social issues of the contemporary Indian society.
- To know and to understand origins & spread of the
- various social movements in India

Topic	No. of Lectures
Intoduction to Sociology	12
Role of Media in Society	20
Dalit And OBC Movement	02
Dravidian Movement	02
Class Movements	02
Hindutva Movement	02
Linguistic Movements	02
Feminist Movements	02
Islamic Movements in India	02
Shaping Of Consumer Consciousness In the Era Of Globalization	02

Paper- IV
INTRODUCTION TO ECONOMICS
Max. Marks: 100 (Theory:50, Internals: 50)

Preamble:

In the day to day functioning of an economy, a large number of economic terminologies are used frequently in the media. The main objective of this paper is to familiarize the students of mass media with the fundamental concepts of economics so that their analytical ability can be strengthened. To achieve this, the paper is to be taught with practical relevance. Wherever applicable, reference is to be made in the context of Indian economy.

Topic	No. of Lectures
--------------	------------------------

Section-I

Basic Concepts of Microeconomics: 25

Nature and scope of Micro Economics

Market forces of demand and supply

Production function: short run and long run

Cost of Production: Meaning

Introduction to the competitive markets

Section-II

I. Fundamentals of Macroeconomics 20

Basic Concepts of income aggregates

Introduction to Money, Banking and Public Finance

Introduction to External Sector

II. India in a globalised world 05

SEMESTER-I Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Effective Communication Skills-I	03	100
2. Fundamentals of Mass Communication	03	100
Allied Subjects:		
1. Introduction to Computers	03	100
2. Landmark Events in 20 th Century World History with Emphasis on India and Maharashtra	03	100
3. Introduction to Economics	03	100
4. Introduction to Sociology, the sociology of news and social movements in India.	03	100
Total	18	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;

- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-II

Paper-I

EFFECTIVE COMMUNICATION SKILLS-II

Max. Marks: 100 (Theory:50, Internals: 50)

Objective:

- To advance the communication skills in Marathi, Hindi and English acquired in the first semester.

Topic	No. of Lectures
Reading	10
Writing	10
Editing & Summarizing	10
Oral Communication	10
An Introduction to Logic	05

Paper-II

POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with fundamental political concepts essential for understanding political systems and theories.
- Orient the students to the Indian Constitution and the functioning of the Indian political system.
- To provide the students with a strong base on the 'Indian Concepts' and to expose them to the complexities of Indian Political Systems.

Topic	No. of Lectures
Concepts	04
Indian Constitution	10
Political Dynamics (India)	20
Political Dynamics (Maharashtra)	16

Paper-III
PRINCIPLES OF MANAGEMENT AND MARKETING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an introduction to the fundamentals of management and marketing.

Topic	No. of Lectures
Introduction to Management	05
Management Today	06
Organizational Environment and Ethics	02
Introduction to the Marketing Process	04
Marketing Strategy & Marketing Mix	04
Product Mix	04
Price Mix	04
Place Mix	04
Promotion Mix	04
Marketing in the Digital Age	02
Responsible Marketing & Ethics	02

Paper-IV
INTRODUCTION TO PSYCHOLOGY
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an understanding of the basic concepts of Psychology and its relevance to mass media

Topic	No. of Lectures
Evolution of Psychology	08
Personality	08
Motivation and Emotion	08

Cognition	08
Perception	08
Attitude	08

Paper-V
AN INTRODUCTION TO LITTERATEURS
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Through reading about litterateurs and their work help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life.
- To expose students to good writing to help them write better.
- To introduce students to the various genres and literary terms to enhance their understanding of world literature.

Topic	No. of Lectures
<i>Part I</i>	
Introduction to North American writers	06
Introduction to African writers	06
Introduction to European writers	06
Introduction to South American Writers	06
Introduction to Asian writers	06
<i>Part II</i>	
Introduction to Indian Writers	08
<i>Part III</i>	
Introduction to literary criticism terms	12

Paper-VI
TRANSLATION SKILLS
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To know the importance of translation in media.
- To provide English, Hindi and Marathi translation skills required in media.

Topic	No. of Lectures
Importance of Translation and Need	02
The Concept of Translation	02
Translation Theories	16
Types of Translation	04
Translation in three languages (Practical)	20

SEMESTER-II Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Effective Communication Skills-II	03	100
2. An Introduction to Literature	03	100
Allied Subjects:		
1. Introduction to Psychology	03	100
2. Political Concepts and the Indian Political system	03	100
3. Principles of Management and Marketing	03	100
4. Translation	03	100
Total	18	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;
- Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-III
Paper-I
INTRODUCTION TO CREATIVE WRITING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- to encourage students to read stories, poems, plays
- to develop further and build upon the writing and analytical skills acquired in Semesters I and II
- to acquaint students with basic concepts in literary writing
- to familiarize students with the creative process

Topic	No. of lectures
<i>Section – I</i>	
A Brief Introduction to Creative Writing	05
Formal structure of the short story	06
Formal aspects of Poetry	06
Formal aspects of Drama	06
Publication Aspects	06
<i>Section-II</i>	
Scripting, Screenplay, and dialogue writing focusing on	15
Writing for the internet, with special reference to	06
<i>Suggested projects: Film Review</i>	
<i>Book Review: Adapting a short story to a screenplay Writing an original screenplay / script for radio or television</i>	

Paper-II
INTRODUCTION TO CULTURE STUDIES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce students to a set of approaches in the study of culture
- To examine the construction of culture
- To understand how the media represents culture

Topic	No. of lectures
Evolution and need to study cultural studies	03
Concept of ‘Culture’: examining definitions and theories of culture	05
Popular and Mass Culture	06
Culture and Conditioning	10
Construction of Culture	06

Globalisation	08
Studying Representation in Cultural Expressions and Artefacts	04
Media and Culture	06
Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation { Power Point / Audio Visual presentation / Oral Presentation }	

Paper-III
INTRODUCTION TO PUBLIC RELATIONS
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society. It will equip the student with the basic tools of public relations and give them an overall understanding of the subject.

Topic	No. of lectures
Definition of PR : Its nature, process and Publics	04
Public Relations and Public Opinion, Publicity and PR	08
Function & Scope of PR	08
PR Tools – Media and Non Media	04
Introduction to Media Relations	02
Public Relations and Crisis Management	02
Marketing Public Relations and Marketing and Branding	04
Introduction to Public Relations Campaign	02
Public Relations and Consumer Relations	02
Introduction to Digital PR	02
Code of Ethics in Public Relations	06

Internal Assessment : Group Project / Individual Project / Class Test / Case Study / Presentation { Power Point / Audio-Visual Presentation / Oral Presentation }

Paper-IV
INTRODUCTION TO MEDIA STUDIES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To expose students to the well developed body of media theory and analysis
- To foster analytical skills that will allow them to view the media critically

Topic	No. of lectures
Introduction to Media Studies	06
Media Studies as an Interdisciplinary Approach	08

Early Effects Theories	06
Limited Effects Theories	08
Cultural and Critical Theories	08
Media and Society	04
Introduction to Audience Theory	08

Internal Assessment : Group Project / Individual Project / Class Test / Case Study / Presentation
 { Power Point / Audio-Visual Presentation / Oral Presentation }

Paper-V
UNDERSTANDING CINEMA
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To acquaint the students with the various styles and schools of cinema throughout the world.

Topic

1. A discussion of early narrative cinema
2. A screening and discussion on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat Talkies' films, along with a discussion of early Indian cinema, and the development of the studio system in India.
3. Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane, with lecture and clips on evolution of Hollywood Studio System
4. A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (screening of The Bicycle Thief)
5. A discussion of French New Wave cinema (screening of Jean-Luc Godard's Breathless)
6. A screening of Kurosawa's film along with a discussion of its impact on Hollywood cinema and Hindi cinema.
7. A discussion on Hollywood classical narrative films like Hitchcock, Agatha Christie.
8. A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
9. Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
10. A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
11. Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishnan
12. Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
13. The Business of Cinema -“ Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
14. Major Film Awards and Institutions.
15. A visit to a shoot in Film City.

16. Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound .

Teaching Plan :

A Minimum of 10 to 12 hrs of Lectures to discuss the films.

30 to 32 hrs to be dedicated for the screening of the films followed by discussions.

Internal Assessment:

Assessment of the Cinema viewed by the students in a journal stating Filmographies, Genre/Style, Period, Relevant association with accolades/Awards, Emergence of trends Social, Technical, Personalities, Influences etc.

Group project for Short films, Documentaries upto 15 mins on fictional/factual topics as suggested by the faculty

Paper-VI

ADVANCED COMPUTERS

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
--------------	------------------------

Web Designing and Video Production

Projects:-

Each student creates a website of not more than 10 pages on a given subject.

Web Designing	15
Video Production	15
Computer Animation	20

Projects:

To work on Macromedia Flash to create banner ads for websites.

Possibly introduction to High-end animation softwares like 3d Studio Max, Maya, etc.

SEMESTER-III Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
1. Introduction to Media Studies	03	100
2. Introduction to Creative Writing	03	100
3. Understanding Cinema	03	100
4. Introduction to Public Relations	03	100
Allied Subjects:		
1. Introduction to Culture Studies	03	100
2. Advanced Computers	03	100
Total	18	600

SEMESTER-IV
Paper-I
INTRODUCTION TO ADVERTISING
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To give a brief insight about advertising & its different aspects to the students of Media.

Topic	No. of lectures
Advertising - Meaning, Definition and functions	03
Evolution of Advertising National & International level	03
The structure of and Ad agency and the functions and service of each department	03
Relationship between various participants of advertising (Client, agency, media ,consumer)	03
Research in Advertising Pre and post campaign testing	05
Economic and Social Aspects of Advertising	03
Types of Advertising	03
Introduction to Integrated Marketing Communication	03
Techniques and strategies of web advertising	03
Public Service advertising its role and importance	03
Introduction to advertising strategies : AIDA, DAGMAR, Information processing model	03
The Concept of USP	03
Introduction to Agency Commissions /retainerships, media commission	03
Future Trends in Advertising: Advertising as a career; Advertising opportunities in community networking/blogging/chat marketing	03
Internal Assessment : Group Project / Individual Project / Book Review / Class Test /Case Study / Presentation { Power Point / Audio “ Visual presentation / Oral Presentation}	

Paper-II
INTRODUCTION TO JOURNALISM
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To give students an understanding of the history and development of journalism in the global and the Indian context
- Introduce students to concepts related to news and journalistic practice

Topic	No. of lectures
History	04
Journalism in India	12
International journalism stages of (Representative news media of U.S. Europe and Asia)	04
Types of News papers	02

The Role and Functions of Journalism	04
Organization and structure of newspaper	06
Basic Journalistic writing	08
Supplements	02
Principles / Canons of Journalism	06

Internal Assessment: Group Project I Individual "Project / Book Review I Class Test lease Study Presentation { Power Point I Audio – Visual presentation I Oral Presentation)

Paper-III
PRINT PRODUCTION AND PHOTOGRAPHY
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To help students understand the principles and practice of photography
- To enable students to enjoy photography as an art.

Topic	No. of lectures
Basic Principles	05
Camera	10
Basic Photography	07
Colour photography	07
Concepts of composition	08
Movements in Art and photography	06
Print Production	07
Internal Assessment: Photography practicals, project submissions.	

Paper-IV
RADIO AND TELEVISION
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the basic terms and concepts of broadcasting
- To give an overview of the structure and function of the broadcast industry
- To create an awareness of the development of broadcast media and current trends

Topic	No. of lectures
<i>Radio</i>	
The history of radio	01
Radio as a medium	01
Types of Radio transmission	02

Organizational chart - Role of Department	02
The radio programme	03
Radio and Business	
Ownership	03
Current trends in radio	02
<i>Television</i>	
The history of television.	01
The technology of television	02
Organization Chart – Roles of Departments	04
TV and Society – Impact on Society	06
TV as a means of edutainment and information	05
TV and Business	
Ownership	

Internal Assessment: Radio/TV – script or programme or ads, assignments.

Paper-V
MASS MEDIA RESEARCH
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce students to debates in Research approaches and equip them with tools to carryon research
- To understand the scope and techniques of media research, their utility and limitations

Topic	No. of lectures
<i>Section-I</i>	
Introduction to Research concepts	04
Steps in conducting research – I	09
Steps in conducting research – II	09
Steps in conducting research - III	06
Statistical procedure - Mean, median, mode, standard deviation and co-relation	10
<i>Section-II</i>	
Application of research in mass media	
Content analysis - Definition and uses, steps, limitations	03
Research in print media	02
Research in Advertising	02
Research in Public Relations	02
Mass media Research and the Internet	02
Research in Media Effects	02

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

Paper-VI
ORGANISATIONAL BEHAVIOUR
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Orienting students to issues in organizational functioning
- To introduce students to the concepts given below at a preliminary level

Topic	No. of lectures
Nature of Organisation Behaviour	04
Structural Dimensions of Organisation and its Environment	04
Organisational Culture	04
Motivation	08
Motivation Theory – Application	06
Groups in organisation and Group Dynamics	05
Group Decision making	05
Power and Authority	07
Dynamics of Stress	05

Internal Assessment : Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

SEMESTER-IV Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Core Subjects:		
5. Introduction to Advertising	03	100
6. Introduction to Journalism	03	100
7. Radio and Television	03	100
8. Print, Production and Photography	03	100
Allied Subjects:		
1. Organizational Behaviour	03	100
2. Mass Media Research	03	100
Total	18	600

**SEMESTER-V
ADVERTISING**

**Paper-I
ADVERTISING IN CONTEMPORARY SOCIETY
Max. Marks: 100 (Theory:50, Internals: 50)**

Objectives:

- To recognize the roles of advertising in modern society
- To understand the current developments and problems concerning advertising as an economic and social force.
- Appreciate the increasingly international nature of advertising.
- To analyze the interdependent nature of advertising and popular culture.

Topic	No. of lectures
Advertising in the Indian economy	10
Advertising and culture	10
Advertising and the audience	06
Global advertising	16
Internet marketing	06
Social marketing	02

**Paper-II
COPYWRITING**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To develop their inherent writing skills
- To train students to generate, develop and express ideas effectively
- To familiarize students with contemporary advertising techniques and
- Practices

Topic	No. of lectures
Copywriting, Introduction, Responsibility of Copy writer	02
Creative Strategy: Planning and Development	05
Phases of campaign creation	05
Brief	05
The big idea	05
Writing for print media	05
Understanding the medium and writing for TV, Cinema, Radio,	08
Innovative medium, Internet, SMS	
Principles of writing press release copy	05

Writing copy for mail order, direct mail, yellow pages, trade directory, classified advertisement, B2B advertising	05
Different types of copy	05

Paper-III

ADVERTISING DESIGN (Project Paper)

Max. Marks: 100 (Internal:50, External, Viva: 50)

Objectives:

- To expose students to the creative and technical aspects of art direction

Topic	No. of lectures
Introduction to the Art department in ad agency	02
What is Art Direction –Making of an Art Director	02
Introduction to colour - colour harmonies	03
Introduction to Illusion -Principles and elements of design	03
Introduction to Photography	02
Introduction to Typography/Calligraphy-Word expression , Layout designing Logo designing	03
Introduction to desktop publishing	04
Introduction to Print Production -stationary design	02
Working with copy –partner	
Art direction in print media	03
Art direction in outdoor Transit/Ambient	02
Art direction in films /television	02
Art direction in internet and new media	03
Art direction in Direct Mailers	02
Advertising campaign planning :Art -Radio ,T.V, Newspaper, magazine outdoor	02
Corporate Identity systems - Packaging , Brochure,P.O.P ,etc.	03
How to brief the art direction and get the best out of him	01

Paper-IV

CONSUMER BEHAVIOUR

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To introduce the students to the complexities of consumer behaviour

Topic	No. of lectures
Introduction to Consumer Behaviour	02
Communication	05
Perception : Physical Psychological : Subliminal perception	03
Cultural – Subculture (concepts and its impact on consumer behaviour)	02
Learning - Cognitive Theory, Conditioning Theory	05
Attitude	07
Motivation	05

Personality	05
Market Segmentation	02
Social Class	02
Groups	03
Family	02
The Consumer Decision making Process	02
Adoption and Diffusion	03
Indian Core Values	02

Paper-V

MEDIA PLANNING AND BUYING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

Topic	No. of lectures
Media planning	10
Sources of media research	06
Selecting the suitable media options	12
Criteria for selecting the media vehicles	03
Media timing	02
Comparing and Evaluating continuity of media options/choices	01
Deciding the ideal media mix	02
The communications mix	02
Media buying and negotiation	04
Competitive media expenditure analysis	
The concept of aperture	01
Scheduling and budgeting allocation	03
Media plan evaluation	01
Media presentations to the client	01
Media audit	02

Paper-VI

BRAND BUILDING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To provide an introduction to the concepts and practices of contemporary brand management.
- To understand the appropriate strategies and tactics to build, measure and manage Brand Equity.
- To learn to plan an effective advertising campaign

Topic	No. of lectures
--------------	------------------------

The Brand	04
Branding Strategies	06
Introducing And Naming New Brands and Extensions	02
Brand Positioning	08
Brand Equity	08
Brand Leveraging	04
Managing Brands Over Time	04
Building Brand On Internet	04
Corporate Branding (Internal Assessment Only)	04
Campaign Planning (Internal Assessment Only)	04

SEMESTER-V (Advertising) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Copy Writing	04	100
2. Media Planning and Buying	04	100
3. Consumer Behaviour	04	100
4. Advertising Design (Project Paper)	04	100
5. Brand Building	04	100
6. Advertising in Contemporary Society	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

**SEMESTER-V
JOURNALISM**

**Paper-I
REPORTING**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Certain basic principles: Accuracy, Objectivity, Clarity and speed
- The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories
- Understanding New Values

Topic	No. of lectures
Writing reports	10
Leads and its types	10
Gathering news	10
New news writing style	10
Investigative Reporting	10

**Paper-II
EDITING**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To allow improvement in language skills
- To impart skills required of a sub-editor

Topic	No. of lectures
Specific language inputs	10
Structure and functions of the editorial set-up of a newspaper	05
Functions of the sub-editor – Writing, editing, design	10
Editing	10
Typography and design	10
Editing on the computer	05

**Paper-III
FEATURE AND OPINION**

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing
- Role of opinion writing the need for mature thinking and professional experience

Topic	No. of lectures
'Hard' news, 'soft' news, definitions and differences	02
'Report' and 'features'	05
The non-news feature	05
Special types of features	05
Obits a brief history	03
Reviews	05
Columns	05
Trend stories	03
The Editorial page and op-ed page	05
Editorial writing, special skills and analytical power	02
Some famous editors in Indian journalism	03

Paper-IV**JOURNALISM AND PUBLIC OPINION****Max. Marks: 100 (Theory:50, Internals: 50)****Objectives:**

- To examine critically the relationship between the media and public, how much does the media influence public opinion Which are the agencies manipulating this process of influencing public opinion

Topic	No. of lectures
What is public opinion? Who constitutes the public?	02
Which are the tools used to gauge public opinion? How reliable are they?	02
Examining the process where the media is said to have a role in influencing public opinion? How far is this true? Examine the diversities and prejudices in the media,	05
Issues as discussed by opinion makers like Walter Lippman, Noam Chomsky and Lasarsfeld	05
Agenda setting v/s Uses and Gratifications model	02
The increased use of comment in reporting	05
Provocative editorials and news analysis	
Political opinion as formed by the media	10
Role of media in times of war	10
Vietnam and Iraq Wars, Bangladesh liberation, etc.	
Internal Conflicts and media reactions to these	05

State terrorism, is media too much in sympathy with the views of human rights experts as	
Covering communal riots, ethnic problems,	
Shaping Trends how does media react to changing times	05
The CNN effect impact	04

Paper-V

INDIAN REGIONAL JOURNALISM

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Study the evolution, growth and role in modern-day India of Indian newspapers other than in English
- Case studies of Hindi, Marathi, Telugu and Urdu newspapers
- Role of language papers in fostering socio – cultural development in their areas of circulation
- Study intimacy between readers and language newspapers

Topic	No. of lectures
1. Overview of impact of important newspapers	02
2. Use of common facilities like news pool, personnel, etc.	03
3. History and development of newspapers	05
4. How Indian language newspapers have shaped outlook and cultural identities.	05
5. Rise of 'Hindi' newspapers	02
6. The language press and local politics	05
7. Growth of regional newspapers	05
8. Tendency to hunt for higher profits	05
9. Political role of newspapers before and after Independence	05
10. Role of editors in upholding standards of journalism	05
11. Study the role of Editor- campaigners	03
12. Era of mass circulated regional newspapers	05

Paper-VI

NEWSPAPER – MAGAZINE MAKING(Project Paper)

Max. Marks: 100 (Internal:50, External, Viva: 50)

Objectives:

- This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper - magazine making.

Topic	No. of lectures
Graphic Communication – Past and Present	03
Why and how we read	02
Graphic Reproduction Processes and Presses	05
Type and Typesetting	03

Using Type Creatively	06
Electronic Copy Processing Systems	02
Preparation for Printing	04
Principles of Magazine Layout	06
Newspaper Design and Layout	12

Internal Assessment : Individual Project

1. Four page Local Newspaper- A3 size- Tabloid
2. Four Page National Newspaper- Broadsheet
3. Thirty-two page Magazine- A4 size

SEMESTER-V (Journalism) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Reporting	04	100
2. Editing	04	100
3. Journalism and Public Opinion	04	100
4. Features and Opinion	04	100
5. Indian Regional Journalism	04	100
6. Newspaper and Magazine Making (Project Paper)	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

**SEMESTER-VI
ADVERTISING**

**Paper-I
ADVERTISING AND MARKETING RESEARCH
Max. Marks: 100 (Theory:50, Internals: 50)**

Objectives:

- To discuss the foundations of research and audience analysis that is imperative to successful advertising.

Topic	No. of lectures
Fundamental of marketing research	05
Product Research	08
Copy research	08
Copy testing measures and methods	05
Print pretesting	01
Broadcast pretesting	03
Projective techniques	02
Physiological rating scales	02
Challenges to pre-testing. E.g. The halo effect	01
Post testing	06

**Paper-II
LEGAL ENVIRONMENT AND ADVERTISING ETHICS
Max. Marks: 100 (Theory:50, Internals: 50)**

Objectives:

- To provide a perspective on the Legal Environment in India.
- To guide students of media through the various ethics connected to Advertising.
- Maharashtra state centric cases to be discussed in class as the situation demands.

Topic	No. of lectures
Legal Environment	06
Self-Regulation, Ethics and the Law	04
Laws that affect Advertising in India	08
Ethics	08
Unfair Trade Practices and the Competition Act	04
Consumer Rights and Laws	08
Advertising and Society	04
Critique of Advertising	06

Paper-III
FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
Introduction to Marketing and Advertising Finance	12
Long Term Finance -Sources of Long Term Finance	10
Short Term Finance	04
Financial Statements	12
Marketing Costs	12

Paper-IV
AGENCY MANAGEMENT
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To expose students to the business of advertising
- To familiarize students with the different aspects of running an ad agency

Topic	No. of lectures
Structure of an ad agency, functions of different departments, types of ad agency	05
Client Servicing	10
Marketing plan of the client	08
Agency Finances	07
Client's evaluation of the agency	03
Setting up an Agency	07
Growing the Agency	05
Sales Promotion Management	05

Paper-V
THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

To learn and understand :

- What Direct marketing is, including direct marketing terminology
- How direct marketing differs from “traditional marketing”
- Direct marketing techniques

Topic	No. of lectures
Definition and importance of direct marketing	02
Economics of direct marketing	02
Growing importance of Direct marketing in IMC mix	01
Understanding the DM business	08

Direct marketing strategies	08
Direct marketing concepts	08
Various direct marketing methods and media	05
Future of direct marketing current and future Scenario	05
Customer relationship management	06

Paper-VI
CONTEMPORARY ISSUES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To sensitise students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society

Topic	No. of lectures
I Ecological system, services and Economics of Environmental Protection	12
II Concepts of human rights and civil liberties	12
III Regional issues – Economics, Social, Political	12
IV Sugar Lobby, operation Flood, Terrorism, tribal Movement, etc.	12

SEMESTER-VI (Advertising) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Financial Management for Marketing and Advertising	04	100
2. Contemporary Issues	04	100
3. Agency Management	04	100
4. Advertising and Marketing Research	04	100
5. Legal Environment and Advertising Ethics (Law)	04	100
6. Principles and Practice of Direct Marketing	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;

- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)

SEMESTER-VI JOURNALISM

Paper-I

PRESS LAW AND ETHICS

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
<i>Law</i>	
Introduction to Laws	05
Classification of Laws	05
Copyright Act and Intellectual property Rights	05
Official Secrets Act	05
Press Council of India act 1978	05
Contempt of courts Act, 1971	05
Other Laws aimed at curbing press freedom	05
Introduction of The Indian Evidence Act 1872	05
<i>Ethics</i>	
Advertiser and Ownership influence and interference etc.	05

Paper-II

BROADCAST JOURNALISM

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To understand the development of broadcast journalism in India
- Learn skills and techniques required for broadcast journalism
- To learn how to handle equipment- a camcorder and recorder – for a story
- Regional language broadcast journalism to be examined as a growing and flourishing field

Topic	No. of lectures
1. History of the development of radio journalism	02
2. The potential of radio as a broadcast medium	02
3. Radio news formats	05
4. Writing news for radio	05

5.	Skills of speaking over the radio	02
6.	Principles of sound and production techniques	05
7.	History of the development of TV Journalism	03
8.	TV journalism – local , regional, national and international	03
9.	TV news in the regional languages	03
10.	TV journalism formats ; evolution and popularity of new forms on TB	05
11.	Scripting news for TV	05
12.	Principles of video camera use	02
13.	Skills of anchoring or presenting	02
14.	Videotape editing	02
15.	Examining Broadcast journalism and allegations of ‘dumbing down’ of news	02
16.	Understanding the power of the image	02

Paper-III

BUSINESS AND MAGAZINE JOURNALISM (COMBINATION OF NICHE I AND II)

Max. Marks: 100 (Theory:50, Internals: 50)

Topic	No. of lectures
1 Brief history	02
2 The structure of financial management	05
3 The Budget preparation and presentation	05
4 Companies, balance sheets, AGMs window dressing of balance sheets, the loopholes	05
5 Stock exchange, Sensex and its ups and downs	05
6 Ethics for business journalism	05
7 Magazine journalism	05
8 Magazines during post emergency	05
9 Western craze among glossy women’s magazines	05
10 Writing and editing for magazines	04
11 Role of Alternative media to deal with people’s issues.	04

Paper-IV

INTERNET AND ISSUES IN THE GLOBAL MEDIA

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- Examine global journalism as a newly emerging reality – it’s implications, strengths and weakness
- To examine the journalistic scene in S.Asia
- Learning about the Internet as a news medium
- Equipping students with basic skills required for internet reporting and editing

Topic	No. of lectures
Global journalism	
<i>Internet journalism</i>	25
Reporting and editing for the net	
Developing your own web site	
Internet design	
<i>News Agencies</i>	25
International news flow	
Politics of representation of the 'third world' in international press	
International reporting	
Reporting International politics	
Challenges to international journalism	
International law and the role of Western media in defining human rights, and ethinking the concept of human rights from a Third World media perspective	
Asian region and the need for greater connectivity	

Paper-V

NEWS MEDIA MANAGEMENT

Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To make students aware of the structure, functioning and responsibilities of managements of media organisations
- To create awareness of laws governing media organisations and their complexities in a globalised world in the wake of an information explosion.

Topic	No. of lectures
1. Types of ownership and their agendas	05
2. Ideal management structure	05
3. Management role in ensuring editorial freedom.	05
4. Organisational structure	05
5. Financial management	05
6. Specialized training for skilled workers	05
7. Marshalling resources	05
8. Marketing strategies	05
9. Challenges of globalization, liberalization	05
10. Legal aspects	05

Paper-VI
CONTEMPORARY ISSUES
Max. Marks: 100 (Theory:50, Internals: 50)

Objectives:

- To sensitise students to the environment around them
- Developing a perspective towards issues related to the marginalized sections of the society

Topic	No. of lectures
I Ecological system, services and Economics of Environmental Protection	12
II Concepts of human rights and civil liberties	12
III Regional issues – Economics, Social, Political	12
IV Sugar Lobby, operation Flood, Terrorism, tribal Movement, etc.	12

SEMESTER-VI (Journalism) Credit-based System		
Subject	Credits Per Paper	Marks Per Paper
Specialisation Subjects:		
1. Journalistic Laws and Ethics	04	100
2. Internet and issues in Global media	04	100
3. Broadcast Journalism	04	100
4. Business and Magazine Journalism	04	100
5. New Media Management	04	100
6. Contemporary Issues	04	100
Total	24	600

Internal Assessment / Evaluation:

Each paper comprises of 50 marks of internal evaluation. For Internal (continuous) assessment, a teacher may select a variety of procedures for evaluation (depending upon the requirement of the subject):

- Mid Term Test;
- Short Quizzes;
- Objective test
- Written Assignments;
- Exhibits
- Case study;
- Role Play, Film Making;
- Extension/field/experimental Work;

Open Book Test (*with the concerned teacher deciding what books are to be allowed for this purpose.*)