

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for

Program: Bachelor of Arts

Course: F.Y.B.A.M.M.C

Subject: Multimedia & Mass Communication

Choice Based Credit System (CBCS)

with effect from

Academic Year 2022-2023

SEMESTER - I

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22101	Effective Communication - I	03	04
Learning Outcomes: <ul style="list-style-type: none"> ● To make the students aware of functional and operational use of language in media ● To equip or enhance students with structural and analytical reading, writing and thinking skills ● To introduce key concepts of communications 			
Unit	Topics	No. of Lectures	
I	Introduction to Communication	18	
	1) The Concept of Communication <ul style="list-style-type: none"> ● 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 		
	2) Types of Communication <ul style="list-style-type: none"> ● Verbal Communication ● Importance of Verbal Communication ● Advantages of Verbal Communication ● Advantages of Written Communication ● Significance of Non-Verbal Communication 		
	3) Oral Communication and media <ul style="list-style-type: none"> ● Anchoring ● Voice Modulation ● Interview ● Public Speaking ● Skits / Plays ● Panel Discussions ● Voice Over ● Elocution ● Debates and Group Discussion 		
	4) Listening Skills <ul style="list-style-type: none"> ● Listening Process ● Classification of Listening ● Purpose of Listening ● Common Barriers to the Listening Process ● Measure to Improve Listening ● Listening as an Important Skill in Work Place 		

II	Reading English, Hindi or Marathi	12
	1) Types of Reading <ul style="list-style-type: none"> ● Skimming & Scanning ● Reading Examples – Newspaper / Magazine Article, TV, Feature and Documentary, Radio Bulletins, Advertising Copy, Press Release in English, Hindi or Marathi ● Recognizing aspects of language, particularly in Media ● Importance of Spelling 	
	2) Various Aspects of Language <ul style="list-style-type: none"> ● Recognizing various aspects of language particularly related to media ● Vocabulary – 100 Media Words 	
	3) Grammar & Usage <ul style="list-style-type: none"> ● Grammatical Structure – spelling, structure of sentences, Active / Passive Voice, Tenses, Idioms, Phrases, proper use of homophones, homonyms, etc. (Kindly provide practice sessions – Test, Quiz, etc.)	
III	Thinking & Presentation	06
	1) Thinking <ul style="list-style-type: none"> ● Types of Thinking (rational, logical, critical, lateral, etc.) ● Errors in Thinking ● Partialism ● Time Scale ● Egocentricity ● Prejudices, Adversary Thinking 	
	2) Presentation <ul style="list-style-type: none"> ● Presentation & its Importance ● Steps in making a Presentation ● Delivering a Presentation 	
IV	Translation	12
	1) Introduction to Translation <ul style="list-style-type: none"> ● Concept ● Importance ● Need for Translation ● Challenges in Translation ● Problems and Importance of Information and Technology in Translation 	
	2) Interpretation <ul style="list-style-type: none"> ● Interpretation – Meaning ● Difference Between Interpretation and Translation 	
	3) Role of a Translator <ul style="list-style-type: none"> ● Translator and his role in Media ● Qualities ● Importance of a Translator ● Challenges faced by a Translator 	

Total Lectures	48
BOS Syllabus Committee Members (University of Mumbai)	
<ol style="list-style-type: none"> 1. Gajendra Deoda (Convener) 2. Smita Jain 3. Shobha Venkatesh 	
Internal Evaluation Methodology	
(Any 2 to be selected – 1 Individual + 1 Group)	20 Marks
<ol style="list-style-type: none"> 1. Project / Assignment 2. Debate & Group Discussion 3. Presentation 4. Skit / Play in 2 languages 5. Translation of any famous short story / folk tale / fable 	
Suggested Reading	
<ol style="list-style-type: none"> 1. Word Power Made Easy <i>by Norman Lewis</i> 2. Six Hats of Thinking <i>by Edward de Bono</i> 3. Communication Skills <i>by Sanjay Kumar</i> 4. Wren & Martin for English Grammar 	

Course Code	Course Title	Credits	Lectures /Week
KUAMMC2210 2	Foundation Course - I	02	05
Learning Outcomes:			
<ul style="list-style-type: none"> ● To introduce students to the overview of the Indian Society ● To help them understand the Constitution of India ● To acquaint them with socio-political problems of India 			
Unit	Topics	No. of Lectures	
I	Overview of Indian Society	05	
	1) Understand the multi-cultural diversity of Indian society through its demographic composition		
	2) Population distribution according to religion, caste and gender		
	3) Appreciate the concept of linguistic diversity in relation to Indian situation		
	4) Understand regional variations according to rural, urban and tribal characteristics		
	5) Understanding the concept of diversity as difference		
II	Concept of Disparity - 1	10	
	1) Understand the concept of disparity as arising out of stratification and inequality		
	2) Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media		
	3) Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities		
III	Concept of Disparity - 2	10	
	1) Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof		
	2) Understand inter-group conflicts arising out of communalism		
	3) Examine the causes and effects of conflicts arising out of regionalism and linguistic differences		
IV	The Indian Constitution	10	
	1) Philosophy of the Constitution as set out in the Preamble		

	2) The structure of the Constitution-the Preamble, Main Body and Schedules	
	3) Fundamental Duties of the Indian Citizen	
	4) Tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society	
	5) Basic features of the Constitution	
V	Significant Aspects of Political Processes	10
	1) The party system in Indian politics	
	2) Local self-government in urban and rural areas	
	3) The 73rd and 74th Amendments and their implications for inclusive politics	
	4) Role and significance of women in politics	
VI	Growing Social Problems in India	15
	1) Substance abuse- impact on youth & challenges for the future	
	2) HIV/AIDS- awareness, prevention, treatment and services	
	3) Problems of the elderly- causes, implications and response	
	4) Issue of child labour- magnitude, causes, effects and response	
	5) Child abuse- effects and ways to prevent	
	6) Trafficking of women- causes, effects and response	
Total Lectures		60
Note:		
<ol style="list-style-type: none"> 1. Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem -1 / B.Sc. Sem -1 of University of Mumbai. 2. The BMM BoS has unanimously decided to follow the syllabus for BAMM for Semester - I. 3. 15 lectures will be allotted for project guidance 4. Unit Number 6 will not be assessed for the Semester End Exam 		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22103	Visual Communication	04	04
Learning Outcomes:			
<ul style="list-style-type: none"> ● To provide students with tools that would help them visualize and communicate. ● Understanding Visual communication as part of Mass Communication ● To acquire basic knowledge to be able to carry out a project in the field of visual communication ● To acquire basic knowledge in theories and languages of Visual Communication ● The ability to understand and analyse visual communication from a critical perspective 			
Unit			
Unit	Topics	No. of Lectures	
I	Development of Visual Communication	10	
	Introduction to Visual Communication <ul style="list-style-type: none"> ● History and Development of Visuals ● Need and Importance of Visual Communication ● Visual Communication as a Process and as an Expression ● Language and Visual Communication ● Visible Concepts – Plans and Organizational Charts, Maps and Chronologies ● Invisible Concepts – Generalization Theories, Feelings or Attitudes 		
II	Theories of Visual Communication	10	
	1) Sensual Theories <ul style="list-style-type: none"> ● Gestalt ● Constructivism ● Ecological 		
	2) Perceptual Theories <ul style="list-style-type: none"> ● Semitics ● Cognitive 		
III	Impact of Colors	08	
	Colors and Design in Visual Communication <ul style="list-style-type: none"> ● Color Theory ● Psychological Implications of Color ● Colors and Visual Pleasure ● Elements of Design 		
IV	Channels of Visual Communication	12	
	Tools/Mediums of Visual Communication <ul style="list-style-type: none"> ● Painting & Photography 		

	<ul style="list-style-type: none"> • Films & Television, Documentaries, Script Writing & Visualization • Comics & Cartoons, Digital Images, Animation & VFX • Newspapers, Advertisements, Photo Journalism • Folk & Performing Arts, Theatre 	
V	Language and Culture in the Age of Social Media	08
	Visual Communication in the age of social media <ul style="list-style-type: none"> • Ethics • Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) • Audience Behavior • Citizen Journalism, Going Viral • Visual Stereotyping in Social Media 	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Rani D'Souza (Convener) 2. Renu Nauriyal 3. Arvind Parulekar 4. Bincy Koshy 		
Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)		20 Marks
<ol style="list-style-type: none"> 1. Oral & Practical Presentations 2. Projects / Assignments 3. Debates / Group Discussions 4. Open Book Tests 5. Quiz 		
Suggested Reading		
<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 		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22104	Fundamentals of Mass Communication	04	05
Learning Outcomes:			
<ul style="list-style-type: none"> • To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. • To study the evolution of Mass Media as an important social institution. • To understand the development of Mass Communication models. • To develop a critical understanding of Mass Media. • To understand the concept of New Media and Media Convergence and its implications. 			
Unit	Topics	No. of Lectures	
I	Introduction and Overview	10	
	1) Meaning and importance of Mass Communication		
	2) Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication (Electronic, Satellite, Interactive, Digital, etc.)		
	3) Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defluer's Model of the Taste – Differentiated Audience Model, Hub Model, Sadharanikaran		
II	History of Mass Communication	10	
	1) From Oral to Communication (Kirtan, Davandi, Powada, Nagara)		
	2) From Electric to Electronic Communication		
	3) From Electric to Digital Communication		
	4) Contemporary scene in Indian Communication Landscape		
III	Major Forms of Mass Media	10	
	1) Traditional & Folk Media		
	2) Print: Books, Newspapers, Magazines		
	3) Broadcast: Television, Radio		
	4) Films		
	5) Internet		
IV	Impact of Mass Media on Society	10	
	1) Various types of Impacts on Society -		

	<ul style="list-style-type: none"> ● Social Impact: With social reformers who have successfully used mass communication ● Political Impact: With political leaders who have successfully used mass communication ● Economic Impact: With how economic changes were brought about by mass communication ● Development Impact: With how the government has successfully used mass communication <p>2) Impact of Mass Media on -</p> <ul style="list-style-type: none"> ● Education ● Children ● Women ● Culture ● Youth ● Development 	
V	The New Media and Media Convergence	08
	<p>1) Elements and features of New Media</p> <p>2) Technologies used in New Media</p> <p>3) Major challenges to New Media Acquisition – Personal, Social and National</p> <p>4) Future Prospectus</p>	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<p>1. Navita Kulkarni (Convener)</p> <p>2. Saurabh Deshpande</p> <p>3. Rasika Sawant</p>		
Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)		20 Marks
<p>1. Oral & Practical Presentations</p> <p>2. Projects / Assignments</p> <p>3. Debates / Group Discussions</p> <p>4. Open Book Tests</p> <p>5. Quiz</p>		
Suggested Reading		
<p>1. Mass Communication Theory <i>by Denis McQuil</i></p> <p>2. Mass Communication <i>by Rowland Lorimer</i></p> <p>3. The Media in your Life: An Introduction to Mass Communication <i>by Jean Folkerts and Stephen Lacy (Pearson Education)</i></p> <p>4. Mass Communication Effects <i>by Joseph Klapper</i></p> <p>5. Mass Communication & Development <i>by Dr. Baldev Raj Gupta</i></p> <p>6. Mass Communication in India <i>by Keval J. Kumar</i></p> <p>7. Mass Communication Journalism in India <i>by D. S. Mehta</i></p>		

8. **The Story of Mass Communication** *by Gurmeet Singh*
9. **Perspective Human Communication** *by Aubrey B. Fisher*
10. **Communication Technology & Development** *by I. P. Tiwari*
11. **The Process of Communication** *by David K. Berlo*
12. **Cinema & Television** *by Jacques Hermabon & Kumar Shahan*
13. **Mass Media Today** *by Subir Ghosh*
14. **Mass Culture, Language & Arts in India** *by Mahadev L. Apte*
15. **Communication Facts & Ideas in Business** *by L. Brown (Prentice Hall)*
16. **India's Communication Revolution** *by Arvind Singhal & Everett Rogers*
17. **The Myth of Mass Culture** *by Alan Swing Wood*
18. **Communication – Concepts & Process** *by Joseph A. Devito*
19. **Communication** *by C. S. Rayadu (Himalaya Publishing House, Mumbai)*
20. **Lectures of Mass Communication** *by S. Ganesh*

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22105	Current Affairs	04	04
Learning Outcomes:			
<ul style="list-style-type: none"> • To provide learners with overview on current developments in various fields • To generate interest among the learners about burning issues covered in the media • To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news • Twenty minutes of newspaper reading and discussion in mandatory in every lecture 			
Unit	Topics	No. of Lectures	
I	Current National Stories	10	
	1) Three political stories of national importance		
	2) Political Leaders: news makers of the season (Brief profile of any three)		
	3) One dominating economic/business news		
	4) One dominating environment news stories		
	5) One story of current importance from any other genre		
II	Polity and Governance	08	
	1) Ministries of Government of India Autonomous Government Bodies		
	2) Ministry of Home Affairs Enforcement Organizations Internal Security Police		
	3) Communal Tensions Review of latest episodes of communal tensions		
	4) The tension in J&K Background, Political Layers Update on the current situation		
	5) Review of any three Central Government projects and policies		
III	International Affairs	10	
	1) Security Council, structure and role		
	2) Issues that currently engage the SC		

	3) Role of United Nations, General Assembly, other main organs of the UNO	
	4) Issues that currently engage the UNO	
	5) Four conflicts/issues of international importance	
IV	Maharashtra Issues	10
	1) Political parties reach and challenges, political leaders	
	2) An update on the current political dynamics of Maharashtra	
	3) News relating to the marginalized and displaced tribes	
	4) The latest news on floods and drought, unemployment, health issues, etc.	
	5) Update two ongoing state projects	
V	Technology	10
	1) Mobile Application for Journalists: Mobile Apps help in content creation Examples of mobile apps used by journalists worldwide	
	2) Artificial Intelligence & Content Automation Tools: Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	
	3) 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	
	4) Digital Gaming Industry: Introduction to Digital Gaming Industry	
	5) Digital Gaming in India: Overview of Indian digital gaming	
Total Lectures		48
Note: It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.		
Internal Exercise		20 Marks
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.		
Sr. No.	Project / Assignment	Reason / Justification

1	Quiz on Current Affairs	This is an interesting way of engaging learners with news and personalities making news
2	Group Discussions on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
3	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to collect relevant information and package effectively
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Renu Nauriyal (Convener) 2. Shrdhar Naik 3. Rajat Bandopadhyay 		
Suggested Reading		
<ol style="list-style-type: none"> 1. Manorama Yearbook published by Malayala Manorama 2. Competition Success Review 3. Competition Master 4. Yojana published by Publication Division, Ministry of Information and Broadcasting 5. The Virtual Reality Primer by Casey Larijani 6. The Secret of Viral Content Creation by Priyanka Agarwal 7. https://www.lucidpress.com/blog/top-30-social-media-automation-tools 8. Understanding Augmented Reality: Concepts and Applications by Alan B. Craig 9. https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dollar-market 10. https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-mark-et 		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22106	History of Media	03	04
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Learner will be able to understand Media history through key events in the cultural history • To enable the learner to understand the major developments in media history • To understand the history and role of professionals in shaping communications • To understand the values that shaped and continues to influence Indian mass media • Learner will develop the ability to think and analyse about media • To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media 			
Unit	Topics	No. of Lectures	
I	Introduction	10	
	Evolution of Press in India <ul style="list-style-type: none"> • Newspaper – the rise of the voice of India during British rule • India’s Freedom Struggle and Role of Media • Independence and rise of Newspapers • Newspapers – a social aspect for freedom struggle • Press Acts of India • Press during the Emergency Period 		
II	Language Press	10	
	History of Indian Language Press <ul style="list-style-type: none"> • Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to Newspapers) • Regional Press and its popularity of Indian regional languages in various regions • Vernacular Press Act of 1876 		
III	Documentaries & Films	10	
	History of Documentaries & Films <ul style="list-style-type: none"> • Genesis of documentaries and short films (screening of few documentaries is essential like – <i>Hindustan Humara, Zalzala, The Vanishing Tribe</i>) • Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan • Evolution of film making in India – brief history, Photography to moving films • Origin of Hindi Cinema • Origin of Short Films to what it is today, role of YouTube and WhatsApp 		

	<ul style="list-style-type: none"> • Great Masters of World Cinema 	
IV	Broadcasting	10
	History of Radio and Television in India <ul style="list-style-type: none"> • Radio & Television Mass Media • Radio & Television Broadcasting • The Beginning of Radio & Television Shows <ul style="list-style-type: none"> - A New Era of Broadcasting in India - Satellite Television & Privatization in Broadcasting - Advertising in India • Internet Protocol Television 	
V	Media Icons	08
	Role of Media Icons in the History of Indian Media <ul style="list-style-type: none"> • Raja Rammohan Roy • Bal Gangadhar Tilak • M. K. Gandhi • B. R. Ambedkar • K.P. Kesava Menon • K.C. Mammen Mapillai • Maulana Abdul Kalam Azad 	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Rani D'Souza (Convener) 2. Dr. Yatindra Ingle 3. Mithun Pillai 		
Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)		20 Marks
<ol style="list-style-type: none"> 1. Projects / Assignments 2. Oral & Practical Presentations 3. Group Interactions 4. Debates & Discussions 5. Quiz (Screening of short films & documentaries are to be done in the classroom with history being discussed) 		
Suggested Reading		
<ol style="list-style-type: none"> 1. Mass Communication in India <i>by Keval J. Kumar (Paperback)</i> 2. Journalism in India: History, Growth, Development <i>by K. C. Sharma</i> 3. Media's Shifting Terrain: Five Years that Transformed the way India communicates <i>by Pamela Philipose</i> 4. Indian News Media: From Observer To Participant <i>by Usha M. Rodrigues & Maya Ranganathan</i> 5. Documentary Films and Indian Awaken <i>by Jagmohan, Publications Division</i> 		

Ministry of Broadcasting and Information, Government of India

- 6. History of Indian Cinema by Renu Saran (Paperback – 1 Jan 2012)**
- 7. History of Broadcasting in India by Dr. P. Thangamani**
- 8. India on Television by Nalin Mehta (Harper Collins Publishers)**
- 9. Press in India: New History by G. S. C. Raguavan (Hardcover – 1 Aug 1995)**
- 10. Communication in History: Stone Age Symbols to Social Media by David Crowley
, Peter Urquhart, Paul Heyer**

SEMESTER – II

Course Code	Course Title	Credits	Lectures /Week
KUAMMC2220 1	Effective Communication - II	03	04
Learning Outcomes:			
<ul style="list-style-type: none"> ● To make the students aware of the use of language in media and organizations ● To equip of enhance students with structural and analytical reading, writing and thinking skills ● To introduce key concepts of communication 			
Unit	Topics	No. of Lectures	
I	Writing	30	
	1) Report Writing (English, Hindi or Marathi) <ul style="list-style-type: none"> ● General Report and News Report Writing Basics and Format (Headline, Sub-headline, various types of report) 		
	2) Organizational Writing (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Internal Communication ● Emails <ul style="list-style-type: none"> - Email Etiquette - Overcoming problems in Email Communication ● Stake holder communication ● Circulars <ul style="list-style-type: none"> - Guidelines for writing a circular - Languages and writing styles of a circular - Format of a circular ● Notices <ul style="list-style-type: none"> - Purpose - Format - Important points to remember while writing a notice ● Letter of complaint ● Claim and Adjustment ● Consumer Grievance Letters ● Letters under the Right to Information Act ● Press Release ● Letter to the Editor 		
	3) Writing for Publicity Material (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Headline ● Sub-line ● Body Copy ● Slogan ● Jingle ● Radio Spot 		
II	Editing	08	

	1) Principles of Editing <ul style="list-style-type: none"> ● Punctuation ● Substitution of Words ● Restructuring of sentences ● Re-organizing sentence sequence in a paragraph ● Use of link words 	
	2) Principles of Coherence and Cohesion <ul style="list-style-type: none"> ● Writing Synopsis ● Abstracts ● Précis Writing ● Newspaper Editing ● Magazine Editing 	
III	Paraphrasing and Summarizing	08
	1) Paraphrasing <ul style="list-style-type: none"> ● Meaning ● How to use Paraphrase in Communication ● Paraphrase in Plagiarism ● Translation 	
	2) Summarization <ul style="list-style-type: none"> ● Summarizing Content ● The Points and Sub-Points, and the logical connection between the points 	
IV	Interpretation of Technical Data	02
	<ul style="list-style-type: none"> ● Read Graphs, maps, charts ● Write content based on the data provided 	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Gajendra Deoda (Convener) 2. Smita Jain 3. Deepak Kumar Tiwari (Subject Expert) 		
Internal Evaluation Methodology		20 Marks
Projects/Assignments:		
<ol style="list-style-type: none"> 1. Clipping files on various current topics 2. Publish letters to editors in news media 3. Reporting of college events 		
Suggested Reading		
<ol style="list-style-type: none"> 1. Business Communication by Rhonda A. Doctor & Aspi H. Doctor 2. Communication Skills in English by Aspi H. Doctor 		

- 3. Teaching Thinking *by Edward De Bono***
- 4. Thinking Course *by Edward De Bono***
- 5. Serious Creativity *by Edward De Bono***
- 6. The Mind Map Book *by Buzan Tony***
- 7. Becoming a Translator: An Introduction to the Theory and Practice of Translation *by Douglas Robinson***
- 8. A Textbook of Translation *by Peter Newmark***

Course Code	Course Title	Credits	Lectures /Week
KUAMMC2220 2	Foundation Course - II	02	05
Learning Outcomes:			
<ul style="list-style-type: none"> • To introduce students to the overview of Indian Society • To help them understand the Constitution of India • To acquaint them with the socio-political problems of India 			
Unit	Topics	No. of Lectures	
I	Globalization and India	07	
	1) Understanding the concepts of liberalization, privatization and globalization		
	2) Growth of information technology and communication and its impact manifested in everyday life		
	3) Impact of globalization on industry: changes in employment and increasing migration		
	4) Changes in agrarian sector due to globalization		
	5) Rise in corporate farming and increase in farmers' suicides		
II	Human Rights	10	
	1) Concept of Human Rights		
	2) Origin and evolution of the concept		
	3) The Universal Declaration of Human Rights		
	4) Human Rights constituents with special reference to Fundamental Rights stated in the Constitution		
III	Ecology	10	
	1) Importance of Environment Studies in the current developmental context		
	2) Understanding concepts of Environment		
	3) Ecology and their interconnectedness		
	4) Environment as natural capital and connection to quality of human life		
	5) Environmental Degradation- causes and impact on human life		
	6) Sustainable development- concept and components; poverty and environment		

IV	Understanding Stress and Conflict	10
	1) Causes of stress and conflict in individuals and society	
	2) Agents of socialization and the role played by them in developing the individual	
	3) Significance of values, ethics and prejudices in developing the individual	
	4) Stereotyping and prejudice as significant factors in causing conflicts in society	
	5) Aggression and violence as the public expression of conflict	
V	Managing Stress and Conflict in Contemporary Society	08
	1) Types of conflicts and use of coping mechanisms for managing individual stress	
	2) Maslow's theory of self-actualisation	
	3) Different methods of responding to conflicts in society	
	4) Conflict-resolution and efforts towards building peace and harmony in society	
VI	Contemporary Societal Challenges	15
	1) Increasing urbanization, problems of housing, health and sanitation	
	2) Changing lifestyles and impact on culture in a globalised world	
	3) Farmers' suicides and agrarian distress	
	4) Debate regarding Genetically Modified Crops	
	5) Development projects and Human Rights violations	
	6) Increasing crime/suicides among youth	
Total Lectures		60

Note:

1. Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem - 2 / B.Sc. Sem - 2 of University of Mumbai.
2. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester - II as it is.
3. 15 lectures will be allotted for project guidance.
4. Unit Number 6 will not be assessed for the Semester End Exam.

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22203	Content Writing	04	04
Learning Outcomes:			
<ul style="list-style-type: none"> • To provide students with tools that would help them communicate effectively. • Understanding crisp writing as part of Mass Communication • The ability to draw the essence of situations and develop clarity of thought 			
Unit	Topics	No. of Lectures	
I	Foundation	08	
	1) Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case		
	2) Vocabulary Building: Meaning, usage of words, acronyms		
	3) Common Errors: Homophones and common errors in English usage		
	4) Essentials of Writing: With emphasis on writing with clarity, logic and structure		
II	Editing Skills	10	
	1) Redundant Words: Identifying redundant words and phrases and eliminating these		
	2) Editing Sentences: Editing redundant words/phrases and replacing wrong words/punctuation/grammatical error		
	3) Editing Captions: Editing redundant words/phrases and replacing wrong words/punctuation/grammatical error		
	4) Editing Headlines: Editing redundant words/phrases and replacing wrong words/punctuation/grammatical error		
	5) Editing Copy: Structuring a story, Creating a flow, Editing redundant words/phrases and replacing wrong words/punctuation/grammatical error		
III	Writing Tips and Techniques	10	
	1) Writing Tickers/Scrolls: For television news		
	2) Writing for Social Media Posts: Twitter and for other social networks		
	3) Writing Briefs/Snippets: News briefs, Lifestyle and Entertainment Snippets		
	4) Caption Writing: Picture stories, etc.		

	5) Writing Headlines: News Headlines and Feature Headlines	
IV	Presentation Tools and Techniques	10
	1) PowerPoint Presentation: <ul style="list-style-type: none"> ● Use of PowerPoint Tools ● PowerPoint to PDF ● PowerPoint to self-animated Presentation ● Auto timing of PowerPoint Presentation 	
	2) Info Graphic: <ul style="list-style-type: none"> ● Color selection ● Use of clipart ● Use of PowerPoint smart tools ● Minimalist animation for maximum impact 	
	3) Three Minute Presentations: <ul style="list-style-type: none"> ● Content for single slide ● Uses of phrases ● Effective word selection ● Effective presentation 	
	4) Google Advance Search: <ul style="list-style-type: none"> ● How to select relevant information ● Locating authentic information ● How to gather information for domestic and international websites 	
	5) Plagiarism: <ul style="list-style-type: none"> ● How to do a plagiarism check ● Paraphrasing ● Citation and referencing style 	
V	Writing for the Web	10
	1) Content is King: Importance of content	
	2) Less is more: Writing for print media/social media like Twitter, etc.	
	3) Copywriting: Ad campaigns (creative, witty and attractive)	
	4) Realtime Content: Difference in writing for print vs digital	
	5) Keywords: Designing keywords for Search Engine Optimization	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Renu Nauriyal (Convener) 2. Jitendra Nayak 3. Shreya Bhandary 		

Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)		20 Marks
The objective of internal exercises is to help the learner develop the skills of writing briefly and effectively.		
Sr. No.	Project/Assignment	Reason/Justification
1	Writing Captions and Headlines	Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions.
2	A three-minutes PowerPoint Presentation	This assignment challenges, the learners to draw the essence of elaborate reports, research papers and present in three minutes.
3	Word/Game Quiz	This is an exciting way to get learners engaged in vocabulary building.
Suggested Reading		
<ol style="list-style-type: none"> 1. The Editor's Toolbox <i>by Buck Ryan and Michael O'Donnell (Surjeet Publication)</i> 2. Writing for the Mass Media <i>by James Glen Stovall</i> 3. A Handbook of Rhetorical Devices <i>by Robert A. Harris</i> 		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC2220 4	Introduction to Advertising	04	04
Learning Outcomes:			
<ul style="list-style-type: none"> ● To provide the students with basic understanding of advertising, growth, importance and types ● To understand an effective advertisement campaign, tools, models, etc. ● To comprehend the role of advertising, various departments, careers and creativity ● To provide students with various advertising trends and future 			
Unit	Topics	No. of Lectures	
I	Introduction to Advertising	18	
	1) Introduction to Advertising <ul style="list-style-type: none"> ● Evolution ● Importance ● Features ● Benefits ● Limitations ● Effects ● 5 M's of Advertising 		
	2) Types of Advertising <ul style="list-style-type: none"> ● Consumer ● Industrial ● Retail ● Classified ● Corporate ● Public Service ● Generic ● National ● Global ● International ● Social (CSR) ● Advocacy 		
	3) 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 		
	4) Social, Cultural and Economic Impact of Advertising <ul style="list-style-type: none"> ● Women and Advertising ● Children and Advertising 		

	<ul style="list-style-type: none"> • Senior Citizens and Advertising • Pop Culture and Advertising 	
	5) Theories <ul style="list-style-type: none"> • Stimulus Theory • AIDA • Hierarchy • Means-End Theory 	
II	Integrated Marketing Communication and Tools	10
	1) Integrated Marketing Communication <ul style="list-style-type: none"> • Emergence • Role • Tools • Communication Process • The IMC Planning Process 	
	2) Print Media and Out Of Home (OOH) Media <ul style="list-style-type: none"> • Basic concepts • Types of Newspapers Advertising • Advantages and disadvantages of Newspaper Advertising • Magazines • Factors to consider for Magazine Advertising • Out Of Home (OOH) Advertising • On-premise Advertising • Transit Advertising • Posters • Directory Advertising 	
	3) Broadcast Media <ul style="list-style-type: none"> • Radio advertising and its advantages and disadvantages • Television advertising and its advantages and disadvantages • Film advertising and product placement – advantages and disadvantages 	
	4) Public Relations <ul style="list-style-type: none"> • Meaning of Public Relations • Types of Public Relations • Difference between Public Relations and Advertising • Difference between Publicity and Advertising • Advantages and disadvantages of Public Relations • Advantages and disadvantages of Publicity 	
	5) Sales Promotion and Direct Marketing <ul style="list-style-type: none"> • Growth and types of sales promotion • Advantages and disadvantages of sales promotion • Growth of direct marketing and its tools • Advantages and disadvantages of direct marketing 	
III	Creativity in Advertising	14
	1) Introduction to Creativity	

	<ul style="list-style-type: none"> ● Importance of creative process ● Creative strategy development ● Determining message theme ● Big Idea ● Positioning strategies ● Types of appeals 	
	2) Role of different elements in ads <ul style="list-style-type: none"> ● Logo ● Jingle ● Company signature ● Slogan ● Tagline ● Illustration ● Creating Radio Commercial – Words, Sounds, Clarity, Coherence, etc. 	
	3) Elements of copy <ul style="list-style-type: none"> ● Headline ● Sub headline ● Layout ● Body copy ● Types of copy and slogan ● Creating storyboard 	
IV	Types of advertising agencies, departments, careers and latest trends in advertising	06
	1) Types of advertising agencies <ul style="list-style-type: none"> ● Full service ● Creative boutique ● Media buying agency ● In-house agency ● Specialized agencies and other 	
	2) Various departments in an agency <ul style="list-style-type: none"> ● Account handling ● Production ● Art ● Copy ● Media ● Public Relations ● Human Resources ● Finance and others 	
	3) Latest Trends <ul style="list-style-type: none"> ● Rural advertising ● Ambush advertising ● Internet advertising ● Email advertising ● Advertainment ● Advertorial ● Mobile advertising 	
Total Lectures		48

BOS Syllabus Committee Members (University of Mumbai)	
<ol style="list-style-type: none"> 1. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Subject Expert) 3. Kiran R. Dalani (Subject Expert) 	
Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)	
20 Marks	
Sr. No.	Project/Assignment
1	Individual/group project should be given to develop and advertising strategy on any product or service
2	Write a storyboard/types of copy
3	Big Idea – Group Project
Suggested Reading	
<ol style="list-style-type: none"> 1. Advertising Principles and Practices (7th Edition) <i>by William D. Wells, John Burnett, Sandra Moriarty</i> 2. Adland: Global History of Advertising <i>by Mark Tungate</i> 3. Copy Paste: How Advertising Recycle Ideas <i>by Joe La Pompe</i> 4. Indian Advertising: Laughter & tears <i>by Arun Chaudhuri</i> 5. Adkatha: The Story of Indian Advertising <i>by Halve Anand</i> 6. Pandeymonium <i>by Piyush Pandey</i> 7. Introduction to Advertising <i>by Amita Shankar</i> 8. Contemporary Advertising <i>by Loudon & Britta</i> 9. Advertising <i>by Pearson Education</i> 10. www.adfaqs.com 11. www.exchange4media.com 12. www.adweek.com 	

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22205	Introduction to Journalism	04	04
Learning Outcomes:			
<ul style="list-style-type: none"> To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness 			
Unit	Topics	No. of Lectures	
I	History of Journalism in India	10	
	1) Changing face of journalism from Guttenberg to new media		
	2) Journalism in India <ul style="list-style-type: none"> Earliest publications The rise of nationalist press, post 1947 The emergency of 1975, post emergency Post liberalization of economy boom in magazines Niche journalism 		
	3) How technology advancement has helped media		
	4) New media with special reference to rise of Citizen Journalism		
II	News and its process	10	
	1) Definition of News		
	2) The news process from the event to the reader		
	3) What makes a good story		
	4) Anatomy of a news story		
	5) Types of Beats – Crime, Environmental, Entertainment, Educational, Agricultural, Sports, etc.		
III	Principles and format	10	
	1) What makes a great journalist: Objectivity, Accuracy, Without fear or favor, Balance, Proximity		
	2) Difference between a PR and a Journalist		
	3) Criteria for newsworthiness		
	4) Hard News / Soft News and a blend of the two		
	5) News Reports, Features, Editorials		
IV	Careers in Journalism	08	

	1) Reporter	
	2) Feature Writer	
	3) Mobile Journalist	
	4) Data Journalist	
	5) Real Time Journalist	
	6) Investigative Journalist	
	7) Rural Journalist	
	8) In-Depth Journalist	
	9) Lifestyle Journalist	
V	Covering an event (flip class)	10
	1) Background Research	
	2) Finding a news angle	
	3) Capturing the right pictures for a photo feature	
	4) Writing Headline, Captions & Lead	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
<ol style="list-style-type: none"> 1. Dr. Navita Kulkarni (Convener) 2. Renu Nauriyal 3. Gajendra Deoda 		
Suggested Reading		
<ol style="list-style-type: none"> 1. <i>Writing and Reporting news by Carole Rich, Thomson Wadsworth</i> 2. <i>Journalism: Principles and Practice by Tony Harcup (Sage Publication - 2011 Edition)</i> 3. <i>Recommended Reading – Nalin Mehta on India TV</i> 4. <i>Behind the by-line: Journalists’ Handbook, Professional Journalism by M. V. Kamath</i> 5. <i>Introduction to Journalism: Essential Technique by Richard Rudin</i> 6. <i>Introduction to Journalism by Carole Fleming</i> 7. <i>Introduction to Journalism by James Glenn Stowal</i> 		

Course Code	Course Title	Credits	Lectures /Week
KUAMMC22206	Media, Gender & Culture	03	04
Learning Outcomes:			
<ul style="list-style-type: none"> • To discuss the significance of culture and the media industry • To understand the association between the media, gender and culture in the society • To stress on the changing perspectives of media, gender and culture in the globalised era 			
Unit	Topics	No. of Lectures	
I	Introduction to Cultural Studies	12	
	1) Evolution, features of cultural studies, need and significance of cultural studies and media		
	2) Concepts related to culture – Acculturation, Enculturation, Ethnocentrism, Cultural Relativism, Cultural Shock and its relevance in media		
	3) Theories <ul style="list-style-type: none"> • Stuart Hall: encoding and decoding, circuit of culture • John Fiske: culture and industry • Feminism and Post Feminism • Techno culture and risk – Ulrich Beck 		
II	Culture and Media	12	
	1) Construction of culture – social, economic, political, religion and technology		
	2) Culture, industry and media-commodification, memes, representation, articulation, popular culture, power, cyber culture		
	3) Media and its impact on the cultural aspect of the society		
	4) Culture industry and communication with reference to film, TV, social media, advertisements, etc.		
	5) Recent trends in Culture Consumption: Changing values, Ideologists & its Relevance in the Contemporary Society		
III	Gender and Media Culture	12	
	1) The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles, etc.)		

	2) Role of media in social construction of gender, changing attitudes & behavior for empowerment of women: movements of change	
	3) Gender equality and media	
	4) Hegemonic masculinity in media	
	5) Gender issues in news media (TV, Radio, Newspapers & Online News)	
IV	Globalization and Media Culture	12
	1) Media imperialism	
	2) Globalization and Local Culture <ul style="list-style-type: none"> ● Issues and Perspectives ● Threat to regional and local identities ● Impact of global culture and its relevance in media and gender 	
	3) Consumer culture and media in the era of globalization	
	4) Digital Media Culture: Recent trends and challenges	
	5) Media and Globalization <ul style="list-style-type: none"> ● Global economic flows ● Global cultural flows ● Homogenization & fragmentation ● Glocalization ● Creolization ● Globalization & Power 	
Total Lectures		48
BOS Syllabus Committee Members (University of Mumbai)		
1. Padmaja Arvind (Convener) 2. Rani D'Souza 3. Rumina Rai		
Internal Evaluation Methodology (Any 2 to be selected – 1 Individual + 1 Group)		20 Marks
1. Continuous Assignments 2. Oral & Practical Presentations 3. Group/Individual Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Quiz		

Suggested Reading

- 1. Media and Culture Studies *by Meenakshi Gigi Durham & Douglas M. Kellner***
- 2. Cultural Studies – Theory and Practice *by Chris Barker***
- 3. An Introduction to Cultural Studies *by Promod K. Nayar***
- 4. Culture Change in India – Identity and Globalisation *by Yogendra Singh***
- 5. Indian Media in a Globalised World *by Maya Ranganathan, Usha M. Rodrigues***
- 6. Media, Gender and Popular Culture in India – Tracking Change and Continuity *by Sanjukthe Dasgupta***

Evaluation Scheme for First Year (UG) under AUTONOMY

I. Internal Evaluation for Theory Courses – 40 Marks

As recommended by the Syllabus, Internal Evaluation is categorized as follows:

(i) ___ Group Presentation – 20 Marks

(ii) ___ Individual Assignment / Presentation – 20 Marks

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hrs.

Theory question papers pattern:

All questions are compulsory

Q. No.	Based on	Question Options	Marks
Q.1.	All Units	Compulsory Case Study (1 x 12 marks)	12
Q.2.	I & II	(A) Any One out of Two (1 x 6 marks) (B) Any One out of Two (1 x 6 marks)	12
Q.3.	III & IV	(A) Any One out of Two (1 x 6 marks) (B) Any One out of Two (1 x 6 marks)	12
Q.4.	V	(A) Any One out of Two (1 x 6 marks) (B) Any One out of Two (1 x 6 marks)	12
Q.5.	All Units	Give reasons of the following (3 x 4 marks) (Any Three out of Five)	12
		Total	60

- All question shall be compulsory with internal choice within the questions
- Except first question, each question may be sub-divided into sub questions as a, b, c, d, etc. & allocation of Marks depends on the weightage of the topic.