

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: Mass Media and Communication
(BAMMC)

Choice Based Credit System (CBCS) with
effect from

Academic Year 2023-2024

PROGRAM OUTCOMES

| PO | Description |
|---|---|
| A student completing Bachelor's Degree in Arts Program will be able to | |
| P01 | Disciplinary Knowledge: Demonstrate a blend of conventional discipline knowledge and its applications to the modern world. Execute strong theoretical and practical understanding generated from the chosen programme. |
| P02 | Critical Thinking and Problem solving: Exhibit the skill of critical thinking and use higher order cognitive skills to approach problems situated in their social environment, propose feasible solutions and help in its implementation. |
| P03 | Social competence: Express oneself clearly and precisely to build good interpersonal relationships in personal and professional life. Make effective use of linguistic competencies to express themselves effectively in real and virtual media. Demonstrate multicultural sensitivity in group settings. |
| P04 | Research-Related Skills: Seeks opportunity for research and higher academic achievements in the chosen field and allied subjects and is aware about research ethics, intellectual property rights and issues of plagiarism. Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of a research project be it in field or otherwise under supervision. |
| P05 | Personal and professional competence: Equip with strong work attitudes and professional skills that will enable them to work independently as well as collaboratively in a team environment. |
| P06 | Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility. |
| P07 | Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development. |
| P08 | Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes. |

| Semester | Course Code | Course Title | Vertical | Credits |
|-----------------|--------------------|--------------------------------------|-----------------|----------------|
| I | K23UAMMCMJ111 | Fundamentals of Mass Communication | Major | 4 |
| | K23UAMMCMJ112 | History of Media | Major | 2 |
| | K23UAMMCOE131 | Fundamentals of Mass Communication | OE | 2 |
| | K23UAMMCVC141 | Computer & Multimedia - I | VSC | 2 |
| | K23UAMMCSC151 | Personality Development | SEC | 2 |
| II | K23UAMMCMJ211 | Media Psychology & Sociology | Major | 4 |
| | K23UAMMCMJ212 | Principles of Marketing & Management | Major | 2 |
| | K23UAMMCMRA221 | Advertising Foundation OR | Minor | 2 |
| | K23UAMMCMRJ221 | Journalism Foundation OR | Minor | 2 |
| | K23UAMMCMRF221 | Film & Television Foundation | Minor | 2 |
| | K23UAMMCVC241 | Introduction to Photography | VSC | 2 |
| | K23UAMMCSC251 | Public Speaking | SEC | 2 |

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| Course Code | MAJOR SEM – I – Fundamentals of Mass Communication | Credits | Lectures /Week |
| K23UAMMCMJ111 | Paper I | 4 | 4 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Memorize concepts, process and various models of Communication ● Classify the concept, theories and evolution of Mass Communication ● Elucidate on the various aspects of Mass Communication in India ● Critique the various impacts of Mass Media on the society | | | |
| Unit | Topics | No. of Lectures | |
| I | Introduction to Communication | 15 | |
| | 1. Concept of Communication – Origin of the term Communication, Definitions, Characteristics, Elements, Objectives, Significance | | |
| | 2. Types of Communication – Relationship Based, Purpose and Style Based, Direction Based | | |
| | 3. Types of Effective Communication – Verbal, Non-Verbal, Intercultural, Group, | | |
| | 4. Models of Communication – Transactional Model, Linear Model, Interactional Model, Shannon-Weaver Model, Laswell’s Model, David Berlo’s Model, Aristotle Model, Helical Spiral Model, Schramm’s Model, Hub Model, Gate Keeper Model, Ecological Model, Ritual Model, Publicity Model, Reception Model | | |
| | 5. Process of Communication | | |
| II | Introduction to Mass Communication | 15 | |
| | 1. Concept of Mass Communication – Definitions, Various Aspects, Nature, Scope, Objectives, Functions, Features, Significance, Constituents | | |
| | 2. Theories of Mass Communication – Hypodermic Needle Theory, Psychological or Individual Theory, Personal Influence Theory, Normative Theories, Sociological Theories | | |
| | 3. Evolution of Mass Communication – Rocks and Cave | | |

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| | Inscriptions, Pictograms, Ideograms and Phonograms, The Alphabet, Manuscripts, Printing Press, Newspapers, Telegraph, Telephone, Radio, Television, Mainframe Computer, Satellites, The Internet, Personal Computers, Mobile Phones, World Wide Web, Social Media | |
| III | Mass Communication in India | 15 |
| | <p>1. Indian Traditions and Approaches to Communication – The Vedic Era, Eastern Perceptions of Communication (Hindu, Buddhist, Islamic), Western Perceptions of Communication (Plato, Aristotle)</p> <p>2. Approaches of Communication in the Age of New Technology</p> <p>3. Ethical and Aesthetic Perceptions of Communication</p> <p>4. Media and Culture – Framework for Understanding Culture in a Globalised World, Globalisation in India, Impact of Globalisation on Politics and Economics, Socio- Cultural Impacts of Globalisation</p> <p>5. Media Literacy and Media Criticism</p> | |
| IV | Mass Media and its Impact on Society | 15 |
| | <p>1. Overview of Mass Media – Functions, Effects, Role in the formation of States of India</p> <p>2. Important Units or Institutions of Mass Media</p> <p>3. Impact of Mass Media on Society and its Types – Social, Political, Economic, Developmental</p> <p>4. Impact of Mass Media on Education, Children, Women, Culture, Youth, Development</p> <p>5. New Media and Media Convergence – Elements, Features, Technologies used, Major Challenges to New Media Acquisition, Future Prospects</p> | |
| Total Lectures | | 60 |
| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. Mass Communication Theory by Denis McQuil 2. Mass Communication by Rowland Lorimer 3. The Media in your Life: An Introduction to Mass Communication by Jean Folkerts and Stephen Lacy (Pearson Education) 4. Mass Communication Effects by Joseph Klapper 5. Mass Communication & Development by Dr. Baldev Raj Gupta 6. Mass Communication in India by Keval J. Kumar | | |

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

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| Course Code | MAJOR SEM – I – History of Media | Credits | Lectures /Week |
| K23UAMMCMJ112 | Paper II | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Understand the history of media through key events in the cultural history ● Identify the major developments in media history ● Discuss the history and role of professionals in shaping communication ● Recognize the values that shaped and continue to influence Indian Mass Media | | | |
| Unit | Topics | No. of Lectures | |
| I | Indian Press | 15 | |
| | 1. Evolution of Press in India <ul style="list-style-type: none"> 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 | | |
| | 2. Language Press <ul style="list-style-type: none"> a. Rise of Hindi & Marathi Language Newspapers (detailed report on vernacular press in India referring to Newspapers) b. Vernacular Press Act of 1876 | | |
| II | Documentaries, Films & Broadcasting | 15 | |
| | 1. History of Documentaries & Films <ul style="list-style-type: none"> a. Genesis of documentaries and short films (screening of few documentaries is essential like – <i>Hindustan Humara, Zalzala, The Vanishing Tribe</i>) b. Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria, Anand Patwardhan c. Evolution of film making in India – brief history, Photography to moving films d. Origin of Hindi Cinema e. Origin of Short Films to what it is today, role of YouTube and WhatsApp | | |

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| | f. Great Masters of World Cinema | |
| | 2. History of Radio and Television in India a. Radio & Television Mass Media b. Radio & Television Broadcasting c. 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 d. Internet Protocol Television | |
| | Total | 30 |
| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. Mass Communication in India by Keval J. Kumar (Paperback) 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 3. Indian News Media: From Observer To Participant by Usha M. Rodrigues & Maya Ranganathan 4. Documentary Films and Indian Awaken by Jagmohan, Publications Division Ministry of Broadcasting and Information, Government of India 5. History of Indian Cinema by Renu Saran (Paperback – 1 Jan 2012) 6. History of Broadcasting in India by Dr. P. Thangamani 7. India on Television by Nalin Mehta (Harper Collins Publishers) 8. Press in India: New History by G. S. C. Raguavan (Hardcover – 1 Aug 1995) 9. Communication in History: Stone Age Symbols to Social Media by David Crowley, Peter Urquhart, Paul Heyer | | |

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| Course Code | OPEN ELECTIVE SEM – I – Fundamentals of Mass Communication | Credits | Lectures /Week |
| K23UAFMCOE131 | Paper III | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Memorize concepts, process and various models of Communication ● Classify the concept, theories and evolution of Mass Communication ● Elucidate on the various aspects of Mass Communication in India ● Critique the various impacts of Mass Media on the society | | | |
| Unit | Topics | No. of Lectures | |
| I | Introduction to Mass Communication | 15 | |
| | 1. Concept of Mass Communication – Definitions, Various Aspects, Nature, Scope, Objectives, Functions, Features, Significance, Constituents, Origin of the term Communication, Definitions, Characteristics, Elements, Objectives, Significance, Process of Communication | | |
| | 2. Types of Communication – Relationship Based, Purpose and Style Based, Direction Based, Verbal, Non-Verbal, Intercultural, Group | | |
| | 3. Models of Communication – Shannon-Weaver Model, Laswell's Model, Aristotle Model, Helical Spiral Model, Schramm's Model, Hub Model, Gate Keeper Model | | |
| | 4. Theories of Mass Communication – Hypodermic Needle Theory, Psychological or Individual Theory, Personal Influence Theory, Normative Theories, Sociological Theories | | |
| | 5. Evolution of Mass Communication – Rocks and Cave Inscriptions, Pictograms, Ideograms and Phonograms, The Alphabet, Manuscripts, Printing Press, Newspapers, Telegraph, Telephone, Radio, Television, Mainframe Computer, Satellites, The Internet, Personal Computers, Mobile Phones, World Wide Web, Social Media | | |
| II | Mass Communication in India and Impact on Society | 15 | |
| | 1. Indian Traditions and Approaches to Communication – The Vedic Era, Eastern Perceptions of Communication | | |

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| | (Hindu, Buddhist, Islamic), Western Perceptions of Communication (Plato, Aristotle), Approaches of Communication in the Age of New Technology, Ethical and Aesthetic Perceptions of Communication | |
| | 2. Media and Culture – Framework for Understanding Culture in a Globalised World, Globalisation in India, Impact of Globalisation on Politics and Economics, Socio- Cultural Impacts of Globalisation, Media Literacy and Media Criticism | |
| | 3. Overview of Mass Media – Functions, Effects, Role in the formation of States of India, Important Units or Institutions of Mass Media | |
| | 4. Impact of Mass Media on Society (Education, Children, Women, Culture, Youth, Development) and its Types – Social, Political, Economic, Developmental | |
| | 5. New Media and Media Convergence – Elements, Features, Technologies used, Major Challenges to New Media Acquisition, Future Prospects | |
| | Total Lectures | 30 |

Suggested Reading:

1. Mass Communication Theory by Denis McQuil
2. Mass Communication by Rowland Lorimer
3. The Media in your Life: An Introduction to Mass Communication by Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects by Joseph Klapper
5. Mass Communication & Development by Dr. Baldev Raj Gupta
6. Mass Communication in India by Keval J. Kumar
7. Mass Communication Journalism in India by D. S. Mehta
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

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| Course Code | VOCATIONAL SKILL COURSE SEM – I – Computers and Multimedia (I) | Credits | Lectures /Week |
| K23UAMMCVC141 | Paper V | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Identify the components of a Computer’s Hardware and its functioning ● Operate basic functions of Microsoft Word, Excel and PowerPoint ● Apply minimum requirement of the software when stepping out in the industry. ● Distinguish what goes behind a creative scene and help them choose their stream. | | | |
| Unit | Topics | No. of Lectures | |
| I | Computer Fundamentals & MS Office | 15 | |
| | 1. Components of a Computer, Popular Operating Systems | | |
| | 2. The User Interface, Files & Directory Management | | |
| | 3. Understanding USB, HDMI & Audio Jack | | |
| | 4. Basics of MS Office – Word, Excel, PowerPoint | | |
| | 5. Desktop Publishing – CorelDRAW, Adobe Photoshop | | |
| II | Introduction to Internet | 15 | |
| | 1. Basics of Computer Networks – LAN, MAN, WAN | | |
| | 2. Basics of Internet – Concept, Application, Connecting and Troubleshooting | | |
| | 3. World Wide Web (www), Web Browsing, Understanding URL, Domain, IP Address | | |
| | 4. Search Engines & Surfing the Web | | |
| | 5. Electronic Mailing – Email Address, Inbox, Outbox, Composing an Email, Replying, Forwarding, CC, BCC, Attaching & Downloading Documents, Instant Messaging | | |
| | | Total | 30 |
| Suggested Reading: | | | |
| 1. Introduction to Computers <i>by Peter Norton</i> | | | |

Absolute Beginner's Guide to Computing *by Wallace Wang*
Computer Fundamentals: Concepts, Systems & Applications *by Priti Sinha, Pradeep K. Sinha*
Photoshop Bible McLeland Willey Publication
Corel Draw Practical Learning: BPB Publication

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| Course Code | SKILL ENHANCEMENT COURSE SEM – I – Personality Development | Credits | Lectures /Week |
| K23UAMMCSC151 | Paper VI | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Understand the importance of personal branding, professional appearance, workplace etiquette and maintaining a professional image. ● Demonstrating self-confidence, overcome self-doubt, and be able to assert one-self in professional settings. ● Employ techniques to manage stress, build resilience, and maintain overall wellbeing in professional life. ● Set up professional and personal goals, creating action plans, and continuously working towards self-improvement. | | | |
| Unit | Topics | No. of Lectures | |
| I | Personality, Attitude, Motivation & Self Esteem | 15 | |
| | 1. Concept of Personality – Five Dimensions of Personality (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism), Personality Development & Its Significance, Theories of Personality (Freud Theory, Erikson Theory) | | |
| | 2. The Concept of Success and Failure, SWOT Analysis | | |
| | 3. Concept of Attitude – Types, Significance, Factors Affecting Attitude, Positive Attitude, Negative Attitude | | |
| | 4. Concept of Motivation – Significance & Types, Stages of Motivation to Demotivation, Motivating and Demotivating Factors | | |
| | 5. Concept of Self Esteem – High or Positive Self Esteem, Low Self Esteem, Increasing our Self Esteem, Personality with Low Self Esteem, Interpersonal Relationships, Differences between Aggressive, Submissive and Assertive Behaviors, Lateral Thinking | | |
| II | The Employability Quotient | 15 | |
| | 1. Body Language – Definition, Importance, Factors | | |

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| | 2. Crisis Management – Problem Solving, Conflict Management, Stress Management, Decision Making Skills | |
| | 3. Leadership Skills – Qualities of a Successful Leader, Teamwork, Time Management, Work Ethics, Good Manners & Etiquettes | |
| | 4. Getting a Job – Resume Building, Group Discussion, Facing the Interview, FAQs in an Interview, Psychometric Tests, Mock Interviews, | |
| | Total | 30 |

Suggested Reading:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge(2014), *Organizational Behavior 16th Edition*: Prentice Hall.
3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
4. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
5. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
6. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
7. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
8. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
9. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

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| Course Code | MAJOR SEM – II – Media Psychology & Sociology | Credits | Lectures /Week |
| K23UAMMCMJ211 | Paper I | 4 | 4 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Discuss the basic concepts, developments, issues and debates in the field of media psychology. ● Contrast on principal theories and processes of medial use and its effects. ● Analyze the effects of media on childhood and adolescence periods. ● Elucidate on the representation of different social groups in media and understand the psychological effects of media and its violence. | | | |
| Unit | | | |
| Unit | Topics | No. of Lectures | |
| I | Psychology and its Cognitive Effects in Media | 15 | |
| | 1. Evolution of Psychology – Definitions, Branches, Media Psychology, Relationship between Media and Psychology, Research Methods in Media Psychology, Memory | | |
| | 2. Understanding Thinking – Information Processing Model, Levels of Processing (LOP) Thinking, Perception | | |
| | 3. Cognitive and Behavioral Effects of Media (specific focus on print, interactive medium, web advertising and pro- social media) | | |
| | 4. Personality Theories and their relevance in Mass Media – Trait Theory, Cognitive Theory, Psychoanalytical Theory, Behaviour Theory | | |
| | 5. Social Influence – Definition, Conformity, Compliance, Obedience, Indoctrination, Effects of Media Violence on Society | | |
| II | Developmental Psychological Issues with respect to Media | 15 | |
| | 1. Learning – Conditioning Theories, Types of Learning, Social Cognition (Script and Schema) | | |
| | 2. Motivation – Definition, Types of Motivation, Maslow’s Hierarchy of Needs, Herzberg’s Two-Factor Theory, McClelland’s Theory of Needs, Vroom’s Theory of Expectancy, McGregor’s Theory X & Theory Y, Alderfer’s | | |

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| | <p>ERF Theory</p> <p>3. Young Children and Media – Socialization through Media, Media Usage and Influence During Adolescence</p> <p>4. Social Psychology of Media – Attitude Formation and Role of Media in it, Persuasion & Prejudice, Representation of Society in Media, Audience Participation and Reality Television</p> | |
| III | Sociology of Mass Media | 15 |
| | <p>1. Understanding Sociology – Introduction, Foundation of Social Thought, Sociological Theory</p> <p>2. Society in India – Rural Society, Urban Society, Crime and Society, Industrial Sociology, Population and Society, Sociology of Tribal Society, Sociology of Environment</p> <p>3. Mass Media – Definitions, Components, Basic Concepts</p> <p>4. Social Paradigm and Mass Media – The Structural Functional Paradigm, The Social Conflict Paradigm, The Symbolic Interactionist Paradigm</p> <p>5. Theories of Mass Media – Social Learning Theory, Modeling Theory, Cultivation Theory, Socialization Theory, Agenda Setting and Audience Orientation, Uses and Gratification Theory, Schematic Theory and Information Processing</p> | |
| IV | Audience Orientation and Social Constructionism | 15 |
| | <p>1. Understanding Audience Orientation – Functions of Mass Media, Mass Media as an Agent of Social Control, Types of Audience (Active and Passive), The Ideological Impact / Consequences of Active and Passive Audience</p> <p>2. Understanding Social Constructionism – Theoretical Bases, The Intended Message, The Targeted Audience, Content Analysis, Contextual Analysis, Negative Impact and Stigmatization, The Media as an Agent of Propaganda, The Role of Media in Creating Appropriate Labels and/or Images</p> <p>3. Minorities in Mass Media – The Four Stages of Minority Portrayal, Racial/Ethnic Minorities and Mass Media, Gender and Sexual Orientation, The Elderly, Classism, The Physically Challenged</p> <p>4. Ideological Wars in Mass Media – Constitutional Debates, Winners and Losers of Ideological Warfare</p> | |
| Total Lectures | | 60 |

Suggested Reading:

1. Giles, D. (2003). *Media Psychology*, Lawrence Erlbaum Associates & Publishers: London.
2. *The Oxford Handbook of Media Psychology Edited by Karen E. Dill*
3. Baron, R. & Misra, G. (2013). *Psychology*. Pearson.
4. Chadha, N.K. & Seth, S. (2014). *The Psychological Realm: An Introduction*. Pinnacle Learning, New Delhi.
5. Ciccarelli, S. K., & Meyer, G. E. (2010). *Psychology: South Asian Edition*. New Delhi: Pearson Education.
6. Passer, M.W. & Smith, R.E. (2010). *Psychology: The science of mind and behaviour*. New Delhi: Tata McGraw-Hill
7. Carr, A. (2011): *Positive psychology*. Routledge
8. Cornelissen, R.M.M., Misra, G. & Varma, S. (2011). *Foundations of Indian Psychology, Vol 1*. Pearson
9. Gregory, R.J. (2006). *Psychological Testing: History, Principles, and Applications (4th Ed.)*. New Delhi: Pearson Education.
10. Mentis, M., Dunn-Bernstein, M., Mentis, M., & Skuy, M. (2009). *Bridging learning: Unlocking cognitive potential in and out of the classroom*. Corwin

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| Course Code | MAJOR SEM – II – Principles of Marketing & Management | Credits | Lectures /Week |
| K23UAMMCMJ212 | Paper II | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Outline the environment in which marketing organizations operate and the importance of marketing in value creation. ● Analyze the components of the marketing mix and apply the components in making marketing decisions. ● Evaluate the global context for taking managerial actions of planning, organizing and controlling. ● Determine the most effective action to take in specific situations. | | | |
| Unit | Topics | No. of Lectures | |
| I | Principles of Marketing | 15 | |
| | 1. Introduction – Nature, Scope, Importance, Selling vs Marketing, Marketing Mix, Components of Marketing Environment (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal) | | |
| | 2. Consumer Behaviour and Market segmentation – Factors Influencing Consumer Buying Behaviour, Bases of Marketing Segmentation, Product Differentiation vs. Market Segmentation | | |
| | 3. Product – Concept, Importance, Product Classification, Concept of Product Mix, Branding, Packaging, Labelling, Product Lifecycle, New Product Development Process | | |
| | 4. Pricing, Distribution Channels and Physical Distribution – Significance of Pricing, Factors Affecting Price of a Product, Pricing Policies and Strategies, Distribution Channels and Physical Distribution, Types of Distribution Channels, Factors Affecting Choice of Distribution Channels. | | |
| | 5. Promotion and Recent Developments in Marketing – Nature and Importance of Promotion, Types of Promotion, Social Media Marketing, Influencer Marketing, Direct Marketing, Services Marketing, Green Marketing | | |

| II | Principles of Management | 15 |
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| | <p>1. Introduction to Management and Organizations – Definition, Science or Art, Manager Vs Entrepreneur, Types of managers, Managerial Roles and Skills, Evolution of Management, Various Approaches, Types of Business Organizations, Organization culture and Environment, Current Trends and Issues in Management</p> <p>2. Planning – Nature and Purpose, Planning Process, Types of Planning, Objectives, Policies, Planning Premises, Strategic Management, Planning Tools and Techniques, Decision Making Steps and Process</p> <p>3. Organizing – Nature and Purpose, Formal and Informal Organization, Organization Chart, Organization Structure, Types, Line and Staff Authority, Departmentalization, Delegation of Authority, Centralization and De-centralization, Job Design, Human Resources Management, Performance Management, Career Planning and Management</p> <p>4. Directing – Foundations of Individual and Group Behaviour, Motivation, Motivation Theories, Motivational Techniques, Job Satisfaction, Job Enrichment, Leadership, Types and Theories of Leadership,</p> <p>5. Controlling – System and Process of Controlling, Budgetary and Non-budgetary Control Techniques, Use of Computers and IT in Management Control, Productivity Problems and Management, Control and Performance, Direct and Preventive Control, Reporting</p> | |
| | Total | 30 |
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| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. Marketing: An Introduction by Philip Kotler (1987 – Prentice-Hall, International Editions) 2. Marketing Management by Ramaswamy V.S. (2002 – Macmillan India) 3. Principles of Marketing by Kotler P & Armstrong G (2008 – 9th Edition, Prentice- Hall, International Editions) 4. Marketing – A Managerial Introduction by Gandhi J.C. (1985 – Tata McGraw- Hill) | | |

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| Course Code | MINOR SEM – II – Advertising Foundation | Credits | Lectures /Week |
| K23UAMMCMRA221 | Paper III | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Extend a basic understanding of advertising, growth, importance and types. ● Recognize an effective advertisement campaign, tools, models, etc. ● Employ basic creativity techniques to create Advertisements. ● Appraise the role of advertising, various departments, careers and creativity. | | | |
| Unit | Topics | No. of Lectures | |
| I | Overview of Advertising Industry | 15 | |
| | 1. Introduction to Advertising – Evolution, Importance, Features, Benefits, Limitations, Effects, 5 Ms of Advertising, Types of Advertising, Theories | | |
| | 2. Ethics and Laws in Advertising – Puffery, Subliminal, Weasel Claim, Surrogate, Shocking Ads, Controversial, Advertising Code of Ethics, Regulatory Bodies, Laws and Regulations, Social, Cultural and Economic Impact of Advertising | | |
| | 3. Types of Agencies and Latest Trends – Types of Advertising Agencies, Various Departments in Ad Agencies, Latest Trends | | |
| | 4. Integrated Marketing Communications – Emergence, Role, Tools, Communication Process, The IMC Planning Process | | |
| | 5. Tools of Advertising & Visibility – Newspaper Advertising, Magazine Advertising, Out Of Home (OOH) Advertising, On-Premise Advertising, Transit Advertising, Posters, Directory Advertising, Radio Advertising, Television Advertising, Film Advertising, Public Relations, Sales Promotions, Direct Marketing | | |
| II | Creativity in Advertising | 15 | |
| | 1. Copywriting – Features of Copywriting, Responsibilities of a Copywriter, Idea Incubation Process, The BIG Idea, Idea Generation Techniques | | |

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| | 2. Role of Different Elements in Ads – Logo, Jingle, Brand Identity, Slogan, Tagline, Headline, Subhead, Layout, Body Copy, Storyboard | |
| | 3. Writing for Advertising – Briefs, Writing a Persuasive Copy, Trans-creativity, Writing for Various Media, Types of Appeals & Execution Styles | |
| | 4. Case Studies – Ogilvy, McCann Erikson India, MullenLowe Lintas, J. Walter Thompson, Leo Burnett, DDB Mudra Group, Grey Worldwide, FCB Ulka, Contract Advertising, Redifussion DYR | |
| | 5. Techniques for Evaluation & Challenges | |
| | Total | 30 |
| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. Advertising Principles and Practices (7th Edition) by 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 by Amita Shankar 8. Contemporary Advertising by Loudon & Britta 9. Advertising by Pearson Education | | |

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| Course Code | MINOR SEM – II – Journalism Foundation | Credits | Lectures /Week |
| K23UAMMCMRJ221 | Paper III | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Recognize the basics of journalism and recognize the contributions of the renowned journalists to the field of print media. ● Demonstrate the art of headline writing, rewriting and translation and familiarize the concept of page layout design. ● Contrast upon ethical concepts, legal implications, considerations and practices that guide the journalists. ● Develop balanced reports through objectivity, accuracy, and brevity and understand the duties and qualities of a responsible reporter. | | | |
| Unit | Topics | No. of Lectures | |
| I | Journalism in India | 15 | |
| | 1. Changing face of journalism from Guttenberg to new media | | |
| | 2. Journey of Journalism in India – 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. Technological Advancement in Indian Journalism and New Media with special reference to Citizen Journalism | | |
| | 4. Understanding News – Definition, The news process from the event to the render, What makes a good story, Anatomy of a news story, Types of Beats | | |
| | 5. Producing News – Background Research, Finding a news angle, Capturing the right pictures for a photo feature, Writing Headline, Captions & Lead | | |
| II | Working as a Journalist | 15 | |
| | 1. What makes a great Journalist: Objectivity, Accuracy, Without Fear or Favour, Balance, Proximity | | |
| | 2. Difference between a PR and a Journalist | | |

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| | 3. Criteria for Newsworthiness | |
| | 4. Hard News, Soft News, News Reports, Features, Editorials | |
| | 5. Careers in Journalism – Reporter, Feature Writer, Mobile Journalist, Data Journalist, Real Time Journalist, Investigative Journalist, Rural Journalist, In-Depth Journalist, Lifestyle Journalist | |
| | Total | 30 |
| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. Writing and Reporting news <i>by Carole Rich, Thomson Wadsworth</i> 2. Journalism: Principles and Practice <i>by Tony Harcup (Sage Publication - 2011 Edition)</i> Recommended Reading – Nalin Mehta on India TV 3. Behind the by-line: Journalists’ Handbook, Professional Journalism <i>by M. V. Kamath</i> 4. Introduction to Journalism: Essential Technique <i>by Richard Rudin</i> 5. Introduction to Journalism <i>by Carole Fleming</i> 6. Introduction to Journalism <i>by James Glenn Stowal</i> | | |

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| Course Code | MINOR SEM – II – Film & Television Foundation | Credits | Lectures /Week |
| K23UAMMCMRF221 | Paper III | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Outline the history of film, television, and new media ● Classify the fundamental disciplines inherent in motion picture, television, and web production ● Demonstrate cooperative, collaborative skills to bring together the aforementioned disciplines into a cohesive whole in a production environment. ● Generate and develop ideas for film and other media that include writing from personal experience, visual and aural acuity, technical proficiency, dramatic distillation, and emotional resonance. | | | |
| Unit | Topics | No. of Lectures | |
| I | Introduction to Films & Television | 15 | |
| | 1. Understanding Cinema – History of Cinema, Birth of Visual Art, Language of Cinema, Transition to Feature Film, Film Genres | | |
| | 2. Aspects of Film Appreciation – Grammar of Films, Director, Writer, Screenplay & Script, Mis-en-scene, Cinematography, Film Sound, Creating Meaning Through Editing | | |
| | 3. Film Making – Aspects of Production Systems, Stages of Film making, Censorship of Films, ROI System in Film Industry | | |
| | 4. Television in India – News, Information and Entertainment, Audience Segments and Cultural Impact, Satellite TV and Private TV | | |
| | 5. Formats and Types of TV Programs – Fiction (Daily Soaps, Sitcoms, Short Films, Comedy Shows, Advertisements, Animation Programs), Non Fiction (News Bulletin, Newsreels, Interviews, Discussions, Vox Pops, Documentaries, Reality Shows, Audience Participation Programs, Sports Programs, Concerts and Award Shows, Cookery Shows, Infomercials Programs) | | |
| II | Transition from Cinema & Television to OTT Platforms | 15 | |

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| | 1. Consuming Television – Overview, Commercial Skipping, Change in Consumption, Binge Watching, Effects of Television Consumption | |
| | 2. Understanding the Over The Top (OTT) Platform – Definition, OTT Platforms in India, Advantages and Disadvantages, Regulations on OTT Platforms | |
| | 3. OTT: Boon or Bane - OTT Platforms an Alternative to Cinema / Movie Theatres and Television, Revolutionizing the Portrayal of Indian Women in Mainstream Media, Gender Equality and OTT Content | |
| | 4. Future of OTT - Reason for Rapid Growth of OTT Platforms, Challenges Faced by the Streaming Industry, The Way Forward | |
| | Total | 30 |
| Suggested Reading: | | |
| <ol style="list-style-type: none"> 1. The Filmmakers Handbook – By Steve Ascher 2. Shot By Shot – By Steven Katz 3. Making Movies – By Sidney Lumet. 4. On Directing Film – By David Mamet 5. Rebel without a Crew – By Robert Rodriguez 6. The Television Handbook – Patricia Holland 7. Studio Television Production – By Andrew Utterback | | |

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| Course Code | VOCATIONAL SKILL COURSE SEM - II - Introduction to Photography | Credits | Lectures /Week |
| K23UAMMCVC241 | Paper VI | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Execute artistry by creating images that evoke an emotional response. ● Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images. ● Demonstrate effective use photographic equipment and technologies appropriate to the task. ● Prove effective working skills individually and as a member of team, demonstrating time management, organizational, and interpersonal skills. | | | |
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| Unit | Topics | No. of Lectures | |
| I | The Art of Photography | 15 | |
| | 1. Understanding Photography – History of Photography | | |
| | 2. Working with a Camera – The Body, Aperture, Shutter, Image Sensor, View Finder, Parameters of Light, Lens | | |
| | 3. Composition & Framing – Dimensions, Visual Indicators, Rules of Composition, Breaking the Rules, Viewpoint & Perspective | | |
| | 4. Aesthetics & Language of Photography | | |
| | 5. Film Process & Print – Darkroom Techniques & Digital Darkrooms | | |
| II | Modern Photography | 15 | |
| | 1. Digital Imaging & Photography – Image Sensor, Megapixel, Resolution, Image Magnification, File Formats, Aspects of Mobile Photography | | |
| | 2. Telling a Story through Photography – Photo Story, Storyboard, Cropping & Editing | | |
| | 3. Appreciation of Award Winning Photographs | | |
| | 4. Softwares of Photo Editing – Adobe Photoshop, Adobe Lightroom, Google Snapseed | | |
| | 5. Professional Application of Photography | | |

Suggested Reading:

1. Collins Books Series: Pentax Inc.
 - Taking successful pictures,
 - Making most of colour,
 - Expanding SLR system,
 - Lighting techniques
2. Minolta Photographer's Handbook
 - Indoor Photography
 - Outdoor Photography
3. Life Book Series
 - Colour
 - Camera
 - Light
 - Portrait
4. Photography Course
 - Volume 1: Understanding Camera
 - Volume 2: Secrets behind successful pictures
 - Volume 3: Practicing Photography
 - Volume 4: Handling Professional assignments
5. Me and My Camera
 - Portrait photography
 - Glamour photography
 - Do it in Dark (Darkroom Techniques)
6. Pro-Technique Photo
 - Night Photography
 - Beauty and Glamour
 - Product Photography

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| Course Code | SKILL ENHANCEMENT COURSE SEM – II – Public Speaking | Credits | Lectures /Week |
| K23UAMMCSC251 | Paper VII | 2 | 2 |
| Course Outcomes: | | | |
| After successful completion of this course, students would be able to | | | |
| <ul style="list-style-type: none"> ● Distinguish their Public Speaking strengths as a presenter and how to appeal to different types of people. ● Classify various Speech Management techniques to create a professional presence. ● Recognize how various tools of effective Public Speaking can create impact and attention in Public Speaking. ● Employ different ways to prepare and organize information. | | | |
| Unit | Topics | No. of Lectures | |
| I | Introduction to Public Speaking | 15 | |
| | 1. Concept of Public Speaking – Meaning, Need for Public Speaking Skills, Importance of Public Speaking Skills, Principles of Effective Public Speaking, Basic Skills Required for Public Speaking | | |
| | 2. Personal Benefits of Public Speaking - Developing Critical Thinking Skills, Polishing Verbal and Nonverbal Skills, Overcoming Fear of Public Speaking, Influencing the World Around You, Developing Leadership Skills, Becoming a Thought Leader | | |
| | 3. Steps of Speechmaking Process – Types of Public Speech, Foundations of Public Speaking, Impact of Elements of Communication | | |
| | 4. Dialogic Theory of Public Speaking – Overview, Dialogue vs Monologue, Meanings are in People and Not Words, Contexts and Social Situations | | |
| | 5. Ethics in Public Speaking – Overview of Ethical Speaking, Objectives of Ethical Speaking, the Ethics Pyramid, Guidelines of Ethical Public Speaking, A Speaker’s Ethical Obligation, Important Ethical Principles, Applying Ethical Principles, Guidelines of Ethical Listening | | |
| II | Speech Management | 15 | |
| | 1. Managing Speech Anxiety - Speech Anxiety / | | |

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| | Communication Apprehension, Self-Defeating Thoughts / Sabotaging Your Speech, Anxiety Provoking Situations, Speech Content Issues, Technical Difficulties, Managing Stages of Speech Anxiety | |
| | 2. Getting The Audience to Listen – Difference Between Listening & Hearing, Benefits of Listening, Different Styles of Listening, Difficulties in Listening, Listener or Receiver Apprehension, Listening Critically, Listening Ethically | |
| | 3. Use of Language – Difference between Oral and Written Language, Effective Use of Language, Elements of Language for Public Speakers | |
| | 4. Aesthetics of Speech & Delivery | |
| | 5. Presenting Yourself & Reaching the Audiences | |

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| Total | 30 |
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Suggested Reading:

1. Beebe, S.A. & Masterson, J.T. (2009). Communicating in small groups: Principles and practices (9th edition). Boston: Allyn & Bacon.
2. Beebe, S.A. & Mottet, T.P. (2010). Business and professional communication: Principles and skills for leadership.
3. Benne, K.D. & Sheats, P. (1948). Functional roles of group members. Journal of Social Issues 4, 41-49.
4. Bohn, E. & Jabusch, D. (1982). The effect of four methods of instruction on the use of visual aids in speeches. The Western Journal of Speech Communication, 46, 253-265.
5. Brilhart, J.K., Galanes, G.J., & Adams, K. (2001). Effective group discussions: Theory and practice (10th edition). New York: McGraw-Hill
6. Caarnagey Dale and J. Berg Esenwein The Art of Public Speaking July 17, 2005
7. Dolman J, 1922. A handbook of public speaking. 1922. New York, Harcourt, Brace and Company. EBook #16317]
8. Beebe, S.A. & Masterson, J.T. (2009). Communicating in small groups: Principles and practices
9. Fripp, P. (2011). 9 timely tips for pre-presentation preparation.
10. Keller, J.M. (1983). Motivational design of instruction. In C.M. Reigeluth (Ed.), Instructional design theories: An overview of their current status (pp. 383-434). Hillsdale, NJ: Lawrence Erlbaum.
11. Kelley, R.E. (1992). The power of followership: How to create leaders that people want to follow and followers who lead themselves. New York: Doubleday/ Currency.
12. Kowitz, A.C. & Knutson., T.J. (1980). Decision making in small groups: The search for alternatives. New York: Allyn and Bacon.
13. Kreitner, R. & Kinicki, A. (1995). Organizational behavior (3rd edition). Chicago: Irwin.
14. Lahiff, J. & Pemose, J. 1997, Business communication: Strategies and skills (5th edition). Princeton, NJ: Prentice Hall.

Evaluation Scheme for First Year (UG) under NEP (4 credits)

I. Internal Evaluation for Theory Courses – 40 Marks

1) Continuous Internal Assessment(CIA) Assignment - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 20 marks

2) Continuous Internal Assessment(CIA) Individual Projects / Presentations – 20 marks

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hours

Theory question paper pattern:

| Question | Based on | Marks |
|-----------------|-----------------|--------------|
| Q.1 | Unit I | 15 |
| Q.2 | Unit II | 15 |
| Q.3 | Unit III | 15 |
| Q.4 | Unit IV | 15 |

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

NOTE: To pass the examination, attendance is compulsory in both Internal & External (Theory) Examinations.

Evaluation Scheme for First Year (UG) under NEP (2 credits)

I. Internal Evaluation for Theory Courses – 20 Marks

1) Continuous Internal Assessment(CIA) Assignment - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 10 marks

2) Continuous Internal Assessment(CIA) Individual Projects / Presentations – 10 marks

II. External Examination for Theory Courses – 30 Marks

Duration: 1 Hours

Theory question paper pattern: All questions are compulsory.

| Question | Based on | Marks |
|-----------------|-----------------|--------------|
| Q.1 | Unit I | 15 |
| Q.2 | Unit II | 15 |

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

NOTE: To pass the examination, attendance is compulsory in both Internal & External (Theory) Examinations.