

Deccan Education Society's

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



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for First Year

Program: Bachelor of Arts

Course: Mass Media and Communication
(FYBAMMC)

Choice Based Credit System (CBCS)

with effect from

Academic Year 2024-2025

PROGRAM OUTCOMES

PO	Description
A student completing Bachelor's Degree in Arts Program will be able to	
PO1	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.
PO2	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.
PO3	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.
PO4	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.
PO5	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.
PO6	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.
PO7	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.
PO8	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
	K24UAMMCOE131	Travel & Photo Journalism	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
	K24UAMMCOE231	Social Media Marketing	OE	2
	K23UAMMCVC241	Introduction to Photography	VSC	2
	K23UAMMCSC251	Public Speaking	SEC	2

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 • 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 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
	1. Indian Traditions and Approaches to Communication – The Vedic Era, Eastern Perceptions of Communication (Hindu, Buddhist, Islamic), Western Perceptions of Communication (Plato, Aristotle) 2. Approaches of Communication in the Age of New Technology 3. Ethical and Aesthetic Perceptions of Communication 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 5. Media Literacy and Media Criticism	
IV	Mass Media and its Impact on Society	15
	1. Overview of Mass Media – Functions, Effects, Role in the formation of States of India 2. Important Units or Institutions of Mass Media 3. Impact of Mass Media on Society and its Types – Social, Political, Economic, Developmental 4. Impact of Mass Media on Education, Children, Women, Culture, Youth, Development 5. New Media and Media Convergence – Elements, Features, Technologies used, Major Challenges to New Media Acquisition, Future Prospects	
Total Lectures		60
Suggested Reading:		
1. Mass Communication Theory <i>by Denis McQuil</i> 2. Mass Communication <i>by Rowland Lorimer</i> 3. The Media in your Life: An Introduction to Mass Communication <i>by Jean Folkerts and Stephen Lacy (Pearson Education)</i> 4. Mass Communication Effects <i>by Joseph Klapper</i>		

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***

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 • 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 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 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 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		

	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 • A New Era of Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India d. Internet Protocol Television	
Total		30
Suggested Reading:		
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> 3. Indian News Media: From Observer To Participant <i>by Usha M. Rodrigues & Maya Ranganathan</i> 4. Documentary Films and Indian Awaken <i>by Jagmohan, Publications Division Ministry of Broadcasting and Information, Government of India</i> 5. History of Indian Cinema <i>by Renu Saran (Paperback – 1 Jan 2012)</i> 6. History of Broadcasting in India <i>by Dr. P. Thangamani</i> 7. India on Television <i>by Nalin Mehta (Harper Collins Publishers)</i> 8. Press in India: New History <i>by G. S. C. Raguavan (Hardcover – 1 Aug 1995)</i> 9. Communication in History: Stone Age Symbols to Social Media <i>by David Crowley, Peter Urquhart, Paul Heyer</i>		

Course Code	OPEN ELECTIVE SEM – I – Travel & Photo Journalism	Credits	Lectures /Week
K24UAFMCOE131	Paper III	2	2
Course Outcomes: After successful completion of this course, students would be able to • Discuss the requirements of becoming a good travel journalist • Practice writing effective travel stories • Practice photojournalism professionally • Plan to market their work online and reach maximum readers			
Unit	Topics	No. of Lectures	
I	Introduction to Travel Journalism	15	
	1. Writing about destinations a. Compelling beginnings and endings b. Building a theme and narrative structure c. Drawing characters from real life d. Submitting writings for publications		
	2. Creation of the Story a. Salient examples of what is good travel writing b. Finding and focusing your story, crafting, and structure – the beginning, middle, the end, and transitions c. Bring your story to life – characters and descriptions d. Show don't tell – exercises in enlivening your writing		
	3. Elements of style a. Use of first person b. Developing your voice c. Rewriting and self-editing		
	4. The qualities of a good travel writer a. Use of vivid language b. Voice c. Tone d. Readings from published travel writers e. The dos and don'ts from professionals		
	5. Types of Travel Writing a. Freelance Travel writing		

	b. Travel blogging c. Books d. General Tips and guidelines e. Travel writing for guidebooks and apps	
II	Photojournalism	15
	1. Introduction to Photojournalism – Basic Concepts of photography and photo editing 2. Fields of Photojournalism 3. Digital Photography, Camera Topology and Operations 4. Analysis of Photojournalist's work, Photojournalism Ethics, Case Studies in Photojournalism 5. Marketing your story a. Networking, niche markets, travel trends, market research b. Communicating with editors of different media, preparing the manuscript for submission	
Total Lectures		30
Suggested Reading:		
1. How To Be A Travel Writer (Lonely Planet) <i>by Don George</i> 2. The Writer's Handbook Guide To Travel Writing <i>by Barry Turner (Editor)</i> 3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences <i>by Jacqueline Harmon Butler, Louise Purwinzobel</i> 4. Travel Writing: See The World. Sell The Story <i>by L. Peat O'neil</i>		

Course Code	VOCATIONAL SKILL COURSE SEM – I – Computers and Multimedia (I)	Credits	Lectures /Week
K23UAMMCVC141	Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to • 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>			

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

Course Code	SKILL ENHANCEMENT COURSE SEM – I – Personality Development	Credits	Lectures /Week
K23UAMMCSC151	Paper V	2	2
Course Outcomes: After successful completion of this course, students would be able to • 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		

	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), <i>Organizational Behavior 16th Edition</i>: 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		

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 • 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	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 ERF Theory 3. Young Children and Media – Socialization through Media, Media Usage and Influence During Adolescence 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	
III	Sociology of Mass Media	15
	1. Understanding Sociology – Introduction, Foundation of Social Thought, Sociological Theory 2. Society in India – Rural Society, Urban Society, Crime and Society, Industrial Sociology, Population and Society, Sociology of Tribal Society, Sociology of Environment 3. Mass Media – Definitions, Components, Basic Concepts 4. Social Paradigm and Mass Media – The Structural Functional Paradigm, The Social Conflict Paradigm, The Symbolic Interactionist Paradigm 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	
IV	Audience Orientation and Social Constructionism	15
	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 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 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 4. Ideological Wars in Mass Media – Constitutional Debates, Winners and Losers of Ideological Warfare	

Total Lectures	60
Suggested Reading:	
1. Giles. D, (2003). Media Psychology, Lawrence Erlbaum Associates & Publishers: London. 2. The Oxford Handbook of Media Psychology <i>Edited by Karen E. Dill</i> 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	

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 ● 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
	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 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 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 4. Directing – Foundations of Individual and Group Behaviour, Motivation, Motivation Theories, Motivational Techniques, Job Satisfaction, Job Enrichment, Leadership, Types and Theories of Leadership, 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	
	Total	30
Suggested Reading:		
1. Marketing: An Introduction <i>by Philip Kotler (1987 – Prentice-Hall, International Editions)</i> 2. Marketing Management <i>by Ramaswamy V.S. (2002 – Macmillan India)</i> 3. Principles of Marketing <i>by Kotler P & Armstrong G (2008 – 9th Edition, Prentice-Hall, International Editions)</i> 4. Marketing – A Managerial Introduction <i>by Gandhi J.C. (1985 – Tata McGraw-Hill)</i>		

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 • 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	
	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 DYP	
	5. Techniques for Evaluation & Challenges	
Total		30
Suggested Reading:		
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>		

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

- 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	

	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:		
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>		

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 ● 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
	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:		
1. The Filmmakers Handbook – By Steve ascher 2. Shot By Shot – By Steven Katz 3. Making Movies – By Sudney 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		

Course Code	OPEN ELECTIVE SEM – II – Social Media Marketing	Credits	Lectures /Week
K24UAFMCOE231	Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to •			
Unit	Topics	No. of Lectures	
I	The Era of Digital and Social Media Marketing	15	
	1. Introduction to E-Marketing – What is the E-marketing?; The changing marketing landscapes; The internet and business; E-marketing strength and application; Communication modes; The behavioural internet (B2C, B2B, C2C and C2B); E-marketing and Online advertising; E-marketing and Consumer segmentation; E-marketing and Sales & Trade promotions		
	2. Introduction to Social Media Marketing – Meaning, Importance, Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing, 10 step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms		
	3. Facebook, Instagram & LinkedIn Marketing – What is Facebook marketing?, Facebook page best practices, KPI and insights , Facebook ad campaign Objectives and targeting and Content creation and sharing, Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads, LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn		
	4. Pinterest Marketing – Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins		
	5. YouTube Marketing – How to build foundation for your YouTube channel, Usage of free resource, Optimize organic traffic by selecting key words for videos,		

	Optimization of advertisements	
II	Social Media Marketing Plan and Campaign Management	15
	1. Social Media Marketing Plan – What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages 2. Setting Social Media Marketing goals and objectives – Exposure, Engagement, Influence, Impact and advocacy; Eight Cs of strategy development; Uses of keywords hashtags, and emoji in targeting branded posts; Evaluating Social media marketing success 3. Campaign Marketing – What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool, How Companies use blogs for effective campaign management? 4. Ethics – Code of ethics, 9 Rules of engagement for Social Media Marketing 5. Careers in Social media marketing	
Total Lectures		30
Suggested Reading:		
1. Digital marketing <i>by Vanadana Ahuja</i> 2. Social Media Marketing: A Strategic Approach <i>by Barker and Barker</i>		

Course Code	VOCATIONAL SKILL COURSE SEM – II – Introduction to Photography	Credits	Lectures /Week
K23UAMMCVC241	Paper V	2	2
Course Outcomes: After successful completion of this course, students would be able to • 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.			
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	
	Total	30
Suggested Reading:		
1. Collins Books Series: Pentax Inc. - o Taking successful pictures, - o Making most of colour, - o Expanding SLR system, - o Lighting techniques 2. Minolta Photographer's Handbook - o Indoor Photography - o Outdoor Photography 3. Life Book Series - o Colour - o Camera - o Light - o Portrait 4. Photography Course - o Volume 1: Understanding Camera - o Volume 2: Secrets behind successful pictures - o Volume 3: Practicing Photography - o Volume 4: Handling Professional assignments 5. Me and My Camera - o Portrait photography - o Glamour photography - o Do it in Dark (Darkroom Techniques) 6. Pro-Technique Photo - o Night Photography - o Beauty and Glamour - o Product Photography		

Course Code	SKILL ENHANCEMENT COURSE SEM – II – Public Speaking	Credits	Lectures /Week
K23UAMMCSC251	Paper VI	2	2
Course Outcomes: After successful completion of this course, students would be able to • 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 /		

	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	
Total		30
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. <i>Journal of Social Issues</i> 4, 41-49. 4. Bohn, E. & Jabusch, D. (1982). The effect of four methods of instruction on the use of visual aids in speeches. <i>The Western Journal of Speech Communication</i>, 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] Beebe, S.A. & Masterson, J.T. (2009). Communicating in small groups: Principles and practices 8. Fripp. P. (2011). 9 timely tips for pre-presentation preparation. 9. Keller, J.M. (1983). Motivational design of instruction. In C.M. Reigeluth (Ed.), <i>Instructional design theories: An overview of their current status</i> (pp. 383-434). Hillsdale, NJ: Lawrence Erlbaum. 10. 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. 11. Kowitz, A.C. & Knutson., T.J. (1980). Decision making in small groups: The search for alternatives. New York: Allyn and Bacon. 12. Kreitner, R. & Kinicki, A. (1995). Organizational behavior (3rd edition). Chicago:		

Irwin.

- 13. Lahiff, J. & Pemose, J. 1997, Business communication: Strategies and skills (5th edition). Princeton, NJ: Prentice Hall.**

Exam Pattern for First Year (UG) under NEP

SECTION	INTERNAL	EXTERNAL
1) MAJOR: <u>(2 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 10 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 10 marks	<u>External Examination for Theory Courses – 30 marks</u> Duration: 1 Hour Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks)
1) MAJOR: <u>(4 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 20 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 20 marks	<u>External Examination for Theory Courses – 60 marks</u> Duration: 2 Hours Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks) Q.3. Unit III (15 marks) Q.4. Unit IV (15 marks)
2) MINOR: <u>(2 Credits)</u>	<u>1) Continuous Internal Assessment (CIA)</u> Assignment – Tutorial / Individual Assignment – 10 Marks <u>2) Continuous Internal Assessment (CIA)</u> Assignment – Group Project Presentation – 10 marks	<u>External Examination for Theory Courses – 30 marks</u> Duration: 1 Hour Theory question paper pattern: All questions are compulsory. Q.1. Unit I (15 marks) Q.2. Unit II (15 marks)

		[Same as Major – 2C]
3,4) OPEN ELECTIVES / GENERAL ELECTIVES (OE): <u>(2 Credits + 2 Credits)</u>	-----NA-----	Online MCQ Test of 50 Marks Easy : 20 marks Medium : 20 marks Difficult : 20 marks
5) VOCATIONAL SKILLS (VSC): <u>(2 Credits)</u>	-----NA-----	Theory Oriented Courses: 50 marks for Project [20m] + Presentation [20m] + VIVA [10m] Practical Oriented Courses: 50 marks for Practical Examination with 1 Experiment [40m] + Journal [5m] + VIVA [5m]
6) SKILL ENHANCEMENT COURSES (SEC): <u>(2 Credits)</u>	-----NA-----	Theory Oriented Courses: 50 marks for Project [20m] + Presentation [20m] + VIVA [10m] Practical Oriented Courses: 50 marks for Practical Examination with 1 Experiment [40m] + Journal [5m] + VIVA [5m]
7) ABILITY ENHANCEMENT COURSES (AEC): <u>(1 Credit)</u>	-----NA-----	Marathi / Hindi → 25 marks for Assignment [15m] + VIVA [10m] English → 25 marks Online MCQ Exam
8) VALUE EDUCATION COURSES (VEC): <u>(2 Credits)</u>	-----NA-----	Online MCQ Test of 50 Marks Easy : 20 marks

		Medium : 20 marks Difficult : 20 marks
9) CO-CURRICULUAR COURSES (CC): <i>(2 Credits)</i>		
Yoga Education	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Sports	-----NA-----	50 marks – Physical Fitness [10m] + Know the Game & Ground Marking [10m] + Rules of Game (viva exam) [10m] + Game playing ability [20m]
NCC	-----NA-----	50 marks – Parade [35m] + Activities [15m]
NSS	-----NA-----	50 marks – Diary Submission [35] + VIVA [15m]
Cultural Activities	-----NA-----	50 marks – Practical Demo [35m] + VIVA / Participation / Assignment [15m]
Performing Arts (Dance)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Performing Arts (Singing)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]
Performing Arts (Marathi Theatre)	-----NA-----	50 marks – Practical Demo [35m] + VIVA [15m]

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