



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjunwala College
of Arts, Science & Commerce
(Autonomous College)

Refer to page nos: 02 and 03

**highlighting component
of Research Project**

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus for the FYBAMMC

(CBCS)

w.e.f.
2019-2020

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

**DISTRIBUTION OF TOPICS AND CREDITS
FYBAMMC SEMESTER I**

Course Code	Nomenclature	Credits	Topics
RJAUBAMMC101	Effective Communication- I	03	<ol style="list-style-type: none"> 1. Introduction to Communication 2. Reading (English, Marathi or Hindi) 3. Thinking and Presentation 4. Introduction of Translation & Views of Translation.
RJAUBAMMC102	Foundation Course –I	02	<ol style="list-style-type: none"> 1. Overview of Indian Society 2. Concept of Disparity – 1 3. Concept of Disparity – 2 4. The Indian Constitution 5. Significant Aspects of Political Processes 6. Growing Social Problems in India
RJAUBAMMC103	Visual Communication	04	<ol style="list-style-type: none"> 1. Development of visual communication 2. Theories of visual communication 3. Impact of colors 4. Channels of visual communication 5. Language and culture in the age of social media.
RJAUBAMMC104	Fundamentals Of Mass Communication	04	<ol style="list-style-type: none"> 1. Introduction and overview 2. History of Mass communication 3. Major forms of mass media 4. Impact of Mass Media on Society 5. The New Media and Media Convergence
RJAUBAMMC105	Current Affairs	04	<ol style="list-style-type: none"> 1. Current National stories 2. Polity and governance 3. International Affairs 4. Maharashtra Issues 5. Technology
RJAUBAMMC106	History Of Media	03	<ol style="list-style-type: none"> 1. Introduction 2. Language Press 3. Documentaries & Films 4. Broadcasting 5. Media Icons
RJAUSEC101	Computer Literacy- I	01	<ol style="list-style-type: none"> 1. Computer Fundamentals 2. MS Word 3. MS Powerpoint

FYBAMMC SEMESTER II

Course Code	Nomenclature	Credits	Topics
RJAUBAMMC201	Effective Communication- II	03	<ol style="list-style-type: none"> 1. Writing 2. Editing 3. Paraphrasing and summarizing. 4. Interpretation of technical data
RJAUBAMMC202	Foundation Course –II	02	<ol style="list-style-type: none"> 1. Globalization and Indian Society 2. Human Rights 3. Ecology 4. Understanding Stress and Conflict 5. Managing Stress and Conflict in Contemporary Society 6. Contemporary Societal Challenges
RJAUBAMMC203	Content Writing	04	<ol style="list-style-type: none"> 1. Foundation 2. Editing Skills 3. Writing Tips and Techniques 4. Presentation Tools and techniques 5. Writing For The Web
RJAUBAMMC204	Introduction to Advertising	04	<ol style="list-style-type: none"> 1. Introduction to Advertising 2. Integrated marketing communication and tools 3. Creativity in advertising 4. Types of advertising agency, department, careers and latest trends in advertising
RJAUBAMMC205	Introduction to Journalism	04	<ol style="list-style-type: none"> 1. History of Journalism in India 2. News and its process 3. Principles and format 4. Careers in journalism 5. Covering an event (flip class)
RJAUBAMMC206	Media Gender and Culture	03	<ol style="list-style-type: none"> 1. Introduction to Cultural Studies 2. Culture and Media 3. Gender and Media Culture 4. Globalization and Media Culture
RJAUSEC201	Computer Literacy- II	01	<ol style="list-style-type: none"> 1. MS Excel Basic 2. MS Excel Advance 3. Google Account & Workspace

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER I	
Course Name: Effective Communication- I	
Course Code: RJAUBAMMC101	
Credits: 03	Total Lecture: 48
UNIT I	
Introduction to Communication	
	Lectures
	12
<ol style="list-style-type: none"> 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"> ● Types of Communication; 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; Measures to Improve Listening; Listening as an Important Skill in WorkPlace. 	
UNIT II	
Reading (English, Marathi or Hindi)	
	12
<ol style="list-style-type: none"> 1. Types of Reading <ul style="list-style-type: none"> ● Types of reading -skimming and 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 usage of homophones, homonyms etc. (Kindly provide practice session- Test , Quiz etc) 	
UNIT III	
Thinking and Presentation	
	12
<ol style="list-style-type: none"> 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 	
UNIT IV	12
Introduction of Translation & Views of Translation	
<ol style="list-style-type: none"> 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. Interpretation: Meaning, Difference between interpretation and 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 Translator, Challenges faced by translator. 	

FYBAMMC	Semester I
RJAUBAMMC101 Paper 1: Effective Communication- I	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain knowledge and understanding about the basics of effective communication, advantages, barriers to communication, how the learners can overcome those barriers, various aspects of communication in media and how the learned can hone effective listening skills to improve their communication. 2. The learners will be able to enhance their reading skills, grammar usage and knowledge of the media related words. 3. The learners shall be able to enhance their thinking and presentation skills. Additionally, they also develop understanding to give effective presentations. 4. The learners shall gain effective translation skills, understand the qualities needed and challenges faced by translators in the professional field. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Impart knowledge of the key concepts of communications, need for effective and efficient communication in today's competitive world

	<p>and imparting knowledge and skills related to functional and operational use of language in media.</p> <ul style="list-style-type: none"> ➤ Develop effective oral and written communication skills, analytical reading, writing, interpretation and thinking skills. ➤ Introduce the learners to the various career options in the media industry that learners can pursue going forwards. Additionally, it imparts an understanding of the various communications skills that are essential in a workplace.
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SEMESTER I	
Course Name: Foundation Course-I	
Course Code: RJAUBAMMC102	
Credits: 02	Total Lecture: 48
UNIT I	
Overview of Indian Society	
	Lectures
	06
<ol style="list-style-type: none"> 1. Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender 2. Appreciate the concept of linguistic diversity in relation to the Indian situation 3. Understand regional variations according to rural, urban and tribal characteristics 4. Understanding the concept of diversity as difference. 	
UNIT II	
Concept of Disparity - 1	
<ol style="list-style-type: none"> 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 feticide (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. 	
UNIT III	
Concept of Disparity - 2	
<ol style="list-style-type: none"> 1. Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof 2. Understand inter-group conflicts arising out of communalism; Examine the 	

causes and effects of conflicts arising out of regionalism and linguistic differences.	
UNIT IV	08
The Indian Constitution	
<ol style="list-style-type: none"> 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; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society 4. Basic features of the Constitution. 	
UNIT V	08
Significant Aspects of Political Processes	
<ol style="list-style-type: none"> 1. The party system in Indian politics; Local self-government in urban and rural areas 2. The 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics. 	
UNIT VI	10
Growing Social Problems in India	
<ol style="list-style-type: none"> 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. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam</p>	

FYBAMMC	Semester I
RJAUBAMMC102	Course Outcomes:
Paper 2: Foundation Course- I	<ol style="list-style-type: none"> 1. The learners will gain an overview of the Indian Society. 2. The learners will be acquainted with the Constitution of India. 3. The learners shall gain knowledge and understanding of the socio-political problems faced in the country. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be able to understand the role of media in creating awareness with regards to various challenges in the socio-political fabric of our country.

	➤ The learners will be sensitized towards the various socio-political issues in India and encourage them to find possible solutions to these issues with the help of the media.
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SEMESTER I	
Course Name: Visual Communication	
Course Code: RJAUBAMMC103	
Credits: 04	Total Lecture: 48
UNIT I	
Development Of Visual Communication	
10	
<ol style="list-style-type: none"> 1. 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 ● Chronologies ● Invisible Concepts ● Generalization Theories ● Feelings or attitudes 	
UNIT II	
Theories Of Visual Communication	
10	
<ol style="list-style-type: none"> 1. Sensual Theories Gestalt <ul style="list-style-type: none"> ● Constructivism ● Ecological 2. Perceptual Theories <ul style="list-style-type: none"> ● Semitics ● Cognitive 	
UNIT III	
Impact Of Colors	
08	
<ol style="list-style-type: none"> 1. 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 	
UNIT IV	
Channels Of Visual Communication	
12	
<ol style="list-style-type: none"> 1. Tools/Mediums of Visual communication <ul style="list-style-type: none"> ● Painting & Photography ● Film & Television, Documentaries, Script writing & visualization ● Comics & Cartoons, Digital Images, Animation & VFX 	

FYBAMMC Syllabus Semester I & II

<ul style="list-style-type: none"> ● News Papers, Advertisements, Photojournalism ● Folk & Performing Arts , Theater 	
UNIT V	08
Language And Culture in the Age of Social Media	
<p>1. Visual communication in the age of social media</p> <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 	

FYBAMMC	Semester I
<p>RJAUBAMMC103</p> <p>Paper 3: Visual Communication</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will be provided with tools that would help them visualize and communicate. 2. Learners will gain understanding of visual communication as part of Mass Communication 3. The students shall acquire basic knowledge in theories and languages of Visual Communication which shall assist them to carry out a project in the field of visual communication. 4. The learners shall gain the ability to understand and analyze visual communication from a critical perspective <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners are introduced to the various concepts of different visual mediums of mass communication. ➤ Developing a critical understanding of various visual mediums to be able to effectively use them to aid their communication goals. ➤ The learners will acquire basic knowledge to be able to carry out a project in the field of visual communication.

SEMESTER I	
Course Name: Fundamentals of Mass Communication	
Course Code: RJAUBAMMC104	
Credits: 04	Total Lecture: 48
UNIT I	
	Lectures

FYBAMMC Syllabus Semester I & II

Introduction and Overview	10
<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication, etc 3. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste Differentiated Audience Model, Hub Model, Sadharanikaran. 	
UNIT II	10
History of Mass Communication	
<ol style="list-style-type: none"> 1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape 	
UNIT III	10
Major Forms of Mass Media	
<ol style="list-style-type: none"> 1. Traditional & Folk Media 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 	
UNIT IV	10
Impact of Mass Media On Society	
<ol style="list-style-type: none"> 1. Social Impact (With social reformers who have successfully used mass communication) 2. Political Impact (With political leaders who have successfully used mass communication) 3. Economic Impact (With how economic changes were brought about by mass communication) 4. Developmental Impact (With how the government has successfully used mass communication) 5. Impact of mass media on <ul style="list-style-type: none"> ● Education ● Children ● Women ● Culture ● Youth ● Development 	
UNIT V	08
The New Media and Media Convergence	
<ol style="list-style-type: none"> 1. Elements and features of new media, technologies used in new media 2. Major challenges to new media acquisition-personal, social and national, future prospects. 	

FYBAMMC	Semester I
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RJAUBAMMC104 Paper 4: Fundamentals of Mass Communication	Course Outcomes: 1. The learners will gain an understanding of the development of Mass Communication models. 2. The learners shall develop a critical understanding of Mass Media. 3. The course will Initiate the understanding of the concept of New Media and Media Convergence and their implications. Learning outcomes: ➤ Acquaint students knowledge on current happenings in the society. ➤ Students will be able to evaluate and apply diversity, objectivity, and balance to any form of mass communication.
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SEMESTER I	
Course Name V: Current Affairs	
Course Code: RJAUBAMMC105	
Credits: 04	Total Lecture: 48
UNIT I	
Current National Stories	Lectures
1. Three political stories of national importance. 2. Political leaders : newsmakers 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.	10
UNIT 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 tensions in J&K: Background, Political players Update on the current situation 5. Review of any three Central Government projects and policies	
UNIT 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	

UNIT IV	10
Maharashtra Issues	
<ol style="list-style-type: none"> 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 	
UNIT V	10
Technology	
<ol style="list-style-type: none"> 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 	

FYBAMMC	Semester I
RJAUBAMMC105 Paper 5: Current Affairs	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners shall gain an overview of the recent developments in various fields on a national and international level. 2. Generation of interest amongst the learners about burning issues covered in the media. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be equipped with basic understanding of politics, economics, environment and technology so that they can grasp the relevance of related news. ➤ The course shall enable developing a critical understanding of the relationship between media and current affairs.

SEMESTER I	
Course Name VI: History of Media	
Course Code: RJAUBAMMC106	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
Introduction	10
1. 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. 	
UNIT II	10
Language Press	
1. History of Indian Language Press In India: <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 1876 	
UNIT III	08
Documentaries & Films	
1. History of documentaries and films: <ul style="list-style-type: none"> ● Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzala, The Vanishing Tribe) ● Role of Documentarians - P V Pathy, D G Tendulkar ,H S Hirlekar, Paul Zils and Fali Bilimoria Anandpatwardhan ● 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 ● Great masters of world cinema. 	
UNIT IV	10
Broadcasting	

<p>1. History of radio:</p> <ul style="list-style-type: none"> ● Radio & television as mass media ● Radio and television broadcasting ● The beginning of Radio and Television Shows : A new era in broadcasting in India, Satellite television and privatization in broadcasting, advertising in India ● Internet protocol television 	
UNIT V	08
Media Icons	
<p>1. Role of media icons in the history of media:</p> <ul style="list-style-type: none"> ● Raja Rammohan Roy ● Bal GangadharTilak ● M.K.Gandhi ● B.R. Ambedkar ● KP Kesava Menon ● K.C Mammen Mappillai ● Maulana Abdul Kalam Azad 	

FYBAMMC	Semester I
RJAUBAMMC106	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be able to understand Media history through key events in the cultural history. 2. The learners will gain understanding of the major developments in media history. 3. The course will enable the learners to understand the history and role of professionals in shaping communications. 4. The learners will develop the ability to think and analyze about the media. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain understanding and insight into the values that shaped and continue to influence Indian mass media. ➤ The learners will be able to enhance their reading, writing, speaking and listening skills which shall assist them to gain perspective on the development of Media.
Paper 6: History Of Media	

SEMESTER I		
Course Name: Computer Literacy - I		
Course Code: RJAUSEC101		
Credits: 01	Total Lectures: 15	
<i>UNIT I</i>		
Computer Fundamentals/ Basics of Computer		
	Lectures	
3		
<ol style="list-style-type: none"> 1. Introduction of computers: (Computer as machine, Uses of computer, Advantages & Disadvantages of computer) 2. Devices: (Keyboard, Mouse, Printer , Scanner , Pen drive, Headphone, Speaker, Joystick, Touch screen, Plotter, Light pen, HDD , CD, Microphone) 3. Operating system and softwares: What is Operating system, types of software's (editors, spreadsheets, antivirus, compressing, programming languages, browser). 4. File organization and management: (folder and file creation, saving, searching, deleting, hiding, file properties, recycle bin, protection) 		
<i>UNIT II</i>		
6		
MS Word		
<ol style="list-style-type: none"> 1. Introduction: Interface overview, common buttons, tabs and ribbons, what's the flashing line. 2. Manipulating text, Formatting Paragraphs, Formatting characters: Page layout, cut, copy, Paste, Move, Find and Replace, How formatting makes a difference, changing fonts, typical text format options, Bullet and Numbered Lists, other Formatting Tools, line spacing, paragraph marks, what are quick styles, creating a new quick style. 3. Themes Templates, Preparing document for printing: Applying themes, opening existing templates, creating templates, working with existing content, spelling and grammar check, saving a document, printing and preview options. 4. Organizing content, Tabs, columns and charts, links, Headers and Footers: Creating lists, creating and formatting tables, converting text to tables, table borders and shading, Creating columns, creating Tabular Lists, creating charts, creating web links, creating document location links, creating email links, creating headers and footers, 5. Adding Graphics: You can insert various types of graphics(pictures, shapes or clip art) into your microsoft word document. 6. Creating Table of Contents: Table of contents are ideal for situation where the user wants to provide a visual guide for readers by providing associated page numbers, direct link to different headings and more 		
<i>UNIT III</i>		
6		
MS Powerpoint		
<ol style="list-style-type: none"> 1. Getting Familiar With Powerpoint , Creating Basic Presentations <ol style="list-style-type: none"> a. Applying Presentation Views (Normal View, Slide Sorter View, Notes Page View, Slide Show View) 		

<p>b. Applying Text (Basic Object Manipulation, Font Formatting, Paragraph Formatting, Applying Custom Bullets and Numbering, Using Tabs, Setting Text Box Options)</p> <p>c. Applying Clip Art (Inserting Clip Art and Pictures, Basic Graphic Manipulation, Using Picture Tools, The Format Picture Dialog Box)</p> <p>d. Applying Smart Art (Inserting and Manipulating SmartArt, Formatting SmartArt)</p> <p>2. Inserting Charts, Tables And Objects, Drawing Objects (Inserting Shapes, Formatting Shapes, WordArt), ADDING VIDEO AND SOUND (Inserting Videos & Audios, Animating Multimedia Playback, Recording a sound)</p> <p>3. Applying Animation(Adding Slide Transition Animation, Adding Custom Animation), Applying Slide Show View (Running a Slide Show, Using Custom Shows), Printing Your Presentation (Using Page Setup, Setting the Slide Header and Footer, Using Print Preview, Printing)</p> <p>4. Applying Themes (Applying & Customizing Themes, Formatting the slide background.</p>	
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FYBAMMC	Semester I
<p>RJAUSEC101</p> <p>Computer Literacy-I</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Gain understanding on how to use the computer for basic purposes of preparing his personal/business letter, view information on the Internet, send and receive mail. 2. Gain knowledge about how to design professional documents, create and organize contents, use graphical effects, animations and multimedia objects. 3. Develop skills to enable students to design professional presentations, create and organize contents according to the objectives, use graphical effects, animations and multimedia objects, manage the publishing and the delivery of a presentation. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain fundamental knowledge of computer hardware and operating systems. ➤ The learners will be able to create, access and share any document with visual effects using MS Word. ➤ The learners will gain understanding of the basic and advanced features of PowerPoint and develop skills to create professional presentations.

SEMESTER II	
Course Name: Effective Communication - II	
Course Code: RJAUBAMMC201	
Credits: 03	Total Lecture: 48
UNIT I	
Writing	
Lectures	
14	
<ol style="list-style-type: none"> 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,etc) ● Various type of report 2. Organizational writing: (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Internal communication , E- mails, Email E-mail Etiquette, Overcoming Problems in E-mail Communication, ● Stakeholder communication: Circulars, Guidelines for writing a circular, Languages and writing style of a circular, Format of a circular, Notices-Purpose, Format, Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor. 3. Writing for Publicity materials: (English, Hindi or Marathi) <ul style="list-style-type: none"> ● Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot 	
UNIT II	
12	
Editing	
<ol style="list-style-type: none"> 1. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words. 2. Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, newspaper editing and magazine editing 	
UNIT III	
12	
Paraphrasing and Summarizing	
<ol style="list-style-type: none"> 1. Paraphrasing <ul style="list-style-type: none"> ● Meaning , how to use paraphrase in communication, Paraphrase and plagiarism, Translation 2. Summarizing: <ul style="list-style-type: none"> ● Content , the points and sub- points and the logical connection between the points. 	
UNIT IV	
10	
Interpretation of Technical Data	
<ol style="list-style-type: none"> 1. Read graphs, maps, charts. 2. Write content based on the data provided 	

FYBAMMC	Semester II
RJAUBAMMC201 Paper 1: Effective Communication- II	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be able to enhance their report writing, organizational writing and publicity material writing skills. 2. The course aims to introduce the learners to editing in writing and develops the said skills. 3. The learners shall be able to develop and enhance their paraphrasing and summarization skills. 4. The learners are equipped to understand, interpret and analyze technical data. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Enhancement in the communication and translation skills acquired by the learners in the first semester. ➤ Develop editing skills, paraphrasing, summarization, report writing, letter writing skills. ➤ Enable the learners to effectively read and analyse technical data. ➤ Gain knowledge about plagiarism.

SEMESTER II	
Course Name: Foundation Course- II	
Course Code: RJAUBAMMC202	
Credits: 02	Total Lecture: 48
UNIT I	
Globalization and The Indian Society	Lectures 06
<ol style="list-style-type: none"> 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 the agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides. 	
UNIT II	
Human Rights	
<ol style="list-style-type: none"> 1. Concept of Human Rights; origin and evolution of the concept 2. The Universal Declaration of Human Rights 3. Human Rights constituents with special reference to Fundamental Rights 	

stated in the Constitution	
UNIT III	08
Ecology	
<ol style="list-style-type: none"> 1. Importance of Environment Studies in the current developmental context. 2. Understanding concepts of Environment, Ecology and their interconnectedness. 3. Environment as natural capital and connection to quality of human life. 4. Environmental Degradation- causes and impact on human life. 5. Sustainable development- concept and components. 6. Poverty and environment. 	
UNIT IV	08
Understanding Stress and Conflict	
<ol style="list-style-type: none"> 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. Aggression and violence as the public expression of conflict. 	
UNIT V	08
Managing Stress and Conflict in Contemporary Society	
<ol style="list-style-type: none"> 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. 	
UNIT VI	10
Contemporary Societal Challenges	
<ol style="list-style-type: none"> 1. Increasing urbanization, problems of housing, health and sanitation 2. Changing lifestyles and impact on culture in a globalized 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. <p>Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.</p>	

FYBAMMC	Semester II
RJAUBAMMC202	Course Outcomes:

<p>Paper 2: Foundation Course-II</p>	<ol style="list-style-type: none"> 1. The learners will be able to understand the concepts of liberalization, privatization and globalization. 2. The course aims to introduce the learners to human rights and their importance. 3. The learners shall be able to gain knowledge about the importance of Environment Studies in the current developmental context. 4. The learners will be able to understand the causes of stress and conflict in individuals and society. 5. The course enables the learners to gain insight into types of conflicts and use of coping mechanisms for managing individual stress 6. The learners will gain knowledge about contemporary societal challenges. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Understanding and exposure given to the learners of the dynamics and complexities of the socio-political problems in India. ➤ Learning about the relationship of media with the country's socio-political system.
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SEMESTER II	
Course Name: Content Writing	
Course Code: RJAUBAMMC203	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Foundation	08
<ol style="list-style-type: none"> 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 Good Writing: With emphasis on writing with clarity, logic and structure 5. Phrases and Idioms: Creative usage of phrases and idioms. 	
UNIT II	10
Editing Skills	
<ol style="list-style-type: none"> 1. Redundant words: Identifying redundant words and phrases and eliminating these. 	

FYBAMMC Syllabus Semester I & II

<ol style="list-style-type: none"> 2. Editing Sentences: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. 3. Editing Captions: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. 4. Editing Headlines: Editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. 5. Editing Copy: Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/ punctuation/ grammatical errors. 	
UNIT III	10
Writing Tips and Techniques	
<ol style="list-style-type: none"> 1. Writing tickers/ scrolls: For television news. 2. Writing social media posts: Twitter and 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. 	
UNIT IV	10
Presentation Tools And Techniques	
<ol style="list-style-type: none"> 1. PowerPoint Presentation: Use of Powerpoint tools, PowerPoint to Pdf, PowerPoint to self animated presentation, Auto timing of PowerPoint presentation 2. Infographics: Colour selection, Use of clip art, Use of Powerpoint smart tools, Minimalist animation for maximum impact. 3. Three minute presentation: Content for single slide, Uses of phrases, Effective word selection, Effective presentation 4. Google advanced search: How to select relevant information, Locating authentic information, How to gather information for domestic and international websites. 5. Plagiarism: How to do a plagiarism check, Paraphrasing, Citation and referencing style 	
UNIT V	10
Writing For The Web	
<ol style="list-style-type: none"> 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 	
Internal Project/ Exercise Suggestions	
<ol style="list-style-type: none"> 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 	

FYBAMMC Syllabus Semester I & II

<p>2. A three- minute powerpoint presentation: This assignment challenges the learners to draw the essence of elaborate reports, research papers and present the same in three minutes.</p> <p>3. Word Game/ Quiz: This is an exciting way to get learners engaged in vocabulary building.</p>	
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FYBAMMC	Semester II
RJAUBAMMC203 Paper 3: Content Writing	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Enabling the learners to develop skills essential for good writing, emphasizing the development of professional writing skills without any errors, encouraging a better command over written English language and providing them with tools that would help them communicate effectively. 2. Understanding the importance of crisp writing as part of Mass Communication and development of editing skills <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Enhance the ability of students to draw the essence of situations and develop clarity of thought while writing a piece of information. ➤ The learners will be able to improvise on their presentation skills and develop techniques of writing for the television, web and newspapers.

SEMESTER II	
Course Name: Introduction to Advertising	
Course Code: RJAUBAMMC204	
Credits: 04	Total Lecture: 48
UNIT I	
Introduction to Advertising	Lectures
12	
<ol style="list-style-type: none"> 1. Introduction to advertising: Evolution , importance, Features, benefits, limitation, effects and 5 M's of advertising. 2. Types of advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy 3. Ethics and Laws in Advertising: 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: Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising 5. Theories: Stimulus theory, AIDA, Hierarchy, MeansEnd Theory 	

UNIT II		10
Integrated marketing communication and tools		
<ol style="list-style-type: none"> 1. Integrated marketing communication: Emergence, Role, Tools, Communication process, The IMC Planning Process. 2. Print Media and Out-of Home Media: Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising, Magazines, Factors to consider for magazine advertising, Out-of home Advertising, On- premise advertising, Transit advertising, Posters, Directory advertising 3. Broadcast Media: Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages 4. Public Relation: 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: Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages. 		
UNIT III		14
Creativity in Advertising		
<ol style="list-style-type: none"> 1. Introduction to Creativity: Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals. 2. Role of different elements in ads: Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc 3. Elements of Copy: Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating storyboard. 		
UNIT IV		12
Types of advertising agency, department, careers and latest trends in advertising		
<ol style="list-style-type: none"> 1. Types of Advertising agency: Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others. 2. Various departments in an agency: Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others 3. Latest Trends: Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising. 		

FYBAMMC	Semester II
RJAUBAMMC204	Course Outcomes:
Paper 4:	

Introduction To Advertising	<ol style="list-style-type: none"> 1. The learners will gain a basic understanding of advertising, growth, importance and types. 2. The learners will be equipped with knowledge about effective advertising campaigns, tools, models etc. 3. To enable the learners to comprehend the role of advertising, various departments, careers and creativity. 4. The learners shall gain insight into the various latest advertising trends. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain understanding and insight into the world of advertising along with various theories of persuasion that enable learners to get a better understanding of human behaviour which is a crucial skill for a manager/leader. ➤ Gain knowledge about different aspects of advertising and their relationship with the media. ➤ The learners acquire crucial skills in developing their own ad creatives and plan campaigns. ➤ Provide a perspective into various aspects of an Ad Agency.
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SEMESTER II	
Course Name: Introduction To Journalism	
Course Code: RJAUBAMMC205	
Credits: 04	Total Lecture: 48
UNIT I	
History of Journalism in India	Lectures
08	
<ol style="list-style-type: none"> 1. Changing face of journalism from Guttenberg to new media 2. Journalism in India: 3. Earliest publications 4. The rise of nationalist press, Post 1947 5. The emergency 1975, Post Emergency 6. Post liberalization of the economy boom in magazines and niche journalism 7. How technology advancement has helped media 8. New media with special reference to the rise of Citizen Journalism. 	
UNIT II	
News and Its Processes	
10	
<ol style="list-style-type: none"> 1. Definition of News 2. The news process from the event to the reader 3. What makes a good story 	

FYBAMMC Syllabus Semester I & II

4. Anatomy of a news story 5. Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.	
UNIT III	10
Principles and format	
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 and blend of the two News Reports 5. Features Editorials	
UNIT IV	10
Careers in Journalism	
Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In Depth journalist , lifestyle journalist.	
UNIT V	10
Covering an event (flip class)	
1. Background research 2. Finding a news angle 3. Capturing the right pictures for a photo feature 4. Writing Headline, captions and lead	

FYBAMMC	Semester II Theory
RJAUBAMMC205 Paper 5: Introduction To Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain knowledge about the history of journalism in India. 2. Learners shall gain insight into various concepts related to news and the process involved in delivering the news to its viewers/readers/ listeners. 3. The learners shall enhance their understanding about what makes a great journalist, what are the principles that form the basis of quality journalism and various formats of news. 4. The learners are introduced to the variety of career choices in the field of journalism. 5. Using a flip class method, the learners will be able to apply the knowledge and understanding gained in covering an event. <p>Learning outcomes:</p> <p>➤ Understanding of the history and development of journalism in the</p>

	<p>global and the Indian context.</p> <ul style="list-style-type: none"> ➤ The learners are introduced to concepts related to news and journalistic practice. ➤ Acquainting the learners with journalism- an influential medium of information, which holds the key to opinion formation. ➤ Provide technical understanding of the process of news creation and sensitize the learners with the principles of journalism and how to produce quality output.
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SEMESTER II	
Course Name: Media Gender and Culture	
Course Code: RJAUBAMMC206	
Credits: 03	Total Lecture: 48
UNIT I	
Introduction To Cultural Studies: Evolution, Need, Concepts And Theories	12
<ol style="list-style-type: none"> 1. Evolution, features of cultural studies, 2. Need and significance of cultural studies and media 3. Concepts related to culture Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media 4. Theories: 5. Stuart Hall : encoding and decoding, Circuit of culture 6. John Fiske: culture and industry 7. Feminism and Post feminism 8. Techno culture and risk – Ulrich Beck 	
UNIT II	
Culture and Media: Construction, Commodification, Impact And Recent Trends	12
<ol style="list-style-type: none"> 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 reference to film, TV, social media, advertisements etc. 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in Contemporary society. 	
UNIT III	
Gender And Media Culture: Role And Influence Of Media	12
<ol style="list-style-type: none"> 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 & behaviour 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)	
UNIT IV	12
Globalization And Media Culture: Global, Local, Consumer And The Recent Trends	
1. Media imperialism 2. Globalization and Local culture- 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: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power.	

FYBAMMC	Semester II
RJAUBAMMC206 Paper 6: Media Gender and Culture	<p>Course Outcomes:</p> <p>Learners will gain perspective about the significance of culture and the media industry and understand the association between the media, gender and culture in the society and its role in mass media.</p> <p>Gain understanding of the changing perspectives of media, gender and culture in the globalized era.</p> <p>Fostering analytical skills that will allow them to view the media critically and gain knowledge of the study of media and culture as an interdisciplinary approach.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Critically understand the central themes and approaches in the study of media, gender and culture, and apply theoretical perspectives in the analysis of contemporary media culture. ➤ Provide an overview of activist histories and their relationship with contemporary media culture.

SEMESTER II	
Course Name: Computer Literacy - II	
Course Code: RJAUSEC201	
Credits: 01	Total Lectures: 15
<i>UNIT I</i>	
MS Excel Basic	
	Lectures
	5
<ol style="list-style-type: none"> 1. MS Excel Basics: Window Parts, Value entering, Workbook (Save, Open, Close), Worksheet (Create, Copy, Hide, Delete). 2. Editing Worksheet: Rows and columns, Insert data, Select data, Delete data, Move data, Copy/Paste, Find/Replace, Special Symbols, Formatting Cells and Worksheets. 3. Formatting Data in Excel (Font formatting, Changing background, adding borders, formatting data as currency, percentage, Conditional formatting, removing duplicates, sorting). 4. Functions: <ol style="list-style-type: none"> a. Text Functions (LOWER, UPPER, TRIM, CONCATENATE, LEFT, MID, RIGHT, LEN, FIND) b. Date & Time (DATE, TIME, NOW, TODAY) c. Statistical (MAX, MIN, AVERAGE, COUNT, SUM) d. Logical (AND, OR, NOT) 	
<i>UNIT II</i>	
MS Excel Advanced	
	5
<ol style="list-style-type: none"> 1. Creating basic charts in Excel(column chart, Excel chart ribbon, Pie chart, line chart, Bar charts), 2. Logical Functions (If function, Iferror, nested if) 3. Functions: Math & Trig (ABS, SIGN, SQRT, MOD) 4. Advanced Operations: Data Sorting, Filtering, Validations, sum if, vlookup. 5. Excel Advance: Freeze cells in Excel, Insert PDF in Excel, Creating Graph in Excel, Compare Two Excel sheets. 	
<i>UNIT III</i>	
Google Account and Workspace	
	6
<ol style="list-style-type: none"> 1. Introduction to Drive: Upload and store, Sync and access, View and update, Organize and search, Share and collaborate 2. Working with shared drives: Set up shared drives, Add files and folders, Manage files and folders, Share and collaborate 3. Google form and its features: <ol style="list-style-type: none"> a. Custom forms, Drag-and-drop, Customize values, Reorder questions, b. Add images, videos, and custom logic, c. Real-time response information, Automatic summaries, Access control, Data validation rules, Collect & organize information d. Customizable branding, Curated themes, Multiple choice, Dropdowns, Page branching, Question skip logic 	

<ul style="list-style-type: none"> e. Responsive forms, Real-time response charts f. Export to Google Sheets g. Multi-user collaboration <p>4. Google Classroom and its features: Using Google classroom, join class, submit assignment.</p> <p>5. Introduction to Google photo</p> <ul style="list-style-type: none"> a. Basic features b. Smart features c. Storage features and policies 	
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FYBAMMC	Semester II
<p>RJAUSEC201</p> <p>Computer Literacy-II</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Gain knowledge about how to create effective spreadsheets. 2. Gain understanding on how to manage a large set of data, develop skills to enable the learners to master the use of Excels most popular functions and automate day to day Excel tasks 3. Develop skills and enable the students to create gmail accounts, create and organize contents of Google form, effective use of google classroom and different usage of Google workspace. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain fundamental and advanced knowledge of excel and develop skills on how to use the functions to effectively perform calculations, analyse data and integrate information from different programs. ➤ The learners will gain understanding of the basic and advanced features of Google account and workspace and use the same effectively.

REFERENCE BOOKS AND READING MATERIAL

Effective Communication - I

1. Word Power Made Easy by Norman Lewis
2. Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar
3. Wren and martin for English Grammar

Visual Communication

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

Fundamentals of Mass Communication

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon & Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts &Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

Current Affairs

1. Manorama Yearbook published by Malayala Manorma
2. Competition Success Review
3. Competition Master Publications
4. Yogana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal Papers
7. <https://www.lucidpress.com/blog/top-30-social-media-automation-tools>

8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig
9. <https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla>
10. 70 years in Indian politics and policy
<https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htm#et/#7e8eddbd55b6>

History of Media

1. Mass Communication In India Paperback – By Keval J. Kumar
2. Journalism In India: History, Growth, Development By K. C. Sharma
3. Media's Shifting Terrain: Five Years That Transformed The Way India Communicates By Pamela Philipose
4. Indian News Media: From Observer To Participant By Usha M. Rodrigues & Maya Ranganathan
5. Documentary Films And Indian Awaken By Jagmohan, Publications Divisions Ministry Of Broadcasting And Information, Government Of India
6. History Of Indian Cinema Paperback – 1 Jan 2012 By Renu Saran
7. History Of Broadcasting In India By Dr. P. Thangamani
8. India On Television By Nalin Mehta(HarperCollins Publishers)
9. Press In India: New History Hardcover – 1 Aug 1995 By G.S.C. Raguavan
10. Communication In History: Stone Age Symbols To Social Media By David Crowley (Author), Peter Urquhart (Author), Paul Heyer (Author)

Effective Communication - II

1. Business Communication - Rhoda A. Doctor and Aspi H. Doctor
2. Communication Skills in English – Aspi Doctor
3. Teaching Thinking - Edward De Bono De Bono's
4. Thinking Course – Edward De Bono Serious Creativity –
5. Edward De Bono The Mind Map Book – Buzan Tony 19
6. Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
7. A Textbook of Translation - by Peter Newmark, Newmark

Content Writing

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

Introduction To Advertising

1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
2. Adland: Global History of advertising by mark Tungate
3. Copy paste : How advertising recycle ideas by Joe La Pompe
4. Indian Advertising: Laughter & Tears by Arun Chaudhuri
5. Adkatha The Story Of Indian Advertising by Halve Anand
6. Pandeymonium by Piyush Pandey
7. Introduction to Advertising – Amita Shankar
8. Contemporary Advertising – Loudon & Britta
9. Advertising – Pearson Education

10. www.afaqs.com
11. www.exchange4media.com
12. www.adweek.com

Introduction To Journalism

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James glen stowal

Media Gender & Culture

1. Media And Cultural Studies: Meenakshi Gigi Durham And Douglas M.Kellner
2. Cultural Studies- Theory And Practice – Chris Barker
3. An Introduction To Cultural Studies- Promod K. Nayar
4. Culture Change In India- Identity And Globalisation – Yogendra Singh
5. Indian Media In A Globalised World- Maya Ranganathan Usha M. Rodgrigues
6. Media Gender And Popular Culture In India- Tracking Change And Continuity – Sanjukthe- Dasgupta



Hindi Vidya Prachar Samiti's
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Refer to page nos: 02 and 04
highlighting component
of Research Project

Syllabus for the SYBAMMC

(CBCS)

w.e.f
2022-2023

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS
SYBAMMC SEMESTER III

Course	Nomenclature	Credits	Topics
RJAUBAMMC301	Electronic Media -I	02	<ol style="list-style-type: none"> 1. Introduction 2. Introduction to Sound for both TV and Radio 3. Introduction to Formats (Fiction and nonfiction) 4. Different Roles and contributions in the society 5. Introduction to Production process
RJAUBAMMC302	Corporate Communication and Public Relations	04	<ol style="list-style-type: none"> 1. Foundation of Corporate Communication 2. Understanding Public Relations 3. Corporate Communication and Public Relation's range of functions 4. Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations
RJAUBAMMC303	Media Studies	04	<ol style="list-style-type: none"> 1. Introduction 2. Media Theories 3. Cultural Perspectives 4. Media Effects 5. New Media and The Age Of Internet
RJAUBAMMC304	Introduction to Photography	04	<ol style="list-style-type: none"> 1. Camera: The Storyteller 2. Lens: Imaging device 3. Light: Parameters of Light- The essential raw material 4. Composition: Art of Seeing> Way of portraying a subject 5. Digital Imaging: Electronic format.
RJAUBAMMC305	Film Communication-I	04	<ol style="list-style-type: none"> 1. History: 2. Understanding aspects of film appreciation. 3. The Early Cinema: 4. Major film movements and its impact. 5. Mainstream Indian Cinema and parallel Indian cinema.
RJAUBAMMC306	Computers and Multimedia-I	02	<ol style="list-style-type: none"> 1. Photoshop: Pixel based Image editing Software 2. CorelDraw: Vector based Drawing software 3. QuarkXpress/ InDesign: Layout Software 4. Premiere Pro: Audio-visual: Video editing software 5. Sound Forge/Sound Booth: Sound Editing

SYBAMMC Syllabus Semester III & IV

			Software.
RJAUBAMMCDSE1	Introduction to Marketing Essentials	02	<u>Any one</u> of the following three course was offered: 1. Introduction to Marketing Essentials 2. Globalization and Culture 3. Elements of Visual Representation
RJAUBAMMCDSE2	Globalization and Culture		
RJAUBAMMCDSE3	Elements of Visual Representation		

SYBAMMC SEMESTER IV

Course	Nomenclature	Credits	Topics
RJAUBAMMC401	Electronic Media-II	02	1. Evolution and growth of Radio and Television: 2. Regional channels: 3. News and other non fiction formats. 4. Writing for Broadcast Media-(Radio and Television) 5. Current and Emerging Trends in Electronic media
RJAUBAMMC402	Writing and Editing for Media	04	1. Print Media 2. Radio And Television 3. Digital Media 4. Editing
RJAUBAMMC403	Media Laws and Ethics	04	1. Constitution and Media 2. Regulatory bodies 3. Media Laws 4. Media Laws 5. Media Ethics and Social Responsibility
RJAUBAMMC404	Mass Media Research	04	1. Research In Media 2. Design 3. Data Collection 4. Analysis 5. Application Of Research 6. The Semiotics
RJAUBAMMC405	Film Communication II	04	1. Regional Cinema 2. Hindi Cinema 3. Cinema now 4. Film Making 5. Film Culture

SYBAMMC Syllabus Semester III & IV

RJAUBAMMC406	Computer Multimedia II	02	<ol style="list-style-type: none"> 1. Photoshop: Advanced Image Editing 2. Adobe Illustrator: Vector based Drawing software 3. InDesign: Layout Software 4. Premiere Pro: Audio-visual: Advanced application 5. Adobe Dreamweaver: Web designing software.
RJAUBAMMCDSE01	Graphics and Animation development	02	<p>Any <u>one</u> of the following three course was offered:</p> <ol style="list-style-type: none"> 1. Graphics and Animation development 2. Introduction to modern Indian Drama 3. Negotiation and Conflict management
RJAUBAMMCDSE02	Introduction to modern Indian Drama		
RJAUBAMMCDSE03	Negotiation and Conflict management		

DETAILED SYLLABUS WITH COURSE AND LEARNING OUTCOME

SEMESTER III	
Course Name: Electronic Media I	
Course Code: RJAUBAMMC301	
Credits: 02	Total Lecture: 48
<i>UNIT I</i>	Lectures
Introduction	10
<ol style="list-style-type: none"> 1. A Short History of Radio and TV in India and abroad 2. Introduction to Prasar Bharti 3. FM radio and community radio 4. Convergence trends 	
<i>UNIT II</i>	10
Introduction to Sound for both TV and Radio	
<ol style="list-style-type: none"> 1. Introduction to sound <ul style="list-style-type: none"> ● Types of Sound: Natural, Ambient, Recorded ● The Studio Setup ● Types of recording – Tape Recording, Digital Recording ● Outdoor Recording ● Types of Microphones 2. Introduction to Visuals <ul style="list-style-type: none"> ● The Power and Influence of Visuals ● The Video-camera: types of shots, camera positions, shot sequences, shot length ● Lighting: The importance of lighting ● Television setup: The TV studio ● Difference between Studio and on-location shoots 3. Electronic News Gathering (ENG) <ul style="list-style-type: none"> ● Single camera ● Two men crew 4. Electronic Field Production (EFP) <ul style="list-style-type: none"> ● Single camera setup ● Multi-camera set up ● Live show production 	
<i>UNIT III</i>	10
Introduction to Formats (Fiction and nonfiction)	

<p>1. Introduction to Radio Formats</p> <ul style="list-style-type: none"> ● News, ● Documentary ● Feature ● Talk Show ● Music shows ● Radio Drama Radio interviews ● Sports broadcasting <p>2. Introduction to Television formats</p> <ul style="list-style-type: none"> ● News ● Documentary ● Feature ● Talk Shows ● TV serials and soaps ● TV serials and soaps ● Introduction to web series ● Docudrama ● Sports ● Reality ● Animation ● Web series 	
UNIT IV	08
Different Roles and contributions in the society	
<p>1. Community Radio-role and Importance</p> <p>2. Contribution of All India Radio</p> <p>3. The Satellite and Direct to Home challenge</p>	
UNIT V	10
Introduction to Production process	
<p>1. Pre-Production</p> <ul style="list-style-type: none"> ● Script ● Storyboard ● Camera plot ● Lighting plot <p>2. Production</p> <ul style="list-style-type: none"> ● Camera Angles ● Sequence ● Scene ● Shot ● Log keeping <p>3. Post-Production</p> <ul style="list-style-type: none"> ● Linear editing ● Non-linear editing ● Library shots 	

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<ul style="list-style-type: none"> ● Library sounds ● Dubbing 	
Internal Assignments	
<p>Any two assignments compulsory:</p> <ol style="list-style-type: none"> 1. A visit to a Radio or Television station 2. Listening and recording news for TV and Radio 3. Shooting an interview for a Television channel 4. Recording a chat show for a radio channel 	

SYBAMMC	Semester III
<p>RJAUBAMMC301</p> <p>Paper 1: Electronic Media -I</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduction to the basic terms and concepts of broadcasting and telecasting and provide an overview of the structure and function of radio and television and impart awareness of the development of broadcast media and current trends. 2. The learners will gain understanding of various types of sound & visuals and its importance in the communication mediums ie Radio and TV. 3. The learners will be able to develop effective skills, while completing the assignments, enabling them to further their careers in their respective field. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Introduction to the types of radio and TV show formats (Fiction and Nonfiction). ➤ Gain understanding of the different roles and contributions of Radio and TV in the society. ➤ Provide an overview of the three steps of production ie. Pre-production, Production and Post-production.

SEMESTER III	
Course Name: Corporate Communication And Public Relations	
Course Code: RJAUBAMMC302	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Foundation of Corporate Communication	14
<ol style="list-style-type: none"> 1. Introduction to Corporate Communication Meaning , Need and Scope of Corporate Communication towards Indian Media 2. Keys concept in Corporate Communication Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation 3. Ethics and Law in Corporate Communication Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI. 	
UNIT II	16
Understanding Public Relations	
<ol style="list-style-type: none"> 1. Introduction and Growth of Public Relations- Indian Scenario Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations. 2. Role of Public Relations in various sectors Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service. 3. Theories and Tools of Public Relations Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship. 	
UNIT III	10
Corporate Communication and Public Relation's range of functions	

<p>1. Media Relations Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation</p> <p>2. Employee Communication Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications</p> <p>3. Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc</p>	
UNIT IV	08
Latest Trends Tools & Technology Role Of Social Media In corporate Communication & Public Relation	
<p>1. Emerging trends, tools and technology Introduction, Today's Communication Technology, Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.</p> <p>2. New Media Tools Website, Online press release, Article marketing, Online newsletters, Blogs</p> <p>3. Role of Social Media Role of Social media as Influential marketing, Identifying brand threats, influencing journalist's stories, swiftly reacting to negative press, Viral marketing, engaging and interacting, storytelling, E-Public Relations and its importance.</p>	

SYBAMMC	Semester III
RJAUBAMMC302 Paper 2: Corporate Communication & Public Relations	Course Outcomes: <ol style="list-style-type: none"> 1. The learners will gain understanding of the basic concepts of corporate communication and public relations. 2. Enable the learners to acquire basic skills in the practical aspects of Media Relations & Crisis Management. 3. The learners will be able to examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

	<p>4. The learners will develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ To introduce the various elements of corporate communication and consider their roles in managing media organizations. ➤ Foster critical understanding of different practices and laws associated with corporate communication. ➤ The learners are able to understand various elements of corporate communication thereby enabling them to be ready for industry. ➤ With the help of case study analysis and projects, the learners will be able to gain insight into managing crises and issues in corporate communication and public relations.
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SEMESTER III	
Course Name: Media Studies	
Course Code: RJAUBAMMC303	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Introduction	10
Eras, relevance, connection to culture, Literature <ul style="list-style-type: none"> ● Era of Mass Society and culture – till 1965 ● Normative theories-Social Responsibility Theory ● Development media theory 	
UNIT II	14
Media Theories	
1. Propaganda and propaganda theory- <ul style="list-style-type: none"> ● Origin and meaning of Propaganda ● Hypodermic Needle/Magic bullet ● Harold Lasswell 2. Scientific perspectives to limited perspectives Cultural <ul style="list-style-type: none"> ● Paul Lazarsfeld- Two step flow 	

<ul style="list-style-type: none"> ● Carl Hovland and Attitude Change theory 	
UNIT III	12
Cultural Perspectives	
<p>1. Various schools</p> <ul style="list-style-type: none"> ● Toronto school (McLuhan) ● Schools- Birmingham(Stuart Hall) ● Frankfurt- Theodor Adorno and Max Horkheimer ● Raymond Williams- Technological Determinism ● Harold Innis- Bias of Communication <p>2. Media and Identity</p> <ul style="list-style-type: none"> ● Feminism ● Racism ● Ethnicity etc ● Caste ● Class ● Tribal ● Queer representations (India examples) 	
UNIT IV	06
Media Effects	
<p>Theories on media effects</p> <ul style="list-style-type: none"> ● Media effects and behavior ● Media effect theories and the argument against media effect theories ● Agenda Setting Theory ● Politics and Media studies-media bias, media decency, media consolidation. 	
UNIT V	06
New Media and The Age Of Internet	
<p>Meaning making perspectives</p> <ul style="list-style-type: none"> ● New media ● Henry Jenkins- Participatory culture ● Internet as Public sphere-Habermas to Twitter ● McLuhan 's concept of Global village in the age of Netflix ● Uses and Gratification in the age of Internet 	

SYBAMMC Syllabus Semester III & IV

SYBAMMC	Semester III
RJAUBAMMC303 Paper 3: Media Studies	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. 2. The learners gain exposure to a well-developed body of media theory and encourage them to analyse the various aspects in the context of trends in mass media. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Gain understanding of the key concepts and study the impact of various media on our society by taking into account the study of media as an interdisciplinary approach. ➤ Impart the learners with the analytical skills that will enable them to think critically about the media.

SEMESTER III	
Course Name: Introduction To Photography	
Course Code: RJAUBAMMC304	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Camera: The Storyteller	12
<ol style="list-style-type: none"> 1. The Body: The faithful middleman <ul style="list-style-type: none"> ● The heart of the system ● How the camera sees differently than human eyes. ● Limitations and Wonders of camera. Formats of camera: ● Small Full frame, Half frame(APS-C), Medium, Large (camera movements) Experiencing frame ● Types of camera: DSLR; View; Rangefinder; Mirror- less 2. Aperture: The iris of the camera <ul style="list-style-type: none"> ● Diaphragm ● Controls amount of light entering lens ● Factor in Exposure calculation ● Active factor of Depth of field and Bokeh (creative) ● F'-numbers and aperture scale. 	

<ul style="list-style-type: none"> ● Application of Depth of Field in advertising and Journalism. <p>3. Shutter: The Click magic</p> <ul style="list-style-type: none"> ● Blind between Lens and Image sensor ● Controls duration of light ● Major factor in Exposure calculation ● Main player in controlling action ● Motion blur, Motion freeze and Long exposure effects ● Application of motion blur/freeze in Advertising and journalism. ● Synchronization with Flash, Creative Slow sync <p>4. Image sensor: The retina that sees</p> <ul style="list-style-type: none"> ● The image maker or recorder ● Film v/s digital ● Film: Photochemistry ● Digital: Photo-electronics ● Types of Sensor: CCD and CMOS ● ISO: Photosensitivity <p>5. Viewfinder: The interactive monitor</p> <ul style="list-style-type: none"> ● The control room cum monitor ● Displays camera settings ● Aperture, Shutter and ISO ● Metering modes, Focusing modes, Exposure modes, Frame count, File format etc 	
UNIT II	12
Lens: Imaging device	
<p>1. The eye of camera: Learning to see</p> <ul style="list-style-type: none"> ● Main player in image formation, Focusing the object(sharpening the image) ● Speed of the Lens (light intake ability) ● Numbers and Markings on the Lens ● AF, ED, IF, IS, SW, ASP etc <p>2. Focal length: Which lens is suitable</p> <ul style="list-style-type: none"> ● The factor to consider for Type of Photography and choosing a lens for the purpose. ● Main distinguishing factor ● Fixed V/s Variable focal length <p>3. Image size: See close</p> <ul style="list-style-type: none"> ● The magnification ratio of a lens ● Longer focal length = Bigger image size <p>4. Coverage angle: Crop out unwanted</p> <ul style="list-style-type: none"> ● Prime concern in Composition ● How much of a scene a lens takes in from a viewpoint ● Safe focusing distance, Distortion: Barrel/ Pin- cusion <p>5. Types of lenses: The right one for the task at hand</p> <ul style="list-style-type: none"> ● Prime Lens v/s Zoom lens ● Prime = Fixed focal length ● Zoom = Variable focal length ● Normal, Wide angle and Telephoto 	

<ul style="list-style-type: none"> ● Special purpose lenses: Macro, Fish eye, Tilt-shift 	
UNIT III	12
Light: Parameters of Light- The essential raw material	
<ol style="list-style-type: none"> 1. Intensity and Exposure: Perfect tone <ul style="list-style-type: none"> ● How much light: consideration for exposure Exposure triangle (A,S,ISO) ● The model of exposure 2. Direction and Lighting: Lighting for Cinema, Television and Advertising <ul style="list-style-type: none"> ● From where: direction begets shadow ● Shadow = Depth ● Lighting = Shading ● Three point lighting ● Key: Main ● Fill: Contrast level (lighting ratio) ● Kicker: Separation or background light ● Types of lighting: ● Portrait, Effect, Ambient and Mood or drama 3. Quality and Ambience: Why there are umbrellas and reflectors <ul style="list-style-type: none"> ● How soft or how hard: ● Effective size of light source ● Small: Hard, Contrast, Sharp ● Medium: Mid soft, moderate contrast, soft shadow ● Large: Extra soft, low contrast, shadow less ● Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos 4. Colour and Mood: What tells Cozy or Cool <ul style="list-style-type: none"> ● Colour of light concept: Main distinguishing factor ● Kelvin: Colour temperature Pure light>True colours ● White balance: Neutralizing ● Preset white balance and AWB ● Colour and Mood (warm/cool) 5. Measure The Director in you is the King <ul style="list-style-type: none"> ● Light meter: Main input of exposure ● Incident v/s Reflective (advantage/ disadvantage) ● In built meter and Metering modes: ● Average, Center weighted, Spot, Matrix, Focus priority ● Exposure Modes: M, A, S, P, and Smart program modes ● Errors in inbuilt metering>Exposure compensation 	
UNIT IV	06
Composition: Art of Seeing, Way of portraying a subject	
<ol style="list-style-type: none"> 1. Frame and Aspect ratio Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD) 2. Visual indicators 	

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<p>Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject, Aesthetic Assembly of objects</p> <p>3. Rules of composition Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...</p> <p>4. Breaking the rules Cropping, Panorama, Flattening</p> <p>5. Viewpoint and Perspective: What Pros do</p> <ul style="list-style-type: none"> ● 1,2 and 3 point perspective: Vanishing points and viewpoint ● Normal: The way we see ● Enhanced: Exaggerated depth ● Compressed: Feeling of distance taken away Forced: Unrealism ● Aligned: Back projection and green screen application 	
UNIT V	06
The New Media and media convergence	
<p>1. Image sensor</p> <ul style="list-style-type: none"> ● Format, 135mm/ APS-C, Medium format, Large format ● Megapixel ● Pixel and its values, Total number of pixels, File size ● Resolution ● Pixel Per Inch: Quality of Image, Magnification ratio ● Image magnification ● Viewing distance, Image size and Pixelation How large an image can be for given megapixel ● File Formats ● RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format 	

SYBAMMC	Semester III
<p>RJAUBAMMC304</p> <p>Paper 4: Introduction to Photography</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The Learners will understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 2. Enhance the practical skills of the learners thereby enabling them to work on a given theme or the subject into making a relevant picture or photo feature. 3. Impart the techniques of Photography, and its practical application for creating effective and creative photographs, thus enjoying photography as an art. <p>Learning outcomes:</p>

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	<ul style="list-style-type: none"> ➤ To introduce to media learners the ability of image into effective communication. ➤ To practice how a picture speaks thousand words by enlightening the learner on how. ➤ To develop the base of visualization among learners in using pictures in practical projects.
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SEMESTER III	
Course Name: Film Communication- I	
Course Code: RJAUBAMMC305	
Credits: 04	Total Lecture: 48
<i>UNIT I</i>	Lectures
History	04
<ol style="list-style-type: none"> 1. History of Cinema. 2. Birth of Visual Art. 3. Understanding the Language of Cinema. 4. Transition from Documentary to Feature Film 	
<i>UNIT II</i>	08
Understanding aspects of film appreciation	
<ol style="list-style-type: none"> 1. Grammar, Technology and Art. Director, The Captain Writer 2. Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing 3. Aspects of Film- 2: Film Sound Three components of Film Sound The relationship between Sound and Image. 	
<i>UNIT III</i>	08
The Early Cinema	
<ol style="list-style-type: none"> 1. Early Years (1895-1919) World and India. The Silent Era (1920-1931) 2. Early Sound Era (1930-1939) 3. The developmental stage (1940-1950) 	
<i>UNIT IV</i>	12
Major film movement and impact	

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<ol style="list-style-type: none"> 1. The major cinema movements and their film makers 2. Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 3. Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4. Japanese cinema- Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc. 5. Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc. 	
UNIT V	16
Mainstream Indian Cinema and parallel Indian cinema	
<ol style="list-style-type: none"> 1. Art v/s Commercial 2. Indian Meaningful cinema(Commercial) <ul style="list-style-type: none"> ● The Angry Young Man ● The Indian Diaspora and Bollywood ● Contemporary Bollywood Cinema ● Globalisation and Indian Cinema, ● The multiplex Era 3. Golden era of Indian Cinema – Important work of Bimal Roy, Guru Dutt, Raj Kapoor and V. Shantaram 4. Indian New Wave cinema –Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu 5. Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul, Said Mirza etc. 	

SYBAMMC	Semester III
RJAUBAMMC305 Paper 5: Film Communication - I	Course Outcomes: <ol style="list-style-type: none"> 1. Inculcate appreciation and understanding of good cinema and gain insight into film techniques and aesthetics. 2. The Learners will understand the fundamentals of Film Production and the power of visuals and sound and the ability to make use of them in effective communication. 3. Learners will acquire the requisite tools in order for them to execute a small scale film production project. Learning outcomes: <ul style="list-style-type: none"> ➤ To make students aware with a brief history of movies; the major cinema movements. ➤ Understanding the power of visuals and sound and the ability to make use of them in effective communication. ➤ Insight into film techniques and aesthetics.

SEMESTER III	
Course Name: Computers and Multimedia- I	
Course Code: RJAUBAMMC306	
Credits: 02	Total Lecture: 48
UNIT I	Lectures
Photoshop: Pixel based Image editing Software	12
<ol style="list-style-type: none"> 1. Introduction to Photoshop <ul style="list-style-type: none"> ● Image editing theory ● Bitmaps v/s Vectors ● When to use Photoshop and when to use drawing tools 2. Photoshop Workspace: The tools, Toolbox controls Property bar, Options bar, Floating palettes 3. Working with images: Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling 4. Image Editing: Levels, Curves, Contrast adjustment, Colour adjustment Photo filters 5. Working with Text: Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design 	
UNIT II	06
CorelDraw: Vector based Drawing software	
<ol style="list-style-type: none"> 1. Introduction to CorelDraw: CorelDraw Interface, Tool Box, Importing files in CorelDraw, Different file formats 2. Using text: Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C: 3. Exploring tools Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos 4. Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips 5. Exporting in CorelDraw Exporting, Types of export, Exporting for other software 	
UNIT III	08
QuarkXpress/ InDesign: Layout Software	

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<ol style="list-style-type: none"> 1. Introduction to QuarkXpress: List the menus, List the tools, Benefits of using Quark, Application of Quark 2. Text Edits in Quark: Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images 3. Using palettes: Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark 4. Colour correction in quark: Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication, 5. Exporting files: Types of files, Exporting for different publications/templates, Newspaper, magazine, etc. 	
<i>UNIT IV</i>	10
Premiere Pro: Audio-visual: Video editing software	
<ol style="list-style-type: none"> 1. Introduction to editing: Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.) 2. Introduction to premiere: How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers,Basics of editing (cut/layers/different windows/etc.) 3. Understanding file formats: Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing 4. Using colour grading: What is color grading Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing 5. Exporting and rendering: Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques 	
<i>UNIT V</i>	12
Sound Forge/Sound Booth: Sound Editing Software	
<ol style="list-style-type: none"> 1. Introduction to Digital Audio: Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate 2. Concept of Dolby Digital: Mono,Stereo,Quadraphonic Surround sound,5.1 Channel,Subwoofer Difference in Dolby Digital and DTS,More about DTS Three way sound speaker 3. Sound Recording: Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software 4. Working with Sound: Workspace, Play bar, timeline, Transport toolbar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter 5. Advanced Sound Processing: Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Soundtrack output Create your audio CD and mark chapters 	

Internal Assessment	
<p>The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to a higher aesthetic level.</p> <p>Task 1: Print Preparing a magazine or a series of posters of different size (type of a campaign using either quark or PS or Corel: Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on promotion) experience.</p> <p>Task 2: Electronic Making a short clip with the use of premiere and 3D Maya: Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)</p>	

SYBAMMC	Semester III
<p>RJAUBAMMC306</p> <p>Paper 6: Computers And Multimedia -I</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will acquire a fundamental understanding of professional computer softwares required in various media content development processes. 2. Learners will be able to implement their knowledge of softwares in various other subjects across semester III to VI. 3. The learners are imparted with a perspective of what goes behind the scene and help them choose their stream and enable them to become ready for the media industry. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ To help learners make the media industry ready. ➤ To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. ➤ The Learners will be equipped with the skills required to complete the project papers in TY sem VI by enabling them to work on small scale projects during the academic period.

SEMESTER IV	
Course Name: Electronic Media-II	
Course Code: RJAUBAMMC401	
Credits: 02	Total Lecture: 48
<i>UNIT I</i>	Lectures
Evolution and growth of Radio and Television	08
<ol style="list-style-type: none"> 1. Evolution and growth of Radio: <ul style="list-style-type: none"> ● Satellite Radio – The Evolution and Growth ● AIR and Community Radio- Developmental and Educational Role ● Internet Radio and Private FM Channels broadcast on the Internet. 2. Evolution and growth of Television <ul style="list-style-type: none"> ● Evolution and growth of Private and Satellite channels: ● Growth of Private International, National and Regional TV Networks and fierce. ● Competition for ratings. ● Satellite television broadcast- Television channels for niche audiences entertainment, news, sports, science, health and lifestyle. HDTV telecast ● Proliferation of DTH services 	
<i>UNIT II</i>	10
Regional channels	
<ol style="list-style-type: none"> 1. Rise of regional channels and Importance of Regional Channels in India and Globally 2. Trends in regional radio and Television channels. 	
<i>UNIT III</i>	10
News and other non fiction formats	
<ol style="list-style-type: none"> 1. TRP <ul style="list-style-type: none"> ● Breaking news on television and the TRP race: ● Panel discussions: ● How panel discussions can make the public opinion 2. Interviews: Radio and Television Interview techniques 3. Anchoring: Qualities of a good anchor Voice modulation 4. Radio Jockey: Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation. 	
<i>UNIT IV</i>	10
Writing for Broadcast Media-(Radio and Television)	
<ol style="list-style-type: none"> 1. Preparation of Audio and Video briefs: Idea generation, Scripting, Storyboard 	

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<ol style="list-style-type: none"> 2. Scripting: Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV. 3. Ethics: Ethics including Censorship in presentation of News. Code of conduct Fact checking 	
UNIT V	10
Current and Emerging Trends in Electronic Media	
<ol style="list-style-type: none"> 1. 24/7 news broadcast: Features, Audience effectiveness, advertisements and Dumbing down of News 2. Convergence and Multi- media: <ul style="list-style-type: none"> ● Use of Facebook and Twitter handles by Radio and TV channels ● Internet TV/ Radio ● Mobile TV/Radio 3. Emerging Trends: Mobile Technology, Social Media and Web: eg. <ul style="list-style-type: none"> ● Hotstar ● Voot ● Sony Live 4. Digital storytelling /Features : <ul style="list-style-type: none"> ● Story idea ● Development and Presentation ● Web series 	
Internal Assessment	
<ol style="list-style-type: none"> 1. Presenting, shooting and editing of news bulletins. 2. Scripting and shooting for any fictional programme. 3. Making a docudrama 4. Writing and recording of radio talk show 	

SYBAMMC	Semester IV
RJAUBAMMC401 Paper 1: Electronic Media - II	Course Outcomes: <ol style="list-style-type: none"> 1. The learner will gain an overview of evolution and growth of Radio and Television & regional channels and awareness of the development of broadcast media and current trends. 2. Introduction and understanding of terms like TRP, Panel Discussions, Interviews, Anchoring, Radio Jockey. 3. Develop and enhance the skill of script writing for Broadcast Media. 4. The learner will gain an understanding of making a docudrama, writing and recording of radio and TV talk shows and shooting for any fictional programme.

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	<p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learner will gain an understanding of basic concepts relating while making a docudrama, writing and recording of radio and TV talk shows and shooting for any fictional programme. ➤ The content is useful for both advertising and journalism students in order to further their careers in their respective fields. ➤ They will learn to shoot and present the news bulletin.
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SEMESTER IV	
Course Name: Writing and Editing for Media	
Course Code: RJAUBAMMC402	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Print Media	12
<p>Writing for print media</p> <ul style="list-style-type: none"> ● What makes news? (determinants of news) ● Art and basic tools of writing ● Steps and elements of writing-editorial, features and review ● Writing for Newspapers and Magazines ● Writing a News story/feature stories/Article/Editorials(differences) ● Leads, nut shelling and story structure ● Writing style and the stylebook ● Public Relations and corporate writing- various forms ● Writing for Advertisements 	
UNIT II	10
Radio & Television	
<p>Writing For Broadcast Media</p> <ul style="list-style-type: none"> ● Radio and Television: Challenges, strengths and weaknesses ● Writing for Television and Radio programs ● Script writing formats ● Writing for interviews, live news and daily news ● Radio jockeying / online radio and new trends Storyboarding for Television commercials 	
UNIT III	14
Digital Media	

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<p>Digital Media: A sunrise opportunity</p> <ul style="list-style-type: none"> ● Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content ● How to produce well-written web pages Written content for the web, digital spaces and digitally distributed media. ● Development of web-specific style guides, convergence of text and video on digital. ● Emerging fields of personal publishing, including blogging and microblogging (or publishing on LinkedIn). ● Dealing with breaking news and fake news in real time. ● Writing for Advertisements through Email and SMS ● Writing Blogs 	
UNIT IV	12
Editing	
<p>Evaluation of Content</p> <ul style="list-style-type: none"> ● Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. ● Rewriting leads ● Achieving fitment with spacing requirements at any newspaper, magazine or webpage. ● Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. ● Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design 	

SYBAMMC	Semester IV
<p>RJAUBAMMC402</p> <p>Paper 2: Writing & Editing For Media</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners are able to understand similarities and differences in writing for all forms of media including the internet and digital. 2. Learner will acquire information gathering skills and techniques 3. The learners will gain knowledge of different news and copy formats along with appropriate style-sheets and layout. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Acquaintance to high-level written and oral communication skills through contribution to class discussions, the completion of exercises and assignments, and wide reading on issues in contemporary communication practice. ➤ The learner imbibes the importance of writing clearly, precisely and

SYBAMMC Syllabus Semester III & IV

	<p>accurately for different types of audiences.</p> <p>➤ Gain the ability to understand writing styles that fit various media platforms.</p>
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SEMESTER IV	
Course Name: Media Laws and Ethics	
Course Code: RJAUBAMMC403	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Constitution and Media	09
<ol style="list-style-type: none"> 1. Core values of the Constitution: Refreshing Preamble, unique features of the Indian Constitution 2. Freedom of Expression: Article 19 (1) (a), Article 19(2) 3. Judicial Infrastructure: Hierarchy of the courts Independency of the judiciary Legal terminologies 4. Social responsibility of the media: Social Responsibility Theory, Emerging issues in social Responsibility theory in today's era 5. Social Media: Threat of Fake News and facts verification Social media decorum. 	
UNIT II	10
Regulatory bodies	
<ol style="list-style-type: none"> 1. Press Council of India: Brief history: Statutory status, Structure, Powers and limitations 2. TRAI: Role of Telecom Regulatory Authority of India 3. IBF (Indian Broadcasting Foundation): Broadcasting Content Complaints Council, Broadcasting Audience Research Council 4. ASCI (Advertising Standard Council of India): Mission, Structure, Consumer Complaint Council 5. NBA (News Broadcasters Association): Structure, Mission, Role. 	
UNIT III	10
Media Laws	
<ol style="list-style-type: none"> 1. Copyright and IPR: What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies 2. Defamation: Definition, Criminal, Exceptions, Recent case studies 3. IT Act: Information Technology Act 2000, Amendment 2008, Section 66A, Section 67, Case Studies 4. Contempt: Contempt of Court, Contempt of Parliament 5. More acts 	

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<ul style="list-style-type: none"> ● Drugs and Magic Remedies (Objectionable Advertisements) Act, ● Emblems and Names (Prevention of Improper Use) Act. 	
UNIT IV	10
Media Laws	
<ol style="list-style-type: none"> 1. Right to Privacy: Evolution, Right to Privacy a Fundamental Right 2. Morality and Obscenity <ul style="list-style-type: none"> ● Indecent Representation of Women's Act ● 19.2, IPC 292 , 293 ● Change in perception with time 3. Unfair Practices: Unfair Trade Practices And the competition Act 2002 4. OSA (Official Secrets Act): Controversies, Case Studies 5. RTI (Right To Information Act 2005): Brief History, Importance and current status. 	
UNIT V	09
Media Ethics and Social Responsibility	
<ol style="list-style-type: none"> 1. Why Ethics: What is ethics? And why do we need ethics? 2. Ethical responsibility of journalist <ul style="list-style-type: none"> ● Code of conduct for journalist ● Conflict of interest ● Misrepresentation ● Shock Value 3. Fake News <ul style="list-style-type: none"> ● Post -truth and challenges of fighting fake news ● Techniques of fact verification 4. Ethical responsibility of media <ul style="list-style-type: none"> ● Violation of ethical norms by advertisers ● Case Studies 5. Stereotyping: Stereotyping of minorities, women, senior citizens, regions, LGBT 	

SYBAMMC	Semester IV
RJAUBAMMC403 Paper 3: Media Law & Ethics	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will be able to gain an understanding of laws that impact the media industry. 2. Generation of interest and awareness about new issues relating to media laws. 3. The learners will be able to gain insight into the various aspects of ethical responsibility of journalists and advertisers. <p>Learning outcomes:</p>

	<ul style="list-style-type: none"> ➤ Sensitize the learners towards social and ethical responsibility of the media. ➤ Provide knowledge and impart skills of fact checking for fake news.
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SEMESTER IV	
Course Name: Mass Media Research	
Course Code: RJAUBAMMC404	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Research In Media	12
Introduction to mass media research <ul style="list-style-type: none"> ● Relevance, Scope of Mass Media Research and ● Role of research in the media ● Steps involved in the Research Process ● Qualitative and Quantitative Research ● Discovery of research problem, identifying dependent and independent variables, developing hypothesis 	
UNIT II	04
Integrated marketing communication and tools	
Research designs: <ul style="list-style-type: none"> ● Concept ● Types ● Uses of Research Designs: <ul style="list-style-type: none"> ○ Exploratory ○ Descriptive and ○ Causal 	
UNIT III	18
Data Collection	
<ol style="list-style-type: none"> 1. Data Collection methodology <ul style="list-style-type: none"> ● Primary Data – Collection Methods: Depth interviews, Focus group, Surveys, Observations, Experimentations ● Secondary Data Collection Methods: Literature review 2. Designing Questionnaire and measurement techniques <ul style="list-style-type: none"> ● Types and basics of questionnaire ● Projective techniques ● Attitude measurement scales ● Sampling process 	

<ul style="list-style-type: none"> • Data Tabulation and Research report format 	
UNIT IV	05
Analysis	
Content analysis <ul style="list-style-type: none"> • Definition and uses • Quantitative and Qualitative approach • Steps in content analysis • Devising means of a quantification system • Limitations of content analysis 	
UNIT V	04
Application Of Research	
Application of research in mass media <ul style="list-style-type: none"> • Readership and Circulation survey • TRP • RRP • Audience Research • Exit Polls • Advertising Consumer Research 	
UNIT VI	05
The Semiotics of the Mass Media	
The Semiotics of the Mass Media <ul style="list-style-type: none"> • What is semiotics in media? • Why is semiotics important? • What are codes in semiotics? • Semiotics and media 	

SYBAMMC	Semester IV
RJAUBAMMC404	Course Outcomes:
Paper 4: Mass Media Research	<ol style="list-style-type: none"> 1. The learners are equipped with tools to carry on research and gain hands-on experience. 2. The learners shall gain knowledge about how to design questionnaires. 3. Understanding about the application of research in the field of media can be gained by the learners.
	Learning outcomes:
	➤ Introducing the learners to debates in Research approaches and providing

	<p>greater understanding to the various aspects of mass media research.</p> <ul style="list-style-type: none"> ➤ Understand the scope and techniques of media research, their utility and limitations. ➤ Gain application based knowledge about the varied aspects of mass media research.
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SEMESTER IV	
Course Name: Film Communication- II	
Course Code: RJAUBAMMC405	
Credits: 04	Total Lecture: 48
UNIT I	
Regional Cinema	12
1. Regional Films and Filmmakers: <ul style="list-style-type: none"> ● Marathi (V.Shantaram) ● Bengali (Satyajit Ray/Ritwik Ghatak) ● Malayalam/Tamil/ Telugu/ Kannada, (Film makers: K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc. 	
UNIT II	
Hindi Cinema	12
<ol style="list-style-type: none"> 1. Popular Hindi Commercial Films(Bollywood) 2. Past to Present 3. Economic contribution of cinema. 4. Convergence of Art and Commercial. 5. Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.) 	
UNIT III	
Cinema now	08
<ol style="list-style-type: none"> 1. Contemporary Era 2. Celluloid to Digital (1990-1999) 3. Digital Explosion (2000 onwards) 4. Media Convergence and Film Viewing Culture 	
UNIT IV	
Film Making	08
1. Film Production to Film Exhibition <ul style="list-style-type: none"> ● Aspects of Production Systems: Financial, Administrative and Creative. 	

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<ul style="list-style-type: none"> ● Stages of Filmmaking 1: Pre-Production ● Stages of Filmmaking 2: Actual Production ● Stages of Filmmaking 3: Post-Production ● Film and Censorship. ● ROI Systems in Film Industry: Distribution, Promotion, Marketing, Branding, Internet 	
UNIT V	08
Film Culture	
<ol style="list-style-type: none"> 1. Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 2. Film Festivals: What is a Film Festival? 3. Major Film Festivals in India and Abroad 4. Film Awards: <ul style="list-style-type: none"> ● Nature and Types of Film Awards ● Major Film Awards in India and Abroad 	

SYBAMMC	Semester IV
<p>RJAUBAMMC405</p> <p>Paper 5: Film Communication - II</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Inculcate appreciation and understanding of good cinema and gain insight into film techniques and aesthetics. 2. The Learners will understand the fundamentals of Film Production and the power of visuals and sound and the ability to make use of them in effective communication. 3. Learners will acquire the requisite tools in order for them to execute a small scale film production project. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will acquire a deeper understanding of the film industry, the various roles and stages in the process of filmmaking, marketing of films and also, the economic aspects of film. ➤ Learners will learn about the different careers in films.

SEMESTER IV

Course Name: Computers and Multimedia - II

Course Code: RJAUBAMMC406	
Credits: 02	Total Lecture: 48
UNIT I	Lectures
Photoshop: Advanced Image Editing	12
<ol style="list-style-type: none"> 1. Working with multiple images: Mixing: Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool 2. Image Effects: Editing, Burning, Dodging, Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters 3. Working with Layers: Layer basics, Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masks and extractions Layer effects, Adjustment layers 4. Wonders of Blend Modes: Blend modes Advanced blending options Layer blends 5. Fully Editable Text: Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow), Creating Professional design using all the tools 	
UNIT II	07
Adobe Illustrator: Vector based Drawing software	
<ol style="list-style-type: none"> 1. Introduction to Adobe Illustrator: Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats 2. Using text: Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects 3. Creating Simple designs: Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity 4. Applying effects: Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips 5. Exporting in Illustrator: Exporting, Types of export, Exporting for other soft wares 	
UNIT III	08
InDesign: Layout Software	
<ol style="list-style-type: none"> 1. Introduction to Adobe In Design: List the menus, List the tools, Palettes Benefits of using In Design, Application of In Design 2. Text Edits in InDesign: Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images 3. Using palettes: Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate 4. Colour correction in InDesign: Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication 	

5. Exporting files: Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	
UNIT IV	10
Premiere Pro: Audio-visual: Advanced application	
<ol style="list-style-type: none"> 1. Introduction to editing: Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.) 2. Exploring Premiere Pro: How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) 3. Right application of various file formats: Understanding different file formats(AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions, 4. Using colour grading: What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing 5. Exporting and rendering: Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, rendering and maintaining file format, Improving quality and time to render techniques. 	
UNIT IV	11
Adobe Dreamweaver: Web designing software	
<ol style="list-style-type: none"> 1. Introduction to Dreamweaver: Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver 2. Working with DW: Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW 3. Linking pages: Using DW to accomplish basic web page development, Page properties Title, Background image, BGcolor, Text colour Links 4. Using Tables: Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables Changing span, Making image into clickable link 5. Typo in DW: Changing Font typefaces, size, style, colours Text to hyperlink 	
Internal Assessment	
<p>The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to a higher aesthetic level.</p> <p>Task 1: Print- Preparing a magazine or a series of posters of different size (type of a campaign using either InDesign of PS or Illustrator. Taking examples of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on promotion) experience.</p> <p>Task 2: Electronic- Making a short clip with the use of premiere.</p>	

Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc).Embedding video with Dreamweaver	
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SYBAMMC	Semester IV
RJAUBAMMC406 Paper 6: Computers And Multimedia -II	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain technical skills to work with the softwares which in turn benefits them in their career prospects. 2. Learners will acquire a fundamental understanding of different professional computer softwares required in various media content development processes to make the learners understand what goes behind the scene and help them choose their stream. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Building on the learning of the previous term and further enhancing the ability of the learners to be ready for the media industry. ➤ The learners are equipped with skills required during project papers in TY sem VI and enable them to work on small scale projects during the academic period.

REFERENCE BOOKS AND READING MATERIAL

Electronic Media - I

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press, London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

Corporate Communication and Public Relations

1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick

SYBAMMC Syllabus Semester III & IV

2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg
3. Principles of Public Relations-C.S Rayudu and K.R. Balan
4. Public Relations -Diwakar Sharma
5. Public Relations Practices- Center and Jackson
6. The Art of Public Relations by CEO of leading PR firms

Media Studies

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley J Baranand Dennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

Introduction To Photography

1. Collins Books series: Pentax Inc. Taking successful pictures, Making most of colour, Expanding SLR system, Lighting technique.
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 (DarkroomTechniques) Pro-technique (Pro-photo): Night Photography, Beauty and Glamour, Product Photography

Film Communication - I

1. Documentaries on World and Indian Cinema (100 years of Cinema).
2. Films of Dada Saheb Phalke
3. Citizen Kane,
4. The Battle over Citizen Kane
5. Bicycle Thief
6. Roshomon
7. Do Bigha Zamin
8. Bandini
9. Sahab, Bibi aur Ghulam
10. Pyaasa
11. Awara
12. Shri 420
13. Lajwanti
14. Ek ke Baad Ek

Computers and Multimedia- I

1. Photoshop Bible McLeland Willey Publication
2. CorelDraw Practical Learning: BPB Publication
3. Quarkxpress-9 : Prepress Know-How Noble Desktop Teachers
4. Desktop Publishing with Quark 10 Kindle version
5. Digital Music and Sound Forge Debasis Sen BPB Publications

Electronic Media- II

1. Feature Writing: Meera Raghvendra Rao, 2012
2. Communication and Development: The Challenges of the Twenty First Century- V.S. Gupte, 2000.
3. On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017
5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018.
6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012.
7. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
8. Everyone Loves a Good Drought by P.Sainath. 21. Looking Away by Harsh Mandar.

Writing and Editing for Media

1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)
2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact-checking (Chicago Guides To Writing, Editing And Publishing)By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017
12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B

Media Law and Ethics

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Media Laws: By Dr S R Myneni, Asian Law

Mass Media Research

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick
4. (1998); Lawrence Erlbaum associates.
5. Media Research Methods: Gunter, Brrie; (2000); Sage
6. Mass Media Research: Wimmer And Dominick
7. Milestones In Mass Communication: Research De Fleur

Film Communication -II

1. Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc.
2. Pinjra
3. Apur Sansar
4. Megha Dhake Tara
5. Sholay
6. Amar Akbar Anthony
7. Hum Aapke Hain Kaun
8. Dilwale Dulhaniya Le Jayenge
9. Bajirao Mastani
10. Manikarnika
11. Bahubali
12. URI

Computers and Multimedia - II

1. Photoshop Bible, McLeland, Willey Publication
2. Adobe Illustrator Classroom in a book: Adobe House
3. InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
4. Adobe Premiere Pro: Practical Video Editing
5. Dreamweaver: Web designing made easy: Todd Palama.

BAMMC
Discipline Specific Elective

There are three courses of which students must choose one.

Course Credits: 02

Course Evaluations: Students are required to complete the assessments and upload the assignment completed proof. 40% is passing.

Discipline Specific Elective: Introduction to Marketing Essentials (Course Code: RJAUBAMMCDSE1)

Course Objective: To get the students acquainted with basic principles of marketing and application of those concepts.

Course Outcome:

1. The learners are provided with knowledge and understanding of key marketing concepts.
2. Enhanced application abilities of the learners with respect to creating marketing plans.

Discipline Specific Elective Course			
Semester III			
	Introduction to Marketing Essentials (Course Code: RJAUBAMMCDSE1)	Contact Hours	Credit
		30 Hours	2
	UNIT I: What is Marketing		
	Introduction to Marketing Definition of Marketing Entities that can be marketed Marketing from an organization's viewpoint Types of markets Difference between marketing and selling		
	UNIT II: Segmentation and Targeting		
	Concept of segmentation Bases for segmentation Targeting Targeting strategies		
	UNIT III: Differentiation and Positioning		
	Introduction to Differentiation and Positioning Differentiated, Undifferentiated and Niche marketing Differentiation parameters Competition Positioning		

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	UNIT IV: Marketing Strategy – I: Product and Price		
	Meaning and levels of product Product classification Product mix concept Brand and brand decisions Introduction to Pricing Pricing decisions		
	UNIT V: Marketing Strategy – II: Place and Promotion		
	Introduction to Distribution Distribution channels Channel design and management Introduction to Promotion Promotional vehicles Product life cycle		

Books and references

1. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.
2. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.
3. Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.
4. Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.
5. Marketing Management - A South Asian Perspective by Philip Kotler, Kevin Lane Keller, 15th Edition
6. Introduction to Marketing Essentials- Kotler, P., Keller, K.L., (2016), Marketing Management. 15th ed. Harlow: Pearson

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Introduction to Marketing Essentials	RJAUBAMMCDSE1	Marketing Strategy – I: Product and Price Marketing Strategy – II: Place and Promotion	The learners will gain practical understanding on how to design marketing strategies. This shall enhance their employability in the field of advertising.

Discipline Specific Elective: Globalization And Culture (Course Code: RJAUBAMMCDSE2)

Course Objective: To provide a thorough grounding in the philosophical and theoretical debates on globalization and to show that globalization's effects are felt differently by different people

Course Outcome:

1. The learners will gain knowledge of the competing definitions of globalization.
2. The learners will gain understanding of the economic, political, social, cultural issues covered by the debate and their impact on contemporary cultures, particularly in the developing world.

Discipline Specific Elective Course Semester III			
	Globalisation and Culture (Course Code: RJAUBAMMCDSE2)	Contact Hours	Credits
		30 Hours	2
	Unit I		
	Introduction to Art and visual language		
	Unit II		
	Global Monocultural Invasion: Myth or Reality		
	Unit III		
	Travels of Dastan and Qissa		
	Unit IV		
	Emergence of Asian Kool and Global Sonic Flows		
	Unit V		
	The Bollywood Invasion		
	Unit VI		
	Birth of Indochic		
	Unit VII		
	Globalization and Resistance		
	Unit VIII		
	Globalization and Identity		

Books and references

1. Anjali Gera Roy. Bhangra Moves: From Ludhiana to London and Beyond(Aldershot: Ashgate 2010)
2. Anjali Gera Roy(ed). Travels of Bollywood Cinema: From Bombay to LA (Delhi: OUP 2012)
3. Anjali Gera Roy(ed). Magic of Bollywood: At Home and Abroad(Delhi: Sage 2012)

SYBAMMC Syllabus Semester III & IV

4. Anjali Gera Roy. Cinema of Enchantment: Perso-Arabic Genealogies of the Hindi Masala Film (Hyderabad: Orient Blackswan 2015)

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Globalization And Culture	RJAUBAMMCDSE2	Unit I: Introduction to Art and visual language Unit VII: Globalization and Resistance Unit VIII: Globalization and Identity	These units give an understanding of different dimensions of visual language which assists in the media industry. Study of globalization will enhance insight and knowledge for practical application in the workplace.

Discipline Specific Elective: Elements of Visual Representation (Course Code: RJAUBAMMCDSE3)

Course Objective: To introduce numerous theoretical constructs that enable its audiences to primarily understand the nature of the visual medium.

Course Outcome:

1. The learners will develop a visual vocabulary to decode visual messages with a semiotic approach.
2. The learners will gain knowledge that is instrumental in visual analysis, critical art appreciation, theoretical and practical art and design endeavors.

Discipline Specific Elective Course			
Semester III			
	Elements of Visual Representation (Course Code: RJAUBAMMCDSE3)	Contact Hours	Credits
		30 Hours	2
	Unit I		
	Introduction to Art and visual language		
	Unit II		
	Composition and Space		
	Unit III		
	Perception of Motion		
	Unit IV		

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	Scale and Proportion		
	Unit V		
	Line as a Visual Element		
	Unit VI		
	Visual Harmony and Balance as a Rule		
	Unit VII		
	Color combination, Value and Texture		
	Unit VIII		
	Visual Analysis and Conclusion		

Books and references

1. Cases on Reaching Critical Thinking Through Visual Representation Strategies - Jeffrey S. Beaudry, Leonard Shedletsky
2. Design Thinking for Visual Communication - Gavin Ambrose and Paul Harris, Published by Bloomsbury Publishing Plc. ISBN 978-1-4725-7271-4

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Elements of Visual Representation	RJAUBAMMCDSE3	Unit II: Composition and Space Unit IV: Scale and Proportion Unit VI: Visual Harmony and Balance as a Rule Unit VII: Color combination, Value and Texture Unit VIII: Visual Analysis	Enable the learners to develop skills to engage audiences with the help of visuals. Learners develop creative thinking skills and enable learners to build critical skills such as design thinking and creating visual identities for brands and products.

Discipline Specific Elective: Graphics and Animation Development (Course Code: RJAUBAMMCDSE01)

Course Objective: To introduce the learner about the concepts and practical skills of Graphics and Animation Development to those who are seeking a career in these fields.

Course Outcome:

1. The learners are provided with knowledge and understanding of the open source tools which are freely available for downloading such as GIMP (GNU Image Manipulation Program) available for platforms: Linux, Windows and Mac.
2. Enhanced application abilities of the learners with respect to graphics and animation.

Discipline Specific Elective Course Semester IV
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SYBAMMC Syllabus Semester III & IV

	Graphics and Animation Development (Course Code: RJAUBAMMCDSE01)	Contact Hours	Credits
		35 Hours	2
	UNIT I:		
	Fundamentals of Graphics Designing and its application areas, GIMP Software Installation, Introduction to Toolbox, Advanced Tools and options Assignment		
	UNIT II:		
	Image editing and enhancement, Overview of Filters, Advanced Filters Assignment		
	UNIT III:		
	Black and White to Color Image Conversion, Layers and Layer Properties, Layer Effects, Text Effects Assignment		
	UNIT IV:		
	Paths and Channels, Publishing for the web, image composition, button creation Assignment		
	UNIT V:		
	Overview of Animation techniques, Blender Software Installation, Overview of IDE (Integrated Development Environment), Architectural Modeling		
	UNIT VI:		
	Architectural Modeling and Character Modeling Modeling assignment		
	UNIT VII:		
	Rigging, Rendering and Publishing Assignment		
	UNIT VIII:		
	Google SketchUp Installation, Overview of working environment, 3D Modeling Assignment		

Books and references

1. Computer Graphics & Animation book pdf-
<http://cs.wellesley.edu/~cs110/lectures/M01-color/graphics.pdf>
2. Learning Modern 3D Graphics Programming book pdf
<https://www.docdroid.net/UKocmTz/arcsynthesis.pdf.html#page=194>
3. Blender master class book pdf
<http://dl.finebook.ir/book/9e/11032.pdf>
4. A basic tutorial of Blender 3D
<https://www.cs.auckland.ac.nz/~jli023/opengl/blender3dtutorial.htm>
5. Camp Blender
<http://web.engr.oregonstate.edu/~mjb/blender/blender.1pp.pdf>
6. Using Sketch Up
<http://web.engr.oregonstate.edu/~mjb/sketchup/sketchup.1pp.pdf>

7. GNU Image Manipulation Program
User Manual <https://docs.gimp.org/en/>

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Graphics And Animation Development	RJAUBAMMCDSE01	All topics focus on skill development, shall make the learner employable and develop skills to be an employer	These units aim to equip learners with valuable software skills that increase their employability in various verticals of the media industry.

Discipline Specific Elective: Introduction to Modern Indian Drama (Course Code: RJAUBAMMCDSE02)

Course Objective: To familiarise students with modern Indian performance traditions and the social and political issues in the works of major modern Indian playwrights.

Course Outcome:

1. The learners will gain knowledge of the historical and social debates on modern Indian theatre from the latter decades of the 19th century to the mid-20th century.
2. The learners will learn about the plays of Indian playwrights and their underlying themes.

Discipline Specific Elective Course Semester IV			
	Introduction to Modern Indian Drama (Course Code: RJAUBAMMCDSE02)	Contact Hours	Credits
		35 Hours	2
	UNIT I: Introduction to the Course		
	General Outline & Methods: Colonial-nationalist debates on the form and function of theatre Parsi Theatre; the politics of performance and gender: the roles and lives of early male actors and their performance of femininity. The interlinkages and competition between cinema and theatre. Other forms of folk and street theatre; the themes of early modern theatre that incorporated folk, puranic and nationalist themes.		

SYBAMMC Syllabus Semester III & IV

	Overview of early Indian Playwrights: Bankim Chandra Chatterjee, Bhartendu Harishchandra and Rabindranath Tagore; Introduction to Post-Independence Theatre, Some Early Figures: Ebrahim Alkazi, BV Karanth, Badal Sircar, Utpal Dutta, Habib Tanvir, Vijay Tendulkar, Mahesh Elkunchwar, Girish Karnad and Mahesh Dattani		
	Unit II: Vijay Tendulkar's Plays		
	Social Critique of various sites of institutional power and violence like the patriarchal family, the state, courts of law and performance spaces. Plays include Silence! The Court is in Session, Ghashiram Kotwal, and A Friend's Story		
	Unit III : Continuation of Vijay Tendulkar		
	Kanyadaan and summary of Tendulkar. Introduction to Girish Karnad: On his modern adaptations of the Indian Puranas and folktales, his satires of the alienation and disillusionment in modern Indian society and politics, questions of gender and sexual subjectivity. Plays include Hayavadana, Tughlaq.		
	Unit IV: Continuation of Girish Karnad		
	Dreams of Tipu Sultan, Fire and the Rain, Broken Images. Summary of Karnad.		
	Unit V: Introduction to Mahesh Elkunchwar		
	On themes of modern alienation of the individual and mortality, religion, gender and sexuality in urban Marathi theatre, experimental and absurdist and expressionist theatre, his intellectual links with Vijay Tendulkar. Plays include Garbo, Desire on the Rocks, The Old Stone Mansion.		
	Unit VI: Continuation of Mahesh Elkunchwar		
	Sonata. Summary of Mahesh Elkunchwar. Introduction to Mahesh Dattani: Radio plays, one-act plays, and long plays, non-normative desires and sexual subjectivity, his critique of the patriarchal family and the state, the fraught intersections of gender, sexuality and communalism in his plays, Final Solutions, Bravely Fought the Queen		
	Unit VII: Continuation of Mahesh Dattani		
	Dance like a Man. Summary of Mahesh Dattani. Introduction to Badal Sircar: satires of human politics, urban alienation, theatre and human rights activism, political theatre for the socially marginalized, and Sircar's contribution to the foundations of political theatre. Plays include Procession, Bhoma.		
	Unit VIII: Continuation of Badal Sircar		
	Stale News and Conclusion.		

Books and references

SYBAMMC Syllabus Semester III & IV

1. Badal Sircar, Three Plays. Seagull Books: Kolkata, 2009.
2. Bhatia, Nandi (ed.), Modern Indian Theatre. Oxford University Press: New Delhi, 2009.
3. Dattani, Mahesh, Collected Plays. Penguin India: New Delhi, 2000.
4. Ghosh, Arjun, A History of the Jana Natya Manch: Plays for the People. Sage India: New Delhi, 2012.
5. Gupt, Somnath, The Parsi Theatre: Its Origins. Seagull Books: Kolkata, 2005.
6. Hansen, Kathryn, Stages of Life: early Indian autobiographies. Anthem Press: London, New York, 2011
7. Hansen, Kathryn, Grounds for Play: The Nautanki Theatre of North India. 1993.
8. Karnad, Girish, Collected Plays. Oxford University Press: New Delhi, 2017.
9. Lal, Ananda, The Oxford Companion to Indian Theatre. Oxford University Press: New Delhi, 2004.
10. Mahesh Elkunchwar, Collected Plays. Oxford University Press: New Delhi, 2010.
11. Vijay Tendulkar, Five Plays. Oxford University Press: New Delhi, 1997.

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Introduction to Modern Indian Drama	RJAUBAMMCDSE02	All topics focus on skill development, shall impart insights into the various themes, underlying social debates as storylines of Drama and Theater	The learners can gain employment as Critics in the theater industry. Learners can be playwrights, dialog writers

Discipline Specific Elective: Negotiation and Conflict Management (Course Code: RJAUBAMMCDSE03)

Course Objective: To understand the key analysis of the negotiation and conflict process, expand their range of negotiating skills and strategies to benefit them in professional and personal life.

Course Outcome:

1. The learners will gain understanding of the importance of negotiation in daily personal and professional settings.
2. The learners will recognize the nature of conflict, its impact on interpersonal, organizational relationships and further gain knowledge on how to achieve collaborative value-adding negotiation skills.

Discipline Specific Elective Course			
Semester IV			
	Negotiation and Conflict Management (Course Code: RJAUBAMMCDSE03)	Contact Hours	Credits
		35 Hours	2
	UNIT I		

SYBAMMC Syllabus Semester III & IV

	Negotiation in Day to Day Life		
	UNIT II		
	Negotiation in Professional Settings		
	UNIT III		
	Negotiation in Legal Setting & Politics		
	UNIT IV		
	Negotiation for Leaders & Public Administrator		
	UNIT V		
	Conflict and Negotiation		
	UNIT VI		
	Distributive and Integrative Bargaining, Cross-Cultural Perspectives of Negotiation		

Books and references

1. <https://www.skillsyouneed.com/ips/negotiation.html>
2. <https://www.pon.harvard.edu/tag/importance-of-negotiation/>
3. <https://www.shapironegotiations.com/how-conflict-resolution-and-negotiation-strategies-work-together/>

Mapping of the course

Class	Course Name	Course Code	Topics focusing on Employability / Entrepreneurship / Skill development	Employability / Entrepreneurship / Skill development
SYBAMMC	Negotiation and Conflict Management	RJAUBAMMCDSE03	All topics focus on skill development, shall make the learner employable and develop skills to be an employer	Negotiation skills and conflict management skills are important and valuable in the professional world. They enable the learners to be successful in their workplace, be it in employment or as entrepreneurs.



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Autonomous College)

Refer to page nos: 02, 03 and 04

highlighting component
of Research Project

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- ADVERTISING

(CBCS)

w.e.f.

2019-2020

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS**TYBAMMC- ADVERTISING SEMESTER V**

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCAD501	Copywriting	04	<ol style="list-style-type: none"> 1. Introduction to Copywriting 2. Writing For Advertising 3. Current Advertising Campaigns 4. Media And Audiences 5. Writing Copies, Appeals, Execution, Styles And Evaluation
RJAUBAMMCAD502	Advertising and Marketing Research	04	<ol style="list-style-type: none"> 1. Fundamentals of Research 2. Research Design 3. Preparing Questionnaire 4. Sampling 5. Preparing Data Sheet And Data Process 6. Data Analysis 7. Methods of Data Analysis 8. Report Writing 9. Advertising Research 10. Marketing Research
RJAUBAMMCAD503	Brand Building	03	<ol style="list-style-type: none"> 1. Introduction To brand Building, Identity, Personality & Positioning 2. Branding Leveraging, Strategies, Equity, Models 3. Brand Building Through Imperative, Global & Corporate Image 4. Brand Building Through CSR, Brands To Different Sectors, Brand Life Cycle
RJAUBAMMCAD504	Agency Management	03	<ol style="list-style-type: none"> 1. Introduction To Advertising Agency 2. Analysing Advertising Campaigns 3. Setting Up An Agency 4. Marketing Plan For The Client 5. The Response Process And Sales Promotion Management
RJAUBAMMCAD505	Direct Marketing and E- Commerce	03	<ol style="list-style-type: none"> 1. Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management 2. Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory 3. Introduction to E-commerce, E-business , Building up a Website 4. Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media.

TYBAMMC- ADVERTISING Syllabus Semester V & VI

RJAUBAMMCAD506	Consumer Behaviour	03	<ol style="list-style-type: none"> 1. Basics of Consumer Behaviour 2. Physiological determinants and Consumer Behaviour 3. Relevance of Learning in Consumer Behaviour 4. Socio- economic and Cultural determinants of Consumer Behaviour 5. Consumer decision making
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TYBAMMC - ADVERTISING SEMESTER VI

Course	Nomenclature	Credits	Topics
RJAUBAMMCAD601	Digital Media	04	<ol style="list-style-type: none"> 1. Introduction To Digital Marketing 2. Search Engine Optimisation (SEO) 3. Search Engine Marketing (SEM) 4. Social Media Marketing (SMM) 5. Email Marketing 6. Web Analytics 7. Affiliate Marketing And Programmatic Marketing 8. Content Writing 9. Cyber Laws
RJAUBAMMCAD602	Advertising Design	04	<ol style="list-style-type: none"> 1. Introduction: Advertising Design = Communication Design 2. Design Basics: Language of Visuals 3. Layout: The BluePrint 4. Planning A Campaign: Working On Final Project 5. Execution: On System Work (Faculty To Guide & Instruct)
RJAUBAMMCAD603	Advertising In Contemporary Society	03	<ol style="list-style-type: none"> 1. Changes In Advertising Environment 2. Effects of Advertising, Criticisms of Advertising, Social Implication of Advertising 3. Types of Advertising; Internet Advertising and Digital Advertising 4. Analysis of Advertising Environment of India & Other Foreign Countries 5. Social Marketing
RJAUBAMMCAD604	Media Planning and Buying	03	<ol style="list-style-type: none"> 1. Introduction to Media Planning 2. Negotiation Skills In Media Buying 3. Media Planning Process 4. Media Mix 5. Media Measurement 6. Sources of Media Research 7. Selecting Suitable media Options

TYBAMMC- ADVERTISING Syllabus Semester V & VI

			<p>(Advantages & Disadvantages)</p> <p>8. Media Buying</p> <p>9. Communication Mix</p> <p>10. Digital Media Buying</p>
RJAUBAMMCAD605	Advertising and Sales Promotion	03	<p>1. Introduction to sales promotion</p> <p>2. Various methods of sales promotion</p> <p>3. Study & analyse sales promotion campaign of the major brands</p> <p>4. Effects, Steps And Coordination of Sales Promotion</p>
RJAUBAMMCAD606	Retailing and Merchandising	03	<p>1. About the features</p> <p>2. Retail Communication & IT</p> <p>3. Introduction to merchandising</p> <p>4. Visual and online merchandising</p>

SEMESTER V	
Course Name: Copywriting	
Course Code: RJAUBAMMCAD501	
Credits: 04	Total Lecture: 48
UNIT I	
Introduction To Copywriting	
	Lectures
	10
<ol style="list-style-type: none"> 1. Introduction to copywriting: <ul style="list-style-type: none"> ● Basics of copywriting ● Responsibility of Copywriter 2. Creative thinking: <ul style="list-style-type: none"> ● How to inculcate a 'creative thinking attitude'. ● The idea incubation process ● What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative ● Crafting the reasons why consumers should believe your brand and act 3. Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics 4. Transcreativity: <ul style="list-style-type: none"> ● Introduction ● Purpose 	
UNIT II	
Writing For Advertising	
	08
<ol style="list-style-type: none"> 1. Briefs: <ul style="list-style-type: none"> ● Marketing Brief ● Creative Brief 2. Writing for persuasive copy <ul style="list-style-type: none"> ● Tone of Voice ● What's the Tone? ● Tonality and character matters, ● How to make your Writing, walk, Talk, and breathe ● Creating Breakthrough Writing ● How to Control the "Command Center" in Your Prospect's Mind ● How to Change Perception ● Emotionality, Storytelling 	
UNIT III	
Current Advertising Campaign	
	12
<ol style="list-style-type: none"> 1. Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Clients: <ul style="list-style-type: none"> ● Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the classroom. 	

<p>a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra</p> <p>2. Publicize Worldwide</p> <ul style="list-style-type: none"> ● At least three international awards winning previous year campaigns (one or two year previous) should be analyzed and discussed in the classroom. ● Student to be taught the following when discussing the campaigns: Copy writing style, Idea and concept, How copy is varied for differ media, Copy for children, youth, women, Senior citizens, executives millennials, Baby Boomers, Gen X, Gen Y, Gen Z, Advertising appeals, Tone of Voice, Story telling. 	
UNIT IV	10
Media & Audiences	
<p>1. Writing copy for various media:</p> <ul style="list-style-type: none"> ● Print: Headlines, sub headlines, captions, bod copy, and slogans ● Television: Storyboard, Storyboarding Techniques, Balance between words and visual power of silence, formats of TVS's ● Outdoor posters ● Radio ● Digital copy for social media like facebook, Instagram, etc ● Copy for web page <p>2. Writing for various media:</p> <ul style="list-style-type: none"> ● Children ● Youth ● Women ● Senior citizen and ● Executives ● Baby Boomers, Gen X, Gen Y (Millennials), Gen Z 	
UNIT V	08
Writing Copies, Appeals, Execution Styles And Evaluation	
<p>1. How to write for:</p> <ul style="list-style-type: none"> ● Direct mailer ● Classified ● Press release ● B2B ● Email copy ● Advertorial ● Infomercial <p>2. Various types of advertising appeals and execution styles:</p> <ul style="list-style-type: none"> ● Rational appeals ● Emotional appeals: Humor, Fear, Sex appeal, Music 	

TYBAMMC- ADVERTISING Syllabus Semester V & VI

<ul style="list-style-type: none"> ● Various advertising execution techniques ● The techniques Evaluation of an Ad Campaign <p>3. The techniques for evaluation of an ad campaign</p> <ul style="list-style-type: none"> ● Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives. ● Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	
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TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD501 Paper 1: Copywriting	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be familiarized with the concept of copywriting as selling through writing. 2. The learners will gain understanding of the process of creating original, strategic, compelling copy for various mediums. 3. The learners will be trained on how to generate, develop and express ideas effectively. 4. Imparting rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be trained on how to strategize ideas of creating ads. ➤ The learners will gain understanding of technicalities involved in writing for different media platforms.

SEMESTER V	
Course Name: Advertising and Marketing Research	
Course Code: RJAUBAMMCAD502	
Credits: 04	Total Lecture: 48
UNIT I	
Fundamentals of Research	Lectures 02
<ol style="list-style-type: none"> 1. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; 2. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc. 	

UNIT II	03
Research Design	
<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. Types- Descriptive, Exploratory and Causal. 	
UNIT III	03
Preparing Questionnaire	
<ol style="list-style-type: none"> 1. Survey instruments 2. Designing the questioning using projective technique for qualitative research 3. Designing the Questionnaire using attitude measuring scale for quantitative research. 	
UNIT IV	06
Sampling	
<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	
UNIT V	03
Preparing Data Sheet & Data Processing	
Preparation of data sheet in excel format and rearranging the data as per the requirement of the statistical software such as SPSS and the statistical tool.	
UNIT VI	03
Data Analysis	
Data collected are to be presented and analyzed. Students will have to choose the methods that best suit the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	
UNIT VII	04
Methods of Data Analysis	
The interpretations based on descriptive statistics should include mode, mean, median, range, variance, standard deviation, kurtosis and skewness. Any of the following multivariate analysis may be used such as regression, correlation, T test factor analysis and discriminant analysis.	

UNIT VIII	06
Report Writing	
<p>1. Format of research reports The research report shall have the following components.</p> <ul style="list-style-type: none"> ● Title page ● Index ● Introduction and Research objective ● Industry Overview ● Literature Review ● Statement of the Problem ● Statement of Hypothesis (Min two hypothesis) ● Research Methodology and Research Design ● Data Analysis and Interpretations ● Findings ● Conclusion ● Suggestions ● Annexure (questionnaires) ● Bibliography 	
UNIT IX	13
Advertising Research	
<p>1. Introduction to Advertising Research</p> <p>2. Copy Research:</p> <ul style="list-style-type: none"> ● Concept testing ● Name testing ● Slogan testing <p>3. Copy testing measures and methods:</p> <ul style="list-style-type: none"> ● Free association ● Direct questioning ● Direct Mail tests ● Statement comparison tests ● Qualitative interviews ● Focus Group <p>4. Pretesting</p> <ul style="list-style-type: none"> ● Print Pretesting: Consumer Jury Test, Portfolio test, Paired comparison test, Order-of-merit test, Mock magazine test, Direct mail test. ● Broad casting pretesting: Trailer tests, Theatre tests, Live telecast tests, Clutter tests H. ● Challenges to pre-testing. Example: The Halo effect <p>5. Post testing:</p> <ul style="list-style-type: none"> ● Recall tests ● Recognition test ● Triple association test ● Sales effect tests ● Sales results tests, ● Enquires test <p>6. Physiological rating scale:</p>	

TYBAMMC- ADVERTISING Syllabus Semester V & VI

<ul style="list-style-type: none"> ● Pupil metric devices ● Eye-movement camera ● Galvanometer ● Voice pitch analysis ● Brain pattern analysis 	
UNIT X	05
Marketing Research	
<ul style="list-style-type: none"> ● Introduction to advertising research ● New product research ● Branding research ● Pricing research ● packaging research ● Product testing 	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD502 Paper 2: Advertising & Marketing Research	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain awareness of the foundations of research and audience analysis, essential for successful advertising. 2. The learners will gain understanding of the scope and techniques of Advertising and Marketing research, and their utility. 3. The learners will gain skills to conduct a market research project. 4. The learners will gain knowledge about designing questionnaires for advertising and marketing research and write reports of the findings and conclusions of the research after analyzing and tabulating data. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Inculcate analytical abilities and research skills among the learners. ➤ Impart understanding of research methodologies – Qualitative Vs Quantitative ➤ Develop research acumen amongst learners. ➤ Enhance writing skills of the learners especially pertaining to research findings and reports.

SEMESTER V	
Course Name: Brand Building	
Course Code: RJAUBAMMCAD503	
Credits: 03	Total Lecture: 48
UNIT I	
Introduction To Brand Building, Identity, Personality And Positioning	Lectures 10
<ol style="list-style-type: none"> 1. Introduction to brand building: <ul style="list-style-type: none"> ● Meaning, Product v/s Brand. Why brand matters ● Process of branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) ● Brand building blocks, guidelines for effective branding, brand elements – types of brand elements. 2. Brand identity and brand personality: Consumer, industrial, retail, classified, corporate public service, generic, national, global, international, social (CSR) and advocacy 3. Brand positioning: Product class, consumer segmentation, perceptual mapping, brand benefits and attributes, cornerstones of positioning strategy basis. 	
UNIT II	
Branding Leveraging, Strategies, Equity, Models	08
<ol style="list-style-type: none"> 1. Brand leveraging: <ul style="list-style-type: none"> ● Line, brand extension, types of brand extensions, their advantages and disadvantages, moving up/ down, co- branding 2. Brand strategies: <ul style="list-style-type: none"> ● Multi- branding, mix, branding, hierarchy - building equity at different hierarchy levels, brand product matrix, brand architecture- breadth of a branding strategy, depth of a branding strategy. 3. Brand equity & models: <ul style="list-style-type: none"> ● Element sources, measurements (brand awareness, brand loyalty) models ● Y and R – Graveyard model, brand asset valuator, brand equity ten, inter-brand equity. 	
UNIT III	
Brand Building Through Imperative, Global and Corporate Image	10
<ol style="list-style-type: none"> 1. Brand imperatives: Coordination across organization, coordination across geography, re-branding, revitalizing, rural advertising and brands. 2. Global brands: <ul style="list-style-type: none"> ● Emergence of global brands, advantages and disadvantages, global leadership brands and position ● Globalization 3. Corporate image building through brands: Corporate image in contemporary management ,advertising and corporate image. 	

<i>UNIT IV</i>	10
Brand Building through CSR, Brands to Different Sectors, Brand Life Cycle	
<ol style="list-style-type: none"> 1. Brand building through corporate social responsibility: CSR as part of business environment management, how CSR activities can be used for Brand Building, social activities other than CSR to enhance the brand 2. Conception & growth: Important factors in conception and various stages of growth and maturity of brands with various case studies 3. Branding in different sectors: Customer, industrial, retail and service brands. 	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD503 Paper 3: Brand Building	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learner will gain a greater understanding of what it takes to create and retain strong and successful brands. 2. Examine brand concepts in real-life settings by articulating the context of and the rationale for the application. 3. The learners will be able to execute the process and methods of branding, including how to establish brand identity and build brand equity. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be able to gain an in-depth understanding of brand life cycles, brand building and brand leveraging. ➤ Enhance understanding of brand Building through CSR with respect to different sectors. ➤ Acquaintance to formulate effective branding strategies for both consumer and business products/services.

SEMESTER V	
Course Name: Agency Management	
Course Code: RJAUBAMMCAD504	
Credits: 03	Total Lecture: 48
UNIT I	
Introduction to Advertising Agency	
	Lectures
	10
<ol style="list-style-type: none"> 1. Advertising agencies: <ul style="list-style-type: none"> ● Agencies role and function, organization and importance ● Different types of ad agencies 2. Account planning: <ul style="list-style-type: none"> ● Role of account planning in advertising ● Role of account planner ● Account planning process 3. Client servicing: <ul style="list-style-type: none"> ● The Client - Agency Relationship ● 3 P's of Service: Physical evidence, Process and People ● The Gaps Model of service quality ● Stages in the client-agency relationship ● How do agencies gain clients ● Why agencies lose clients ● The roles of advertising ● Account executives 4. Advertising campaign management: Means-End chaining and the method of laddering as a guide to creative advertising formulation. 	
UNIT II	
Analyzing Advertising Campaigns	
	08
<ol style="list-style-type: none"> 1. Study and analyse current advertising campaigns of the best advertising agencies for the clients: <ul style="list-style-type: none"> ● Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class. <ol style="list-style-type: none"> a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide ● At least three international awards winning previous year campaigns (one or two year previous) should be analyzed and discussed in the classroom. The application questions are expected on the latest campaigns. 	
UNIT III	
Setting Up an Agency	
	10
<ol style="list-style-type: none"> 1. Entrepreneurship: <ul style="list-style-type: none"> ● Entrepreneurship- definitions, meaning concept, 	

<ul style="list-style-type: none"> ● Functions, need and importance. ● Entrepreneurship-as innovation, risk taking and problem solving ● Social entrepreneurship <p>2. Sources of capital for startup company:</p> <ul style="list-style-type: none"> ● Personal investment ● Family ● Venture capital ● Angels finance ● Business incubators ● Government grants and subsidies ● Bank loans <p>3. Creating and starting the venture:</p> <ul style="list-style-type: none"> ● Sources of new ideas ● Methods of generating ideas, creating problem solving ● Product planning and development process 	
UNIT IV	10
Marketing Plan for the Client	
<p>1. Business plan for setting up an agency:</p> <ul style="list-style-type: none"> ● Business plan introduction ● Various stages in setting up a new agency <p>2. Marketing plan of the client:</p> <ul style="list-style-type: none"> ● The Marketing brief ● Marketing audit ● Marketing objectives ● Marketing problems and opportunities review ● STP ● Executing the plan ● Evaluating the plan 	
UNIT V	08
The Response Process and Sales Promotion Management	
<p>1. The response process:</p> <ul style="list-style-type: none"> ● Traditional Response Hierarchy Models: AIDA ● Communications objectives ● DAGMAR: An approach to setting objectives <p>2. Agency compensation:</p> <ul style="list-style-type: none"> ● Various methods of agency remuneration <p>3. Growing the agency:</p> <ul style="list-style-type: none"> ● The Pitch: request for proposal, speculative pitches, pitch process ● References, image and reputation, PR <p>4. Sales promotion management:</p> <ul style="list-style-type: none"> ● Scope and role of sales promotion ● Reasons for increase in sales promotion ● Objectives of trade-oriented sales promotion ● Techniques of trade-oriented sales promotion ● Objectives of consumer- oriented sales promotion ● Techniques of consumer- oriented sales promotion 	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD504 Paper 4: Agency Management	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners get a basic understanding of how an ad agency works and what opportunities exist. 2. Acquaintance with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 3. The learners will gain knowledge on how to set up an ad agency. 4. The learners will gain skills on how to develop a marketing plan for clients and how to evaluate the success of the same. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Acquisition of a comprehensive understanding of the concepts required for their application in the current media world. ➤ Inculcate competencies thereby enabling to undertake professional work with the advertising industry. ➤ Enhance skills pertaining to setting up advertising agencies and creating marketing plans for the clients.

SEMESTER V	
Course Name: Direct Marketing and E- Commerce	
Course Code: RJAUBAMMCAD505	
Credits: 03	Total Lecture: 48
UNIT I	
Introduction to Direct Marketing , Integrated Marketing Communication and Customer Relationship Management	10
<ol style="list-style-type: none"> 1. Introduction to marketing, basics of direct and interactive marketing, legal framework towards direct marketing: <ul style="list-style-type: none"> ● Meaning and introduction to marketing ● Evolution of marketing ● Study of marketing mix ● Traditional versus modern marketing techniques ● Meaning and definition of direct marketing ● Importance of direct marketing ● Advantages and disadvantages of direct marketing 	

<ul style="list-style-type: none"> ● Approaches of direct marketing ● Reasons for the growth of direct marketing ● Techniques of direct marketing ● Economics of direct marketing ● Economics of direct marketing ● Laws pertaining to patents, trademark, copyright, etc., privacy - the key issue. <p>2. Integrated marketing communication versus direct marketing:</p> <ul style="list-style-type: none"> ● Meaning and introduction of IMC in the marketing process ● Relationship of IMC with direct marketing ● Importance of IMC ● Tools of IMC - advertising, sales promotion, personal selling, direct marketing, PR ● Person to person ,group selling, direct mail, direct response television(DR-TV), direct response print advertising, catalogs, inserts,videos, e-mail, trade shows. <p>3. Customer as the only project center:Segmentation, targeting and customer focus:</p> <ul style="list-style-type: none"> ● What is customer relationship management (CRM) ● Importance of CRM, planning and developing CRM ● Customizing products to different needs ● Studying the customer mix managing the key consumers ● Relationship Marketing - customer loyalty, 3 tasks of direct and interactive marketing = customer acquisition, development and retention, market segmentation. 	
UNIT II	08
Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory	
<p>1. Understanding the business of direct marketing database management/ marketing strategies:</p> <ul style="list-style-type: none"> ● Database Management: meaning, importance, functions of database, sources and uses of E-database, techniques of managing database -internal/external, steps in developing a database, advantages and disadvantages of database management ● Direct Marketing Strategies: meaning of marketing strategies -Why it is needed, internal and external analysis, objectives of strategies, creating a direct marketing budget. <p>2. Direct market research and techniques:</p> <ul style="list-style-type: none"> ● What is customer lifetime value (LTV) ● Factors affecting lifetime value (LTV) ● How we use LTV ● LTV sums (3 methods - Present/Historical and Discounted) ● Using LTV analysis to compare the effectiveness of various marketing strategies. <p>3. Direct marketing analysis:</p> <ul style="list-style-type: none"> ● List selection, prospecting, product customization, response modeling and experimentation, mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic generation, fund raising, pre-selling, selling(cross selling, up selling) and post-selling. 	

UNIT III	10
Introduction to E-commerce, E-business, Building up a Website	
<ol style="list-style-type: none"> 1. Introduction to E- Commerce: <ul style="list-style-type: none"> ● Ecommerce- Meaning, Features of E-commerce ● Categories of E-commerce ● Advantages and limitations of E-Commerce, ● Traditional commerce and E-Commerce, Factors ● Responsible for Growth of E-Commerce, Issues in implementing E-Commerce, trends in E- Commerce in sectors like: retail, banking, tourism, government, education 2. E- Business: <ul style="list-style-type: none"> ● Meaning, Launching an E-Business ● Different phases of Launching an E-Business, Important ● Concepts in E-Business: data warehouse, customer relationship management, supply chain management, and enterprise resource planning 3. Website: <ul style="list-style-type: none"> ● Design and development of website ● Advantages of website ● Principles of web design life cycle ● Approach for building a website ● Different ways of building a website 	
UNIT IV	10
Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media	
<ol style="list-style-type: none"> 1. Electronic payment system: <ul style="list-style-type: none"> ● Features ● Different payment systems : Debit card, credit card, smart card, E-cash, E-Cheques, E-wallet, electronic fund transfer, issues relating to privacy and security in E- Business 2. Payment Gateway: <ul style="list-style-type: none"> ● Introduction ● Payment gateway process ● Payment Gateway: Types, advantages and disadvantages ● Types of transaction security 3. Integration of direct marketing and E- Commerce through the use of internet and social media: <ul style="list-style-type: none"> ● What is internet ● How companies use internet to promote the product ● Impact of internet on direct marketing and E-Commerce industry ● Growing importance of social media ● Role of social media on consumers and business 	

<p>TYBAMMC: ADVERTISING</p>	<p>Semester V</p>
<p>RJAUBAMMCAD505 Paper 5: Direct Marketing & E-Commerce</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will comprehend the growing significance of direct marketing. 2. The learners will be able to understand the importance of effective integrated marketing communication and customer relationship management. 3. Gain skills relating to database management, developing marketing strategies, research analysis and testing 4. Gain understanding of the increasing significance of E-Commerce and its applications in business and various sectors. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will get acquainted with various direct marketing techniques (traditional and modern) for reaching ultimate customers and building up customer loyalty and database management. ➤ Learners will get an insight on direct marketing activities on various Social Media platforms through E-commerce. ➤ Learners will be aware of the business of direct marketing, database management, marketing strategies, research analysis and testing the consumer buying pattern. ➤ Learners have evolved and gained knowledge about importance of Direct Marketing over conventional advertising

SEMESTER V	
Course Name: Consumer Behaviour	
Course Code: RJAUBAMMCAD506	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Basics of Consumer Behaviour	10
1. Introduction to consumer behaviour: <ul style="list-style-type: none"> ● Need to study consumer behaviour ● Psychological & sociological dynamics of consumption ● Consumer behaviour in a dynamic & digital world 2. Marketing and consumer behaviour: <ul style="list-style-type: none"> ● Segmentation strategies - VALS ● Communication process ● Persuasion - needs & importance ● ELM ● Persuasive advertising appeals. 	
<i>UNIT II</i>	08
Physiological determinants and Consumer Behaviour	
<ul style="list-style-type: none"> ● Motivation - Types & theories (Maslow) ● Attitude – Characteristics – Theories – Tricomponent. ● Multi Attitude model ● Cognitive dissonance ● Personality - Facets of personality <ol style="list-style-type: none"> a. Theories – Freud & Jung b. Personality traits & consumer behaviour c. Self concept Application of these theories in the marketing and consumer behaviour	
<i>UNIT III</i>	10
Relevance of learning in Consumer Behaviour	
<ul style="list-style-type: none"> ● Perception - Elements in perception <ol style="list-style-type: none"> a. Subliminal perception b. Stereotyping in advertising ● Learning – Elements in consumer learning ● Behavioral & classical theory ● Cognitive learning 	
<i>UNIT IV</i>	10
Socio-Economic and Cultural determinants of Consumer Behaviour	
<ul style="list-style-type: none"> ● Family - Role of family in socialization & consumption - FLC ● Culture - Role and dynamics <ol style="list-style-type: none"> a. Subculture and its influence on consumption 	

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<ul style="list-style-type: none"> b. Changing Indian core value c. Cross culture consumer perspective ● Social group- primary and secondary and the role of reference group and consumer behaviour. ● Economic- social class as the economic determinants of consumer behaviour 	
UNIT V	10
Consumer decision making	
<ul style="list-style-type: none"> ● Process of decision making ● Models of decision making ● Opinion leadership ● Diffusion and adoption process 	

TYBAMMC: ADVERTISING	Semester V
RJAUBAMMCAD506 Paper 6: Consumer Behaviour	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will gain understanding of the socio- economic and cultural determinants of consumer behaviour. 2. The learners will gain insight into the psychological factors impacting the consumer behaviour. 3. Learners will be introduced to the complexities of consumer behaviour, its importance in marketing & advertising. 4. The learners will be able to apply the knowledge and design effective marketing campaigns. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Sensitize the learners to the changing trends in consumer behaviour, and the important role it plays while designing the varied marketing strategies for a company. ➤ The Learners will be able to conceptualize and design effective and relevant advertising campaigns.

SEMESTER VI	
Course Name: Digital Media	
Course Code: RJAUBAMMCAD601	
Credits: 04	Total Lecture: 48
UNIT I	
Introduction To Digital Marketing	
<ul style="list-style-type: none"> ● Understanding digital media ● Advantages of digital media ● Principles of digital media marketing ● Key concepts in digital media ● Traditional Vs digital media 	04
UNIT II	
Search Engine Optimisation (SEO)	
<ul style="list-style-type: none"> ● How search engine works ● Introduction to SEO ● On page optimisation ● Off page optimisation ● SEO audit, tools and measurement ● SEO resources, careers in SEO 	08
UNIT III	
Search Engine Marketing (SEM)	
<ul style="list-style-type: none"> ● What is SEM ● Why SEM ● What is Google Adwords? Why Google Adwords ● Google network ● Adwords terminologies ● Campaign types ● Creation of Google Display NETWORK (GDN) ● Display Ads format ● Conversion tracking ● GDN Campaign creation (DEMO) ● Remarketing ● What are Google shopping Ads 	04
UNIT IV	
Social Media Marketing (SMM)	
<ul style="list-style-type: none"> ● Introduction to Social Media ● Facebook marketing ● Instagram marketing ● LinkedIn marketing ● Twitter marketing ● SMM Tools ● Creating a successful social media strategy 	04

<i>UNIT V</i>	05
Email Marketing	
<ul style="list-style-type: none"> ● Key terms and concepts ● Customer acquisition strategies ● Best Practices : CRABS ● Tools to enhance lead nurturing ● Enhance better reach 	
<i>UNIT VI</i>	06
Web Analytics	
<ul style="list-style-type: none"> ● Introduction to analytics 06 ● Social CRM and analysis ● Google analytics ● Digital Analytics ● Content performance analytics ● Visitor analysis ● Social media analytics 	
<i>UNIT VII</i>	10
Affiliate Marketing and Programmatic Marketing	
<ul style="list-style-type: none"> ● Affiliate marketing ● Definition, purpose, resources required, top players in affiliate marketing, segregation of affiliate marketing ● Programmatic marketing ● Evolution and growth of programmatic marketing ● Real time bidding ● Types of programmatic advertising ● Advantages and challenges, myths of programmatic marketing 	
<i>UNIT VIII</i>	04
Content Writing	
<ul style="list-style-type: none"> ● Introduction to content writing ● Core principles of content writing ● Why does blog matter? ● Principles of writing blogs ● How to write content for twitter and mobile 	
<i>UNIT IX</i>	03
Cyber Laws	
<ul style="list-style-type: none"> ● Information Technology Act 02 ● Copyright Act ● Cyber ethics ● Digital Security 	

<p>TYBAMMC: ADVERTISING</p>	<p>Semester VI</p>
<p>RJAUBAMMCAD601</p> <p>Paper 1: Digital Media</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. 2. Learners will be able to understand the key goals and stages of digital campaigns. 3. The learners will gain hands-on skills to develop digital marketing plans. 4. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be familiarized with the importance and techniques of SEO, SEM and SMM ➤ The learners will gain knowledge and understanding of the various technologies that aid in communication. ➤ Understanding about modern advancements in the digital world and the role they play in helping digital marketing experts in better understanding their audience.

SEMESTER VI	
Course Name: Advertising Design	
Course Code: RJAUBAMMCAD602	
Credits: 04	Total Lecture: 48
UNIT I	
Introduction: Advertising Design - Communication Design	Lectures
<ol style="list-style-type: none"> 1. Project paper: <ul style="list-style-type: none"> ● Introduction to project paper and campaign outline, elements to be produced and viva voce 2. Role of agency departments: <ul style="list-style-type: none"> ● Accounts department: Client handling, strategy planning ● Media department: Media research, media planning, buying & billing ● Creative department: Prime caliber, all of visualization, creative thinking, execution ● Production department: (in-house or outsource) ● Photography, TVC, print of promotional material. 3. Design process: <ul style="list-style-type: none"> ● Research of: <ol style="list-style-type: none"> 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation & Copy 6. Illustration: Choosing one among 7. Execution: Graphic design 4. Art direction: <ul style="list-style-type: none"> ● Role of director in various media ● Detailing in illustration ● Detailing in TVC: location, models, costume, working on storyboard 5. Analyzing Ads and logos: <ul style="list-style-type: none"> ● Discussion of existing ads ● Print ads: For layout, colours, message ● TVCs: AV, pace, tone etc ● Innovative, ambient, transit for relevancy ● PoS: For size, place, consumer psychology 	10
UNIT II	
Design Basics: Language of Visuals	08
<ol style="list-style-type: none"> 1. Elements of design: <ul style="list-style-type: none"> ● Vocabulary: point, line, shape, size, tone, colours, texture, space 2. Principles of design: <ul style="list-style-type: none"> ● proportions, Contrast, harmony, balance, design rhythm, unity 3. Rule of design: <ul style="list-style-type: none"> ● Rules/Guide: Emphasis, proximity, alignment, visual path ● Syntax Gestalt: Completion, closure, invariance, multi-stability, figure & ground etc 	

<p>4. Optical illusions:</p> <ul style="list-style-type: none"> ● Visual Influence: Shapes & proportions, tones & contrast, lines & length <p>5. Typography:</p> <ul style="list-style-type: none"> ● Type as Design element ● Classification: Serif, Sans serif, decorative, trendy etc. ● Measurement: size, weight, kern, track, leading, baseline, etc ● Word expression, meaning expressed by appearance 	
UNIT III	10
Layout: The BluePrint	
<p>1. Types of layout:</p> <ul style="list-style-type: none"> ● Mondrian, Picture window, split, big type, all text, all art, circus etc. <p>2. Stages of layout:</p> <ul style="list-style-type: none"> ● Thumbnail sketches, rough layout, finished layout, comprehensive <p>3. Choosing picture:</p> <ul style="list-style-type: none"> ● Strong visual capability of selecting target group, suitable with headline, trial close. <p>4. Choosing typo:</p> <ul style="list-style-type: none"> ● Sorting text into parts of copy. ● Choosing appropriate typeface for headline, subheads slogan, body etc. <p>5. Putting all together:</p> <ul style="list-style-type: none"> ● Choosing canvas size, trying formats, orientations, various proportions of verbal & visual. 	
UNIT IV	10
Planning A Campaign: Working On Final Project	
<p>1. Choosing a product:</p> <ul style="list-style-type: none"> ● Finalizing what to sell ● Designing a Logo: Type based, Shape based, combo, Symbolic etc. ● Planning tagline <p>2. Research:</p> <ul style="list-style-type: none"> ● Product/Service (features & benefits) ● Market: Wants & needs, psychography & demography, what words may click their minds. ● Tone and voice <p>3. Idea generation:</p> <ul style="list-style-type: none"> ● Coming to big idea, trying various idea generation techniques <p>4. Visualizing layout:</p> <ul style="list-style-type: none"> ● Choosing appropriate image/s & working on rough layout ● Finalizing layout for highest effectiveness. 	
UNIT V	10
Execution: On System Work (Faculty To Guide & Instruct)	
<p>1. Logo design:</p> <ul style="list-style-type: none"> ● Working on system: Corel Draw/Illustrator ● Designing Logo, deciding color scheme (logo is vector based) ● Modifying typo, using glyphs, considering shape as identity <p>2. Logo manual:</p> <ul style="list-style-type: none"> ● Creating a logo design philosophy ● Explaining the logic behind choice of type, choice of colour, reason for 	

<p>shape, tagline as brand promise.</p> <ul style="list-style-type: none"> ● Making all compact. ● Creating 4 diff sizes & also reverse <p>3. Print ads/ Press ads:</p> <ul style="list-style-type: none"> ● Press: Using finalized layout for creating series of three ads (synergy maintained) ● Different image same typography or different expressions same model-(brand ambassador) and same typo Creating headlines suitable to image (syntax) <p>4. Outdoor ad, innovative, transit, ambient and point of purchase:</p> <ul style="list-style-type: none"> ● Outdoor: Deciding location, Format, Spotting frequency ● Advantage of location, advantage of local surroundings, spotability, appropriate headlines <p>5. TVC or web ads:</p> <ul style="list-style-type: none"> ● TVC: Story line, Script, Floor plan, Camera plot ● Storyboard with , VFX, OSD, SFX, VO ● Web ad: Pop up, Scroll, Banner etc ● Printing, Mounting & Preparing for viva. 	
Internal Assessment	
<p>1. Learning process in art has four phases:</p> <ol style="list-style-type: none"> a. Appreciation b. Imitation c. Inspiration d. Creation <p>2. To take the students through all these phases the internal assessment consists of: Scrapbook: (appreciation) Collection of print ads from magazine & Newspaper as well as Logos of different brands. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.</p> <p>3. Logos have to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.</p> <p>4. Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprises idea generation & rough storyboard.</p> <p>5. Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.</p>	
External Project	
<p>Project: Elements of Campaign: Language can be English, Hindi, Marathi.</p> <ol style="list-style-type: none"> 1. Logo Design: (Fresh) presented in Logo Manual 2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual. 3. Press Ads: Series of 3 ads for Newspaper maintaining synergy. 4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional 5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign) 6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service 	

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<p>7. Point of Sale: Standee/ Dangers/ Strut cad/ Tent card/ kiosk etc: any one suitable 8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO 9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service.</p>	
General Instructions	
<p>1. Students have to choose an existing product with a new fresh brand name & new logo & not the existing brand. 2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is the job of engineers & we are in communication. (If an agency has to rely on innovation for the advertisement then it's a failure of their efficiency.) 3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design. 4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If a student has to verbally push to sell 'his work' then the work is weak.</p>	

<p>TYBAMMC: ADVERTISING</p>	<p>Semester VI</p>
<p>RJAUBAMMCAD602 Paper 2: Advertising Design</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners shall understand the process of planning & production of the advertisement. 2. The course will be able to highlight the importance of visual language as an effective way of communication. 3. Learners will gain practical training in the field of advertising thereby making them industry ready. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will gain practical training in the field of advertising thereby making them industry ready. ➤ Learners will be able to analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications

SEMESTER VI	
Course Name: Advertising In Contemporary Society	
Course Code: RJAUBAMMCAD603	
Credits: 03	Total Lecture: 48
UNIT I	
Changes In Advertising Environment	
10	
<ul style="list-style-type: none"> ● Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, entry of MNCs in India, Its effect on Indian companies and the advertising strategy. ● Effects of Liberalization on the advertising industry in context to economy, business, employment and lifestyle. 	
UNIT II	
Effect of Advertising, Criticisms of advertising, Social Implication of Advertising	
10	
<ul style="list-style-type: none"> ● The use and effect of advertising on the following: <ol style="list-style-type: none"> 1. Women 2. Children 3. Old People 4. Youth ● Criticism of Advertising: Controversial advertising; Gender Bias Advertising and popular culture; social implication of advertising; the effect of advertising on market and economy. 	
UNIT III	
Types of Advertising; Internet Advertising and Digital Advertising	
08	
<ul style="list-style-type: none"> ● Political advertising, B to B ● Consumer advertising ● Retail advertising ● Industrial advertising ● Financial advertising ● Internet advertising and digital advertising: Upcoming different ways in new media. 	
UNIT IV	
Analysis of Advertising Environment of India and other Foreign Countries	
12	
<ul style="list-style-type: none"> ● National, international and global advertising and marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, France, China, Japan, Brazil, UAE, Thailand ● The use of this analysis in marketing and advertising (case study) 	

<i>UNIT V</i>	08
Social Marketing	
<ul style="list-style-type: none"> ● Definition, Need for social marketing ● The difficulties of social marketing ● The various subjects for social marketing ● Effects of social marketing (case study) 	

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD603 Paper 3: Advertising In Contemporary Society	Course Outcomes: <ol style="list-style-type: none"> 1. Develop basic understanding of the change in the contemporary society environment 2. Learners will get acquainted with contemporary advertising and its effects on the society 3. Learners will understand the comparison and analysis of international and global advertising and marketing 4. Determine the need for social marketing and acquire the skills required to develop a social marketing campaign. Learning outcomes: <ul style="list-style-type: none"> ➤ Understand the environment of Advertising in Contemporary Society. ➤ Gain understanding of liberalization and its impact on the economy and other areas of Indian society ➤ The learners will be able to compare and analyse the advertising environment of different countries.

SEMESTER VI	
Course Name: Media Planning and Buying	
Course Code: RJAUBAMMCAD604	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Introduction To Media Planning	06
<ul style="list-style-type: none"> ● Basic terms and concepts ● The function of media planning and buying in advertising ● Objectives of MP. ● Role of media planner ● Challenges in media planning ● BARC and NCCS Grid ● Factors influencing media strategy decisions ● Criterion for selecting media vehicles 	
<i>UNIT II</i>	02
Negotiation Skills in Media Buying	
<ul style="list-style-type: none"> ● Negotiation strategies ● Laws of persuasion 	
<i>UNIT III</i>	06
Media Planning Process	
<ul style="list-style-type: none"> ● Situation analysis and marketing strategy plan ● Media Briefing ● Media objectives and target audience analysis ● Media selection and strategy ● Media budgeting ● Media Buying ● Evaluation 	
<i>UNIT IV</i>	02
Media Mix	
<ul style="list-style-type: none"> ● Factors affecting media mix decision 	
<i>UNIT V</i>	06
Media Measurement	

<ul style="list-style-type: none"> ● Reach ● Frequency ● GRPS/GVT Ratings ● TRP/TVT Ratings ● Impressions ● Cost efficiency ● Cost per thousand ● Cost per rating ● Circulation / Readership /AIR ● Selectivity Index ● Share of Voice 	
UNIT VI	06
Sources of Media Research	
<ul style="list-style-type: none"> ● Nielsen Clear Decision (NCD for Print) ● Broadcast Audience Research Council ● Audit Bureau of Circulation ● RAM ● Comscore – Digital ● Alexa 	
UNIT VII	04
Selecting Suitable Media Options (Advantages and Disadvantages)	
<ul style="list-style-type: none"> ● Newspaper ● Magazine ● Television (National, Regional, Local) ● Radio ● Outdoor and out of home ● Transit ● Cinema Advertising 	
UNIT VIII	04
Media Buying	
<ul style="list-style-type: none"> ● Newspaper ● Magazine ● Television ● Radio 	
UNIT IX	02
Communication Mix	
<ul style="list-style-type: none"> ● Communication mix 	
UNIT X	10

Digital Media Buying	
<ul style="list-style-type: none"> ● Buying digital advertising: An overview of paid media, owned media and earned media). ● Digital sales funnel ● Direct buys from the websites /impact buys ● Programmatic buying: [DSP (Demand side platform) or RTB (Real time bidding)] ● Advertising via premium publishers ● Advertising via networks and exchanges ● Affiliate Network (Click bank, commission junction, adfunky,search.com) ● The local publishing market ● OTT Platforms ● Influencers marketing or social media influencers ● Content advertising ● Native advertising ● App installed campaign ● Push notification ● Google ads ● Bing ads ● Lead Progression: <ul style="list-style-type: none"> a. Cost per impression b. Cost per click(CPC) c. Cost per lead (CPL) d. Cost per action (CPA) or pay per action (PPA) e. Cost per conversion or revenue sharing or cost per sale 	

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD604 Paper 4: Media Planning and Buying	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will develop knowledge of major media characteristics. 2. Gain understanding of the procedures, requirements, and techniques of media planning and buying, thereby enabling effective delivery of objectives. 3. The learners will be able to determine the various media mix and their comparative implementation 4. The learners will gain knowledge of budget allocation for a Media plan. Learning outcomes: <ul style="list-style-type: none"> ➤ Acquaintance of techniques and skills necessary for preparing media briefs, conducting media audits, preparing a suitable media mix etc.

	➤ Develop skills and understanding with respect to Media plans and brief on allocation of budget.
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SEMESTER VI	
Course Name: Advertising and Sales Promotion	
Course Code: RJAUBAMMCAD605	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Introduction to Sales Promotion	10
1. Introduction to Sales promotion: <ul style="list-style-type: none"> ● Nature and importance of sales promotion, ● Role of promotion in the marketing mix ● Scope and role of sales promotion ● Reasons for the Increase in sales promotion ● Consumer franchise building versus non franchise building promotions 2. Theories in sales promotion: <ul style="list-style-type: none"> ● Push promotion ● Pull promotion ● Combination theory 3. The psychological theories behind sales promotion <ul style="list-style-type: none"> ● Reciprocation ● Social Proof ● Foot-in-the-Door Technique ● Door-in-the-Face Technique ● Loss aversion ● Social norms marketing ● High, medium, low 	
<i>UNIT II</i>	12
Various Methods of Sales Promotion	
1. Methods of consumer oriented sales promotion: <ul style="list-style-type: none"> ● Sampling ● Coupons ● Premiums ● Refund, rebates, cash backs ● Contests and sweepstakes ● Bonus packs ● Price off ● Exchange offers ● EMI ● Demonstration of product ● After sale service 2. Methods of trade oriented sales promotion: <ul style="list-style-type: none"> ● Contest & incentives for dealers 	

<ul style="list-style-type: none"> ● Trade allowances (buying allowances, slotting allowances, promotional allowances) ● Point of purchase displays ● Sales training programs ● Trade shows and dealer conferences ● Stock return ● Credit terms ● Dealer trophies <p>3. Methods of sales forces oriented sales promotion:</p> <ul style="list-style-type: none"> ● Bonus and incentives to sales force ● Sales promotion contest ● Sales meetings and conferences ● Free travel ● Sales literature ● Demonstration kits ● Honor or recognition 	
UNIT III	12
Study and Analyse Sales Promotion Campaign of the Major Brands	
<ol style="list-style-type: none"> 1. Three loyalty programs:(One each of FMCG, consumer durable and service) 2. Three Consumers oriented sales promotion: (One each of FMCG, consumer durable and service) 3. Three trade oriented sales promotion program:(One each of FMCG, consumer durable and service) 4. Three sales force oriented sales promotion program:(One each of FMCG, consumer durable and service) 5. Two sales promotion of any luxury brands 	
UNIT IV	10
Effects, Steps and Coordination of Sales Promotion	
<ol style="list-style-type: none"> 1. Predicting sales promotion effect <ul style="list-style-type: none"> ● Evaluation methods of sales promotion ● Short term and long term effects of sales promotion ● Long-term impact of sales promotion on brand image ● Influence of sales promotion on customer purchasing behaviour 2. Steps in designing of sales promotion campaign: <ul style="list-style-type: none"> ● Designing loyalty, continuity and frequency program ● Big data and loyalty ● Gratification and loyalty 3. Coordination sales promotion and advertising: <ul style="list-style-type: none"> ● Budget allocation ● Coordination of ad and promotion themes ● Media support and timing 4. Sales promotion abuse: <ul style="list-style-type: none"> ● Over use ● Sales promotion trap 	

TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD605 Paper 5: Advertising and Sales Promotion	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will be able to demonstrate a thorough understanding of the major sales promotion concepts 2. The course will enable the learners to develop a framework to make effective sales promotion decisions. 3. The learners will be able to develop skills that help to analyse sales Promotion Campaign of the major brands. 4. Equip the learners with necessary skills required to develop an effective sales promotion campaign. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will gain understanding of various types of sales promotion techniques that can be employed to increase sales. ➤ Gain knowledge about the trends of information technology tools. ➤ The learners will be able to develop skills to design effective sales promotion campaigns.

SEMESTER VI	
Course Name: Retailing and Merchandising	
Course Code: RJAUBAMMCAD606	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
About the Features	12
<ol style="list-style-type: none"> 1. Introduction to the world of retailing 2. Types of retailers: <ul style="list-style-type: none"> ● Multichannel retailing, Customer buying behaviour, retail market strategy, overview of merchandising 3. Identifying and understanding retail customers: <ul style="list-style-type: none"> ● Factors affecting retail strategies, consumer demographic and lifestyle 4. Social factor: <ul style="list-style-type: none"> ● Social factors, consumer needs and desires, shopping attitudes and behaviour, consumer decision making process, retailers' actions 5. Formats based on pricing: 	

<ul style="list-style-type: none"> ● Pricing as a competitive advantage, discount retailing , super Store retailing , off price retailing 	
UNIT II	12
Retail Communication and IT	
<ol style="list-style-type: none"> 1. Managing communication for a retail store offering: <ul style="list-style-type: none"> ● Introduction, objectives, marketing communication, thematic communication 2. Methods of communication: <ul style="list-style-type: none"> ● Methods of communication, graphics, signage 3. IT for retailing: <ul style="list-style-type: none"> ● Information systems, barcoding, retail ERP 4. Trends & innovation: <ul style="list-style-type: none"> ● Analytics & tools 	
UNIT III	12
Introduction to Merchandising	
<ol style="list-style-type: none"> 1. Concept of retail merchandising: <ul style="list-style-type: none"> ● Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers 2. Merchandise mix: <ul style="list-style-type: none"> ● Merchandise mix, concept of assortment management, merchandise mix of show off 3. Merchandise display: <ul style="list-style-type: none"> ● Concept of merchandise displays, importance of merchandise displays 4. Space management: <ul style="list-style-type: none"> ● Concept of space management, role of it in space management, concept of planogram 5. Formats based on merchandise selection: <ul style="list-style-type: none"> ● Merchandise selection as a competitive advantage, specialty store retailing, department store retailing, super specialist, niche specialist 	
UNIT IV	12
Visual and Online Merchandising	
<ol style="list-style-type: none"> 1. Visual merchandising: <ul style="list-style-type: none"> ● Merchandising: Meaning of visual merchandising, objectives of visual merchandising, growth of visual merchandising 2. Visual merchandising in India: <ul style="list-style-type: none"> ● Visual merchandising in India, product positioning and visual merchandising 3. Non store merchandising: <ul style="list-style-type: none"> ● Introduction, objectives, non-store retail merchandising, television retailing/home shopping, product presentation in non-store retail merchandising 	

<p>4. Online merchandising:</p> <ul style="list-style-type: none"> ● Internet retailing/online shopping, catalogue management <p>5. Trends and innovation:</p> <ul style="list-style-type: none"> ● Analytics and tools 	
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TYBAMMC: ADVERTISING	Semester VI
RJAUBAMMCAD606 Paper 6: Retailing and Merchandising	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Introduce the learners to the concept of retailing and enable them to understand the strategies of Retail Marketing. 2. Introduce the learners to the concept of and merchandising and different skills of merchandising. 3. The learners will gain understanding of the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing. 4. Develop skills of retail communication and learn about the trends of information technology tools. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners now have a fair understanding about the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing. ➤ Learners have gained knowledge about the trends of information technology tools. ➤ Learners have now evolved with better understanding of Retail and Merchandising business and changing attitudes of retail consumers in India

REFERENCE BOOKS AND READING MATERIAL

Copywriting

1. Looking Away by Harsh Mander
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan, Sam Bennett , Edward Boches

Advertising & Marketing Research

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition
3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf

Brand Building

1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob
5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
6. Kumar, Ramesh S, Marketing and branding-Indian scenario, ----, 2007
7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
8. What great brands do Building Principles that Separate the ..Denise Lee yohn .
9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
10. 10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)

Agency Management

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

Direct Marketing & E-Commerce

1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times -Prentice Hall 2000

2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
3. Jim Sterne and Anthony Prior - Email Marketing - John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash
7. The New Direct Marketing: How to Implement a Profit driven Database, by Rajeev Batra
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp
9. Digital marketing (E commerce) – Vandana Ahuja.

Consumer Behaviour

1. Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour.
2. Pearson 11th Edition.
3. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgraw Hill.
4. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

Digital Media

1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia

Advertising Design

1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

Advertising In Contemporary Society

1. Advertising by Amita Shankar
2. Advertising by London & Britta
3. Advertising by Ramaswamy & Namakeeman

Media Planning & Buying

1. Advertising Media Planning, by Roger Baron, Jack Scissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

Retailing & Merchandising

1. Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York
2. Fairchild Fernie, J, Logistics and Retail Management. London,
3. Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York
4. Fairchild Drake, M .F, Retail Fashion Promotion and Advertising. New York
5. Macmillan Berman, Retail Management. New Jersey
6. Jersey, Prentice Hall Lucas, G. H. , Retail Management, 3rd Edition, LondonPitman Publication Gercas , G. H , Retailing, Chennai
7. All India Publication Levy, Michael (2012) Retailing Management 8th Ed. New York

8. NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4th Edition, Bloomsbury Publications.



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjunwala College
of Arts, Science & Commerce
(Autonomous College)

Refer to page nos: 02 and 03

highlighting component
of Research Project

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- JOURNALISM

(CBCS)

w.e.f.

2019-2020

Program: BA in Multimedia and Mass Communication

Program Code: RJAUBAMMC

DISTRIBUTION OF TOPICS AND CREDITS**TYBAMMC - JOURNALISM SEMESTER V**

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCJR501	Reporting	04	<ol style="list-style-type: none"> 1. Concept of News 2. News gathering 3. Beats system in reporting 4. Coverage of disasters 5. Case Studies
RJAUBAMMCJR502	Investigative Journalism	04	<ol style="list-style-type: none"> 1. Introduction to Investigative Journalism. Careers and Opportunities in Investigative Journalism: 2. Data Collection: Sources 3. Designing the story: Finding and writing your story 4. Data protection and security: Security of sources and data 5. Final Story: Generation of the story
RJAUBAMMCJR503	Writing and Editing Skills	03	<ol style="list-style-type: none"> 1. Tools and techniques of editing 2. Crisp Writing 3. Resume writing: telling your story 4. Feature writing 5. Interviews.
RJAUBAMMCJR504	Global Media and Conflict Resolution	03	<ol style="list-style-type: none"> 1. Evolution of Global Media 2. Media Profiles, issues and analysis 3. Media Profiles, issues and analysis 4. Conflict Resolution 5. Media Information Literacy
RJAUBAMMCJR505	Business and Financial Journalism	03	<ol style="list-style-type: none"> 1. Business and Financial Journalist 2. Reporting of Major Indian Scams 3. Beats and Audiences in Business and Financial Journalism in India 4. Financial Markets and Institutions 5. Globalization: Global Trade and Finance
RJAUBAMMCJR506	News Media Management	03	<ol style="list-style-type: none"> 1. Introduction 2. Organizational Structure 3. Resource and Supply Chain and Marketing Techniques 4. Disruptive Technology and Media Business Models 5. Case Studies

TYBAMMC- JOURNALISM SEMESTER VI

Course Code	Nomenclature	Credits	Topics
RJAUBAMMCJR601	Digital Media	04	<ol style="list-style-type: none"> 1. Introduction to Digital Marketing 2. Search Engine Optimization(SEO) 3. Search engine Marketing (SEM) 4. Social Media Marketing (SMM) 5. Email Marketing 6. Web Analytics 7. Affiliate Marketing and Programmatic Marketing 8. Content Writing 9. Cyber Laws
RJAUBAMMCJR602	Newspaper and Magazine Design (Project)	04	<ol style="list-style-type: none"> 1. Design and Layout Basics 2. Editing and Terminology 3. Typography and Visual Aids 4. Working on Project Quark or InDesign 5. Planning and Production of Magazine
RJAUBAMMCJR603	Contemporary Issues	03	<ol style="list-style-type: none"> 1. Social Movements and Progress for society 2. Economic Growth and development 3. Politics and society 4. Social Welfare schemes by the Government of India
RJAUBAMMCJR604	Lifestyle Journalism	03	<ol style="list-style-type: none"> 1. Lifestyle Journalism: An Introduction 2. Writing Style: Words, Picture, Story and Editing 3. Types of Lifestyle Writing 4. Fashion Influencers: Role and Importance 5. Social Media: Lifestyle and role of Social Media
RJAUBAMMCJR605	Magazine Journalism	03	<ol style="list-style-type: none"> 1. History of Magazine Journalism 2. Definition and Genres of Magazines 3. Organizational Structure 4. Cover Story 5. Types of Articles 6. Magazine Design
RJAUBAMMCJR606	Television Journalism	03	<ol style="list-style-type: none"> 1. History and Development of TV Journalism 2. Television formats: Content and presentation 3. Developing skills 4. Current and Emerging Trends in Television Journalism 5. Evolution, Organization, Policies and Programming of News Service.

SEMESTER V	
Course Name: Reporting	
Course Code: RJAUBAMMCJR501	
Credits: 04	Total Lecture: 48
UNIT I	Lectures
Concept of News	10
<ul style="list-style-type: none"> ● Definition Of News, types of news, ● Elements of news, ● Collection of facts. ● News-writing, How to write a news story, ● Basic Principles of Reporting, ● ABC of Reporting Accuracy, Balance/Brevity and Clarity, Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such as Verification, Attribution of Sources, Speed. Do these principles clash with each other? 	
UNIT II	10
News Gathering	
<ul style="list-style-type: none"> ● How do reporters gather news?: Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. incident/On the spot coverage. ● Sources: Primary and Secondary, Citizen journalism, Role of anonymous sources, New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover. 	
UNIT III	10
Beats System in Reporting	
<ul style="list-style-type: none"> ● What is beat system, why it is necessary, how does it help, ● What are the requirements of various beats? The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment and Defense. ● New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer. 	
UNIT IV	08
Coverage of Disasters	
<ul style="list-style-type: none"> ● Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, ● Precautions and responsibilities. ● Imminent Dangers or threats in Reporting. ● Study these with special in-depth reference to: Pulwama attack, Gadchiroli Naxal attack, Return of Abhinandan Varthaman, The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied. 	

UNIT V	10
Case Studies	
<ul style="list-style-type: none"> ● Ethical Issues in reporting/ Credibility of Reporters. ● Follow-up Story ● Yellow Journalism and its comparison with other forms. ● Rafale scam ● Agusta Westland case ● PNB scam (Nirav modi) ● National Herald ● Panama case ● Bofors scam ● Watergate scam <p>The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections should be applied in studying these.</p>	
Internal Assignments Suggestions	
<p>There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in a mock environment, is given priority. The knowledge of basic beats can be tested through the application.</p>	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR501 Paper 1: Reporting	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will be able to understand the basic ethos of the news and news-gathering. 2. The learners will gain skills in communicating and comprehending structures of news writing (inverted pyramid structure), language of news writing, objectivity and writing techniques. 3. The learners will be able to gain knowledge and skills on how to become reporters for various beats. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain an important lesson- to become reporters, which is supposed to be a prerequisite for entering the field of journalism. ➤ The learners are imparted and encouraged to inculcate the skills

	for investigative journalism and news-gathering using conventional and modern methods.
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SEMESTER V	
Course Name: Investigative Journalism	
Course Code: RJAUBAMMCJR502	
Credits: 04	Total Lecture: 48
UNIT I	
Introduction to Investigative Journalism Careers and Opportunities in Investigative Journalism	
	10
<ul style="list-style-type: none"> ● Introduction to Investigative Journalism: ● Who is an Investigative Reporter ● Role of an Investigative Reporter ● Qualities and essentials for becoming an investigative journalist, career and opportunities ● Center for Investigative Journalism (CIJ) ● Ethical/unethical use of sting operations 	
UNIT II	
Data Collection Sources	
	10
<ul style="list-style-type: none"> ● Records and the Confidentiality of Source ● Issues of contempt, defamation ● Right to Privacy and Official Secrets Act ● What is evidence? ● Case Study: Panama Papers and Watergate Scandal 	
UNIT III	
Designing your story: Finding and writing your story	
	10
<ul style="list-style-type: none"> ● Observation ● Planning techniques ● Cultivating sources ● Developing the project 	
UNIT IV	
Data Protection and Security: Security of sources and data	
	08
<ul style="list-style-type: none"> ● Protection of sources ● Safety of journalists ● Criticism of Investigative Journalism 	
UNIT V	
Final Story: Generation of the Story	
	10
<ul style="list-style-type: none"> ● Research methods ● Insight knowledge ● Asking the right questions 	

<ul style="list-style-type: none"> ● Libel and fact checking ● Writing and rewriting the report 	
Internal Evaluation Assignments and Suggestions	
<ul style="list-style-type: none"> ● Mandatory screening of the following documentaries/films/movies: <ol style="list-style-type: none"> a. All The President's Men (based on The Watergate Scandal, one of the most viewed movies) b. Icarus (Documentary On The Russian Olympics Doping Scandal, won the Oscar in 2018) c. Spotlight/The Post (Journalism in an era without internet and mobile phones, when journalists took years working on an investigation) ● Project guided by faculties ● Any one small local case to be taken and investigated and submitted in the form of compilation of all the methodology ● Continuous weekly evaluation of the investigation being carried out on the case study selected by the learner. ● Group Discussions 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR502 Paper 2: Investigative Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be able to understand the role of investigative reporting in modern journalism 2. The learners will gain an insight into the skills to conduct investigative research in an ethical manner. 3. Develop skills and techniques to pen quality investigative articles. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The students will develop the capacity to comprehend and analyse key aspects of investigative journalism despite limited resources. ➤ The learners will gain knowledge about security of self, their sources of story and data. ➤ The learners will develop skills to write excellent investigative stories for the media.

SEMESTER V	
Course Name: Writing and Editing Skills	
Course Code: RJAUBAMMCJR503	
Credits: 03	Total Lecture: 48
UNIT I	
Tools and Techniques of Editing	
	10
<ul style="list-style-type: none"> ● Brevity: The soul of communication, Eliminating redundancy in communication ● Functional Grammar: Refreshing Grammar, Common Errors ● Word Power: Working with words ● Punctuations: For media usage ● Style Book: Use of numbers, abbreviations, names and terms 	
UNIT II	
Crisp Writing	
	08
<ul style="list-style-type: none"> ● News Sense: Finding the right story angle ● Saying it in bold: Writing headlines, captions, leads and intros ● Podcast: Writing for the ear ● Net cast: Writing for visuals ● Webcast: Story Compiling, Difference between writing for print and real time writing. 	
UNIT III	
Resume writing : Telling your story	
	10
<ul style="list-style-type: none"> ● Assimilating facts and details ● Building a narrative ● Making it pictorial ● Layout and page design ● Being a credible voice 	
UNIT IV	
Feature Writing	
	10
<ul style="list-style-type: none"> ● Feature stories: Human Interest Stories ● Reviews: Books, Films, App ● Columns: Analytical, Interactive, Agony Aunt ● Editorials: Importance, Voice of the publication, Format ● Obituaries: Writing obituaries, Need for factual verification and tone, Can obituaries be critical? 	
UNIT V	
Interviews	
	10
<ul style="list-style-type: none"> ● Types of subjects ● Preparing for interviews ● Preparing a questionnaire ● Protocol and Ethical Issues 	

- Writing the Interview copy

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR503 Paper 3: Writing and Editing Skills	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will be acquainted with the art of narration and storytelling. 2. The learners will be able to practice crisp writing and build stories that hold the interest of the readers. 3. The learners will gain insight into the art of interviewing and practice writing strictly within the contours of journalistic principles. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain understanding of the tools and techniques of editing and writing. ➤ Provision and inculcation of skills to write various types of features.

SEMESTER V	
Course Name: Global Media and Conflict Resolution	
Course Code: RJAUBAMMCJR504	
Credits: 03	Total Lecture: 48
UNIT I	Lecture s
Evolution of Global Media	10
<ul style="list-style-type: none"> ● North – South Divide, Imbalance in Global flows ● NWICO, MacBride Commission, Failure of NANAP ● Global Media Conglomerates, parachute journalism and embedded journalism ● Post Truth and avalanche of fake news ● Information Disorder 	
UNIT II	10
Media profiles, Issues and Analysis	

<ul style="list-style-type: none"> ● Contemporary Role of Global News Agencies ● Media in Europe ● Media in USA and Australia ● Media in Russia ● Media in Africa : talking drums; community radio 	
UNIT III	12
Media profiles, Issues and Analysis	
<ul style="list-style-type: none"> ● Media in China ● Media in Japan ● Media in North Korea ● Media in Singapore ● Media in the Middle East and Role of Al Jazeera ● Media in Malaysia 	
UNIT IV	10
Conflict Resolution	
<ul style="list-style-type: none"> ● Changing nature of conflict ● Media driver of peace or driver of conflict ● The shifting media landscape, Challenges for independent media ● The role media can play in conflict resolution and peace promotion ● Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka 	
UNIT V	06
Media Information Literacy	
<ul style="list-style-type: none"> ● Five Laws of MIL ● MIL and youth radicalization in cyberspace ● Preventing violent extremism ● MIL to tackle social polarization of Europe ● Encryption / Cryptography media communication landscape 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR504 Paper 4: Global Media and Conflict Resolution	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain awareness and perspective of the issues faced and experienced by the media globally. 2. The learners will gain insight into the role of media in the 21st Century and the challenges facing traditional media. 3. Students will be familiarized with regional versus global media.

	<p>4. Highlight social media's relevance in information dissemination and role of media in resolution of conflicts.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners gain understanding of the difference in the role and structure of the media across the globe. ➤ Develop an awareness and understanding of the hold of media conglomerates and the issues of cultural differences ➤ Enable learners to appreciate the potential of media in resolving conflicts.
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SEMESTER V	
Course Name: Business and Financial Journalism	
Course Code: RJAUBAMMCJR505	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Business And Financial Journalist	04
<ul style="list-style-type: none"> ● Who is a Business Journalist? ● Skills for Business Journalism ● Role of a Business Journalist ● Careers and opportunities in Business and Financial Journalism ● Analysis of Major Business and Financial media in India 	
<i>UNIT II</i>	10
Reporting Of Major Indian Scams	
<ul style="list-style-type: none"> ● Satyam corporate fraud ● Cement scandal ● 2G scam / Neera Radia Tapes ● Ketan Parekh scam ● The Coalgate scam ● Adarsh Housing Society scam ● ICICI Bank - Chanda Kochar 	

<ul style="list-style-type: none"> ● Kingfisher – Vijaya Mallaya ● Nirav Modi Scam ● Rafale deal 	
UNIT III	18
Beats: Beats and Audiences in Financial Journalism in India	
<ol style="list-style-type: none"> 1. Banking Sector in India <ul style="list-style-type: none"> ● Functions of commercial banks ● Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion ● Government schemes related to banking ● Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. ● Business and Financial terminologies used in Media 2. Union Budget <ul style="list-style-type: none"> ● Components of the Union Budget ● Why is India running a budget deficit and a fiscal deficit?, Populism and budget ● Media presentation of Budget 3. Aviation <ul style="list-style-type: none"> ● FDI policy for aviation in India ● Why Indian carriers are making losses ● Regulatory structure for civil aviation ● Can any airline start international flights? ● Media Coverage 4. Technology <ul style="list-style-type: none"> ● Growth of India's IT service exports ● Why are India's engineers sought-after? ● Are India's engineers qualified? ● The government's STPI framework for boosting tech innovation ● Media coverage of technology 5. Startups <ul style="list-style-type: none"> ● VC funding: a big driver of the startup ecosystem ● India's unicorns: Startups valued at over \$1 billion ● Working in a corporate v/s working in a startup ● Rise of tech and startup journalism ● Startup India plan 	
UNIT IV	10
Financial Markets And Institutions	
<ol style="list-style-type: none"> 1. Stock Exchange <ul style="list-style-type: none"> ● Bombay Stock Exchange, National Stock Exchange ● SENSEX, NIFTY and impact of their volatility. ● Retail Market – the Indian Scenario 2. Understanding the Equity Market <ul style="list-style-type: none"> ● Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined 	

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<ul style="list-style-type: none"> ● How to read stock tables for business journalism. ● Currency Regulation ● Demonetization ● Commodities <p>3. Role Objectives and Functions</p> <ul style="list-style-type: none"> ● Reserve Bank Of India ● SEBI - Securities And Exchange Board Of India ● Niti Aayog 	
UNIT V	06
Globalization: Global Trade and Finance	
<ul style="list-style-type: none"> ● Globalization and its impact on international trade ● How currency markets operate ● Global supply chains and its impact on competitiveness of local industries ● The 2008 financial crisis 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR505 Paper 5: Business and Financial Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners will gain a basic understanding of the world of business and finance. 2. The learners will gain skills to collect economic data effectively and learn requirements essential to be good business and financial journalists. 3. Learners acquire the skills to write different kinds of Business and Financial leads. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners become aware of the importance of business and financial news and its role in coverage, reporting and editing. ➤ The learners develop the skills in reporting and writing basic and complex business and financial stories in different beats. ➤ Enable the learners to hone the skills to convert Business news releases into Business and financial reports.

SEMESTER V	
Course Name: News Media Management	
Course Code: RJAUBAMMCJR506	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Introduction	10
<ul style="list-style-type: none"> ● Making News: Truth, Ideology and News work ● Legacy Media Broadcast Media Overview and Print Publishing Overview ● A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: ● News media as business enterprise: Proprietary concerns, Types of ownership 	
<i>UNIT II</i>	14
Organizational Structure	
<ol style="list-style-type: none"> 1. Human Resource Development <ul style="list-style-type: none"> ● Hierarchy ● Decision making ● Inter-relationship between departments ● Specialized training for skilled workers 2. Financial Management, Cost and Profitability <ul style="list-style-type: none"> ● Costing classification and allocation ● Nature of cost ● Factors affecting cost ● Fixed and variable costs 3. Challenges of Globalization and Liberalization <ul style="list-style-type: none"> ● Foreign Direct Investment ● Cross Media Ownership ● Commercialization of Media 4. Understanding Company Law <ul style="list-style-type: none"> ● Press and Registration of Books Act ● Relevant aspects of Company Law 	
<i>UNIT III</i>	12
Resource and supply chain, Marketing techniques.	
<ol style="list-style-type: none"> 1. Resource and Supply Chain <ul style="list-style-type: none"> ● Newsprint ● Technology ● Production process 2. Managing Resources <ul style="list-style-type: none"> ● Advertising revenue building and maintenance ● Circulation revenue 	

<ul style="list-style-type: none"> ● Ways to cut cost and boost revenue <p>3. Marketing Techniques</p> <ul style="list-style-type: none"> ● Brand building ● Public Relations: Newspaper's relation to its community, Understanding the target audience, Building goodwill, Promoting the newspaper's / site's services v. Sales promotional activities ● Role of research and readership surveys ● Sales forecasting and planning ● Advertising the newspaper / website I channel ● Becoming a digital media brand 	
UNIT IV	06
Disruptive Technology and Media Business Models	
<ul style="list-style-type: none"> ● The role of advertising ● From Web 1.0 to 2.0 ● Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 	
UNIT V	06
Case Studies	
<ul style="list-style-type: none"> ● Case studies – Eenadu and Network ● Expansion of Sky Network [Star Network in India] ● Relevance of TAM Ratings in News ● Channels along with IRS Studies 	

TYBAMMC: JOURNALISM	Semester V
RJAUBAMMCJR506 Paper 6: News Media Management	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. To make students aware about the responsibilities, structure, functioning of a media organization and economic drivers of the media houses 2. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. 3. The course will sensitize students about the influences of government on media production and broadcasting. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will evolve to have better understanding about structure, functioning and economies of running a media business ➤ Learners will gain perspective on need to use digital/marketing techniques to generate revenue for the business ➤ Learners will be acquainted with influences of government policies on media organization

SEMESTER VI	
Course Name: Digital Media	
Course Code: RJAUBAMMCJR601	
Credits: 04	Total Lecture: 48
<i>UNIT I</i>	Lectures
Introduction to Digital Marketing	04
<ul style="list-style-type: none"> ● Understanding Digital Media ● Advantages of Digital Media ● Principles of Digital Media Marketing ● Key Concepts in Digital media ● Traditional Vs Digital Media 	
<i>UNIT II</i>	08
Search Engine Optimization (SEO)	
<ul style="list-style-type: none"> ● How search Engine works ● Introduction to SEO ● On Page Optimization ● Off Page Optimization ● SEO Audit, Tools and Measurement ● SEO Resources, Careers in SEO 	
<i>UNIT III</i>	08
Search Engine Marketing (SEM)	
<ul style="list-style-type: none"> ● What is SEM? ● Why SEM ● What is Google Adwords? Why Google Adwords ● Google network ● Adwords terminologies ● Campaign types ● Creation of Google Display NETWORK (GDN) ● Display Ads format ● Conversion tracking ● GDN Campaign creation (DEMO) ● Remarketing ● What are Google shopping Ads 	

UNIT IV	08
Social Media Marketing (SMM)	
<ul style="list-style-type: none"> ● Introduction to Social Media ● Facebook Marketing ● Instagram Marketing ● LinkedIn Marketing ● Twitter Marketing ● SMM Tools ● Creating a successful social media strategy 	
UNIT V	03
Email Marketing	
<ul style="list-style-type: none"> ● Key terms and concepts ● Customer acquisition strategies ● Best Practices : CRABS ● Tools to enhance lead nurturing ● Enhance better reach 	
UNIT VI	06
Web Analytics	
<ul style="list-style-type: none"> ● Introduction to analytics ● Social CRM and analysis ● Google analytics ● Digital Analytics ● Content performance analytics ● Visitor analysis ● Social media analytics 	
UNIT VII	03
Affiliate Marketing and Programmatic Marketing	
<ul style="list-style-type: none"> ● Affiliate Marketing ● Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing ● Programmatic Marketing ● Evolution and growth of programmatic Marketing ● Real Time bidding, ● Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing 	
UNIT VIII	06
Content Writing	

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<ul style="list-style-type: none"> ● Intro to content writing ● Core Principles of Content writing ● Why blogs matter ● Principles of writing blogs ● How to write content for twitter and Mobile 	
UNIT IX	02
Cyber Laws	
<ul style="list-style-type: none"> ● Information Technology Act ● Copyright Act ● Cyber Ethics ● Digital Security 	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR601 Paper 1: Digital Media	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. 2. Learners will be able to understand the key goals and stages of digital campaigns. 3. The learners will gain hands-on skills to develop digital marketing plans. 4. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be familiarized with the importance and techniques of SEO, SEM and SMM ➤ The learners will gain knowledge and understanding of the various technologies that aid in communication. ➤ Understanding about modern advancements in the digital world and the role they play in helping digital marketing experts in better understanding their audience.

SEMESTER VI	
Course Name: Newspaper and Magazine Design (Project Work)	
Course Code: RJAUBAMMCJR602	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
Design and Layout basics	10
<ul style="list-style-type: none"> ● Elements of design: Point, Line, Shape, Size, Tone, Colour, Texture, Space ● Principles of Design: Proportion, Contrast, Harmony, Balance, Harmony, Unity ● Rules of Layout: Alignment, Proximity, Emphasis, Syntax, Visual path ● Grid and Page setup: Page size, Space division, Creating template, Margins, ● Master Pages: Creating master pages, Margins, Page numbering, Columns, Footer space, Folio. 	
UNIT II	08
Editing and Terminology	
<ul style="list-style-type: none"> ● Page division: National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) ● Rewriting /recomposing headlines, Creating decks: Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts ● Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers ● Type of Content Anchor story, Lead, Tombstoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback, ● Errors Widow, Orphan, Dog leg, Burries story 	
UNIT III	06
Typography and Visual aids	
<ul style="list-style-type: none"> ● Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting ● Measurements: Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense ● Visual indicators: Indentation, Dropcap, Inset, Alignment, Hyphenation ● Text path: Curvilinear, Baseline, Shift, Warp text, Text in shapes ● Text to Box: Picture in text, Texture in text, Text effects, Shadow, outline 	
UNIT IV	12
Working on Project Quark or InDesign	
<ul style="list-style-type: none"> ● Workspace: Grouping required panels and assigning, default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking 	

<ul style="list-style-type: none"> ● Toolbox: Text, Picture, Shape, Table, Transparency, Line ● Panels: Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text ● Picture treatment: Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement ● Creating Typo: Type templates i.e. Style sheets 	
UNIT V	12
Planning and Production of Magazine	
<ul style="list-style-type: none"> ● Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips: Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning, pages to stories, Assigning pages to Ads. ● Flat plan: Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction ● Rough Layout: Rough idea of layout, Conceptualization, Judging weightage of pictures and text ● Logic of Cover design: Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story ● Pagination and Print ready: Sequencing for printing, Form, Cut marks, Alley 	
Internal assessment	
<p>Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before an external examiner:</p> <ol style="list-style-type: none"> a. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page. b. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts. c. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of the magazine and flow of the articles. Sections as well as front book, back book and main book concept. d. Flat plan: For judging facing page connectivity or discrepancy. e. Pagination: A separate soft file with page sequence suitable for printing. 	
External Project	
<ol style="list-style-type: none"> 1. Broadsheet design and layout: Broadsheet of 6 pages in Adobe InDesign OR QuarkXpress. <ol style="list-style-type: none"> a. Supportive software can be Adobe Photoshop for Image editing, CorelDraw or Illustrator for Masthead or Logo making and Illustrations wherever needed. b. Basic Layout must be either in Adobe InDesign or quarkXpress, one of the layout software. c. Learners may use QuarkXpress for Broadsheet and InDesign for Magazine and display their skills in both. (This will not fetch extra rewards.) 	

<p>2. Magazine Design and Layout: Magazine of minimum pages or in multiple of 4 pages thereof can be done.</p> <ol style="list-style-type: none"> Content plan and Typo chart must be produced at the time of viva voce in print form. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software. 	
<p>General Instructions</p>	
<ol style="list-style-type: none"> Content need not be original and can be sourced from Google or News sites. Content should not be dummy or greeking not allowed. (Lorem Ipsum discouraged) Rewriting of headlines may be needed to fit the width and will be part of evaluation. (use editing techniques) Pictures must be relevant and appropriate placement as well as proportional to news length necessary. Pictures should not be in any case distorted. (broken aspect ratio deducts marks) Use of illustrations recommended wherever necessary. Picture placement and unity with the text in text frames is an evaluative aspect. Right content on right pages and in apt places has weightage in evaluation. New original Masthead and design is an evaluation aspect. (Discourage students from copying existing) Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi. Viva voce will be conducted only against evaluation of the completed project. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner. 	

<p>TYBAMMC: JOURNALISM</p>	<p>Semester VI</p>
<p>RJAUBAMMCJR602 Paper 2: Newspaper & Magazine Design</p>	<p>Course Outcomes:</p> <ol style="list-style-type: none"> The learner will gain understanding of the process of print media production from the content collection to the final print ready layout. The learners will be able to understand how the news weightage and article relevancy will have an impact on visual treatment and the text block. Learners will be able to reconstruct headlines suitable for the space

	<p>keeping the core meaning and intensity intact.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will develop software skills to be employable in industry. ➤ Learners shall develop the aesthetic vision and understand the discipline behind a layout.
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SEMESTER VI	
Course Name: Contemporary Issues	
Course Code: RJAUBAMMCJR603	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Social Movements and Progress for society	12
<ul style="list-style-type: none"> ● Define Social Movements, Elements, Types and Stages of Social Movements. ● Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swachh Bharat Abhiyaan”) ● Developmental issues- displacement and rehabilitation. 	
<i>UNIT II</i>	14
Economic Growth and Development	
<ul style="list-style-type: none"> ● Economic issues in India. ● Industry and Economic Growth – Factors, challenges, industrial robots and employment, ● Agriculture and economic development Factors, challenges and measures. ● New age skills – Make in India, trends and challenges. ● Entrepreneurship and its relevance. ● Tourism-trends and challenges ● Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013 	
<i>UNIT III</i>	12
Politics and Society	
<ul style="list-style-type: none"> ● Crime and Politics ● Role of whistleblower ● Corruption- causes and remedial measures ● Role of political parties and its impact on the political system. ● Changing trends in politics- Functions, features, agendas, majority vs coalition government ● Terrorism – causes, consequences, remedial measures. 	

UNIT IV	10
Social Welfare schemes by the Government of India	
<ul style="list-style-type: none"> ● Social Welfare schemes: <ul style="list-style-type: none"> ○ With reference to women and child (any five) ○ Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India. ○ Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”. ○ Rural (any three Schemes) 	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR603 Paper 3: Contemporary Issues	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Provide insight and understanding into the plethora of challenges and issues faced by the country which shall result in increased awareness of the contemporary issues. 2. The learners will be sensitized towards the varied social, economic and political aspects of the society and analyse them as a media professional. 3. The learners will gain understanding of the different Social Welfare schemes initiated by the Government of India <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will gain understanding of the social movements, political, economic and social concerns and issues. ➤ Sensitize the learners to the present-day problems and challenges and its implications on development and progress of the society. ➤ Learners will gain perspective into the role of the media as a strategy to create awareness on various issues and mobilize to bring social progress.

SEMESTER VI	
Course Name: Lifestyle Journalism	
Course Code: RJAUBAMMCJR604	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
Lifestyle Journalism: An Introduction	10
<ul style="list-style-type: none"> ● Lifestyle writers have a very niche audience. Who are we writing for? ● Lifestyle Journalist should know the publication house audience ● Lifestyle News, critique/review/ evaluate on stories from magazines ● Lifestyle Journalist : balance between Elite and Mass ● Lifestyle Culture (newspapers) Source of Lifestyle stories 	
<i>UNIT II</i>	10
Writing Style: Words, Picture, Story and Editing	
<ul style="list-style-type: none"> ● What is good Lifestyle writing? ● Use of Pictures and Graphics, finding and focusing your story ● Crafting and structure – the beginning, middle, and end ● Reporting and Interviewing. Feature leads, Lifestyle ● Columns Rewriting and self-editing 	
<i>UNIT III</i>	10
Types of Lifestyle Writing	
<ul style="list-style-type: none"> ● Review : Art show, Movie, Theater Performance Book ● Travel : Various types of Travel writings ● Food : Street, Restaurant food, Food festival, Restaurant review ● Health and Fitness : Gym, Yoga, various new forms of workout ● Other forms fashion, Garden, Home and General Tips and guidelines 	
<i>UNIT IV</i>	08
Fashion Influencers: Role and Importance	
<ul style="list-style-type: none"> ● Fashion, Gender and Social Identity ● The impact of fashion bloggers and magazines on the society ● E-fashion markets defining the trends amongst the youth ● Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle ● Role of Music's Fashion in the society 	

<i>UNIT V</i>	10
Social Media: Lifestyle and role of Social Media	
<ul style="list-style-type: none"> ● The power of marketing in the contemporary fashion world ● Labeling and branding: The power of representation ● Shakespearian theater and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends ● The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines ● Fashion Lifestyles and Hashtags ● Lifestyle advertising , Collaborations and CoMarketing of Brands, Fashion and Social Media Campaigns 	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR604 Paper 4: Lifestyle Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The course will impart knowledge on how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests 2. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 3. Learned will be sensitized to use key digital marketing tools to develop digital marketing plans <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ Learners will acquire a conceptual overview of lifestyle journalism and its function in the media industry and develop skills to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. ➤ Learners will gain practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. ➤ Learners will now have knowledge about need to develop digital marketing plans for lifestyle beat

SEMESTER VI	
Course Name: Magazine Journalism	
Course Code: RJAUBAMMCJR605	
Credits: 03	Total Lecture: 48
UNIT I	Lectures
History of Magazine Journalism	10
<ul style="list-style-type: none"> ● A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; ● Magazine boom in India and the glorious years of the news magazine ● Magazine journalism versus newspaper journalism ● Survival of Magazines in digital era – issues , challenges , prospects 	
UNIT II	10
Definition and Genres of Magazines	
<ul style="list-style-type: none"> ● Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel , environment , education , B2B Magazines, literary magazines, Sunday magazines and journals; online magazines e-zines, ● Webzines, web-edition magazines; a review of leading general interest magazines in English ● Hindi and Marathi. Magazine formats. 	
UNIT III	05
Organizational Structure	
Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	
UNIT IV	10
Cover Story	
Cover and cover story, Functions of the cover, cover design formats Cover blaze, Coverlines, contents page, cover story selection criteria, length, strength, importance, promotability and illustratibility	
UNIT V	05
Types of Articles	

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<ul style="list-style-type: none"> Magazine articles: features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews 	
UNIT VI	08
Magazine Design	
Format, layout, typography, colour, photos, illustrations, infographics and Blurbs	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR605 Paper 5: Magazine Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> This course introduces the students to the nuances of magazine journalism, feature writing and reviews. The learners will be able to gain knowledge about the various genres of magazines. The learners will gain insight into the organizational structure of magazines. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ The learners will be able to develop the ability to understand audiences of this journalism and enhance skills to cater to their needs. ➤ The learners will gain skills to write different types of articles in a magazine, design formats of cover and cover story. ➤ The students shall be able to get practical knowledge and skills on how to design a magazine.

SEMESTER VI	
Course Name: Television Journalism	
Course Code: RJAUBAMMCJR606	
Credits: 03	Total Lecture: 48
<i>UNIT I</i>	Lectures
History and Development of TV Journalism	10
<ol style="list-style-type: none"> 1. History and Development <ul style="list-style-type: none"> ● Brief History of the development of TV journalism- Globally and in India. ● Emerging Trends in journalism ● The International Scenario- John Baird (Inventor of TV) till dateTimeline. 2. Indian scenario - Doordarshan - <ul style="list-style-type: none"> ● News; Entertainment, Culture, Sports and Films. 3. Private and Satellite channels <ul style="list-style-type: none"> ● Growth of Private International, National and Regional TV Networks 4. Regional channels- Impact and critical study of: <ul style="list-style-type: none"> ● News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak 	
<i>UNIT II</i>	10
Television formats: Content and presentation	
<ol style="list-style-type: none"> 1. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis 2. Features on TV: <ul style="list-style-type: none"> ● Talk Shows ● Reviews ● Interviews ● Discussions. ● Documentaries. ● Docudramas. ● Commentaries. 3. Other Programs <ul style="list-style-type: none"> ● Music ● Sports 	
<i>UNIT III</i>	10
Developing skills	
<ol style="list-style-type: none"> 1. Anchoring: <ul style="list-style-type: none"> ● Reporting or shooting anchor links in public ● How and what to give in PTC or piece to camera ● How to approach people for sensitive stories. 2. Beat reporting: 	

<ul style="list-style-type: none"> ● Educational, Crime, Science, Court, Environmental, Political <p>3. Reporting:</p> <ul style="list-style-type: none"> ● Reporting national and International events <p>4. Scripting and presentation</p> <ul style="list-style-type: none"> ● Scripting for Interviews/Documentary/Feature/Drama/Skits on TV. ● Story idea, development and Presentation- Web series <p>5. Editing:</p> <ul style="list-style-type: none"> ● Skills of editing, online and offline 	
UNIT IV	08
Current and Emerging Trends in Television Journalism	
<p>1. 24/7 news broadcast</p> <ul style="list-style-type: none"> ● Features, Audience effectiveness, advertisements and Dumbing down of News. ● TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, Amazon Prime, etc) ● Fake News on Internet v/s news on broadcast <p>2. Ethics (Including Censorship) in presentation of News</p>	
UNIT V	10
Evolution, Organization, Policies and Programming of News Service	
Evolution, Organization, Policies and Programming, News Service, Features, Concept of 24x7 news, Catering to Transnational audiences, Advertising and promotion.	

TYBAMMC: JOURNALISM	Semester VI
RJAUBAMMCJR606 Paper 6: Television Journalism	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. The learners shall be acquainted with the skills needed in television reporting and enable them to develop those skills. 2. Sensitize the learners through assignments about the issues of deprivation around us and using writing as a tool for social justice. 3. The learners shall be able to gain understanding about the current and emerging trends in Television Journalism. <p>Learning outcomes:</p> <ul style="list-style-type: none"> ➤ To enable the learners to gain understanding of the techniques involved in narration and storytelling for the medium of television. ➤ The course shall impart the learners with the art of developing a story idea for television medium.

REFERENCE BOOKS AND READING MATERIAL

Reporting

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and John Vivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.

Investigative Journalism

1. A Manual For Investigative Journalism; Edited By Syed Nazakat And The Kas Media Programme
2. Mandatory Screening Of The Following Documentaries/Films/Movies:
 - All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies
 - carus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018.
 - Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)

Writing and Editing Skills

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

Global Media and Conflict Resolution

1. Understanding Global Media by Terry Flew, Red Globe Press
2. Media and Conflict Resolution: A Framework for Analysis by Eytan Gilboa Deutsche Welle
3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age
4. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
5. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams.
6. The Media Were American: U.S. Media in Decline. Jeremy Tunstall (2008} Oxford Press
7. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
8. Triumph Of The Image: The Media's War in The Persian Gulf, A Global Perspective (Critical studies in communication and in the cultural industries) by Hamid Moulana.
9. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
10. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
11. Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.

12. How social media is changing the way we see conflict By Kym Beeston. 2014.
13. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
14. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

Business and Financial Journalism

1. Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with Ulrike Fischer-Butmaloiu)
2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay
3. 'Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay
4. 'Sahara: The Untold Story' By Tamal Bandyopadhyay
5. Indian Economy – RudraDutt And Sundaram
6. Indian Financial System – M.Y. Khan
7. Financial Journalism: Money Matters By Marie Kinsey
8. Introduction To Business And Economic Journalism By Pandeli Pani (In CoAuthorship With Ulrike Fischer-Butmaloiu)
9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw
10. Newspaper Business Management – Frank Thayer
11. Business Journalism: How To Report On Business And Economics By Keith Hayes
12. List of Websites :
 - a) Wwww.Bloomberg.Com
 - b) Wwww.Reuters.Com
 - c) business-standard.com
 - d) financialexpress.com
 - e) thehindubusinessline.com
 - f) thequint.com
 - g) outlookindia.com
 - h) asianage.com
 - i) mydigitalfc.com

News Media Management

1. Ben Badgikian: Media Monopoly
2. India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3. Advertising and Integrated Marketing Communications, (Kruti Shah)
4. Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5. Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
6. Understanding Company Law, (Alstair Hudson)
7. Newspaper organization and Management (Rucket and Williams)
8. The paper tigers by Nicholas Coleridge
9. News Media Management: Mr P.K Ravindranath
10. Print Media Communication and Management by Aruna Zachariah
11. News Culture by Stuart Allan

Digital Media

1. Digital marketing By Seema Gupta
2. Digital Marketing By Puneet Singh Bhatia

Newspaper and Magazine Design

1. Visual Journalism: Rajesh Pandey, Adhyan Publication.
2. Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
3. The Magazine Handbook: NcKay J. Routledge.
4. Editorial Art and Design: Randy StanoMiyami Herald.
5. Art and Production: N. N. Sarkar.
6. Digital Editorial Experience: Sue Apfelbaum.

Contemporary Issues

1. Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalized World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareth Hamlet, (2001), Encyclopedia of North-East India: Assam, Mittal Publications.
7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
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14. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J.Shivanand, Human Rights:Concepts and Issues,
18. Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology. 81
21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
22. Bill McKibben, The End of Nature.
23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
24. Jeffrey D.Sachs, The Age of Sustainable Development.

MAGAZINES AND JOURNALS

- A. Down to Earth: Science and Environment Fortnightly
- B. Economic and Political Weekly
- C. YoJana

Lifestyle Journalism

1. Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing
2. Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic
3. Lifestyle Journalism by Jean Ann Colbert In: Encyclopedia of Journalism
4. Feature Writing –Susan Pape and Sue Featherstone (A practical introduction)
5. <http://www.thelifestylejournalist.in/>
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Magazine Journalism

1. Magazine Journalism by Tim Holmes and Liz Nice
2. Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
3. Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
4. Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
5. Shantolyengar, Jennifer A. McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
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