



Agenda No. 1.02 in AC  
Date- 07/07/2021

University of Mumbai



**Vidya Prasarak Mandal's  
K.G. Joshi College of Arts & N.G. Bedekar College of  
Commerce  
(Autonomous)**

**(Affiliated to University of Mumbai)**

Program: BAMMC Sem I & II

Syllabus for FYBAMMC

Year of Establishment: 2007

Year of Upgrading: 2021-2022

## PREAMBLE

The Bachelor of Arts Multimedia and Mass Communication course is a three-year, full-time degree course. With the goal of shaping, training and motivating the young minds, the program is dedicated to develop the expected skills in the students that are required in the industry. Right from programs related to Journalism and Advertising to Public Relations to Management and Marketing, the B.A.M.M.C course is a variation of subjects of Media. The program is established to deliver theoretical knowledge along with practical training. This course essentially provides ample job opportunities in the field of Media, as in current times, media stands as an desirable career option to the youth of India. The program grooms the learners with all technical skills required to be successful in the media industry. It confers abilities, for example, inclination research and verbal just as show abilities. The course offers all round improvement of the student by addressing regions like powerful correspondence systems, industry openness, advertising and so forth accordingly preparing them to become total media experts.





## **PROGRAM OUTCOMES**

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

8. This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field

9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

10. They will be better equipped to grasp the complex relationship between Communication/media theories and a diverse set of individual, social, and professional practices.

11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

### **PROGRAM SPECIFIC OUTCOMES**

**PSO-1: Learners will foster a worldwide consciousness of political, social and corporate issues impacted by correspondence affectability and abilities.**

**PSO-2: Students will conceptualize plan and produce projects in media dependent on viable standards and practices of media feel for explicit crowds.**

**PSO-3: Learners will be able to design new media work, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.**

**PSO-4: Learners will gain proficiency with the components of lead composing, inverted pyramid, report development, attribution, and appropriate newspaper style.**

**PSO-5: Program will foster information, abilities and judgment around human correspondence that will work with their capacity to work by and large with others. The abilities will incorporate correspondence skills like overseeing struggle, seeing little gathering measures, undivided attention, proper self-revelation.**

**PSO-6: Program offers all round advancement of the student by addressing regions like effective communication strategies, industry exposure, advertising and so on along these lines prepping them to become media experts.**

**PSO-7: Learners will understand mass media as a system of interconnected forces which have technical advancements, current events, commercial aspects, regulatory constraints and ethical issues.**

PROGRAM	BAMMC
YEAR	FYBAMMC
SEM	I
COURSE:	EFFECTIVE COMMUNICATION-I
COURSE CODE	JBCUAMMCEC-101

TOTAL MARKS	100 (60:40)
NUMBER OF LECTURES	48
<b>COURSE OUTCOME</b>	
1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.	
Syllabus	

Module number	Details	LECTURES
1	The concept of communication	12
	1. Introduction to Communication - 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 - 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- Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
	4. Listening Skills- Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place	
2	Reading -English, Hindi OR Marathi	12
	1. Types of Reading- 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- Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3. Grammar & Usage- Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc	
3	Thinking and Presentation	12
	1. Thinking- Types of thinking (rational ,logical, critical , lateral etc ) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	
	2. .Presentation- Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
	3. Vāda: Theory and Practice of debate, discussion and presentation	
4	Translation	12
	1. .Introduction To Translation- 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- Interpretation: Meaning, Difference between interpretation and translation	
	3. Role of a translator- Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	

---



---

Internal exercise:

1. Project/Assignment
2. Debate & Group discussion
3. Presentation.

**SUGGESTED READING:**

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
4. **Vāda**: Theory and Practice, Radhavallabha Tripathi, DK World, Delhi, 2016.

PROGRAM	BAMMC
YEAR	FYBAMMC
SEM	I
COURSE:	<b>Foundation Course-I</b>
COURSE CODE	<b>JBCUAMMCFC-102</b>
TOTAL MARKS	100 (60:40)
NUMBER OF LECTURES	48

**COURSE OUTCOME**



- 1.To acquaint students with diverse nature of Indian society
- 2.To provide broad outline of Indian Constitution, its preamble, features,etc.
- 3.To make students aware both about fundamental rights and duties
- 4.To make the students understand natural and man-made disparities

**Course Nomenclature: Foundation Course - I**

**Course Code: JBCUAMMCFC-102**

**Lectures**

**Unit I: Diverse nature of Indian Society**

**09**

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

**Unit II: Disparities in Indian Society**

**09**

1. Communal Conflicts
2. Caste Conflicts
3. Linguistic and regional conflicts

**Unit III: Contemporary Indian Society- Issues and Challenges**

**09**

1. Concept of Gender
2. Multiplicity of Gender Identities
3. Changing nature of the institution of family

**Unit IV: Introduction to the Constitution**

**09**

1. Philosophy of the Constitution(with reference to the Preamble)
2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties



## ● REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

## Modality of Assessment

### A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

## B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB. 1. All questions are compulsory.  
2. Each question has internal options.  
3. Figures to the right indicate marks.

1. Full length question (from Unit I)

12

**OR**

1. A. Short question (from Unit I)

6

B. Short question (from Unit I)

6

2. Full length question (from Unit II)

12

**OR**

2. A. Short question (from Unit II)

6

B. Short question (from Unit II)

6

3. Full length question (from Unit III)

12

**OR**

3. A. Short question (from Unit III)

6

B. Short question (from Unit III)

6

4. Full length question (from Unit IV)

12

**OR**

4. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6

5. Full length question (from Unit IV)

12

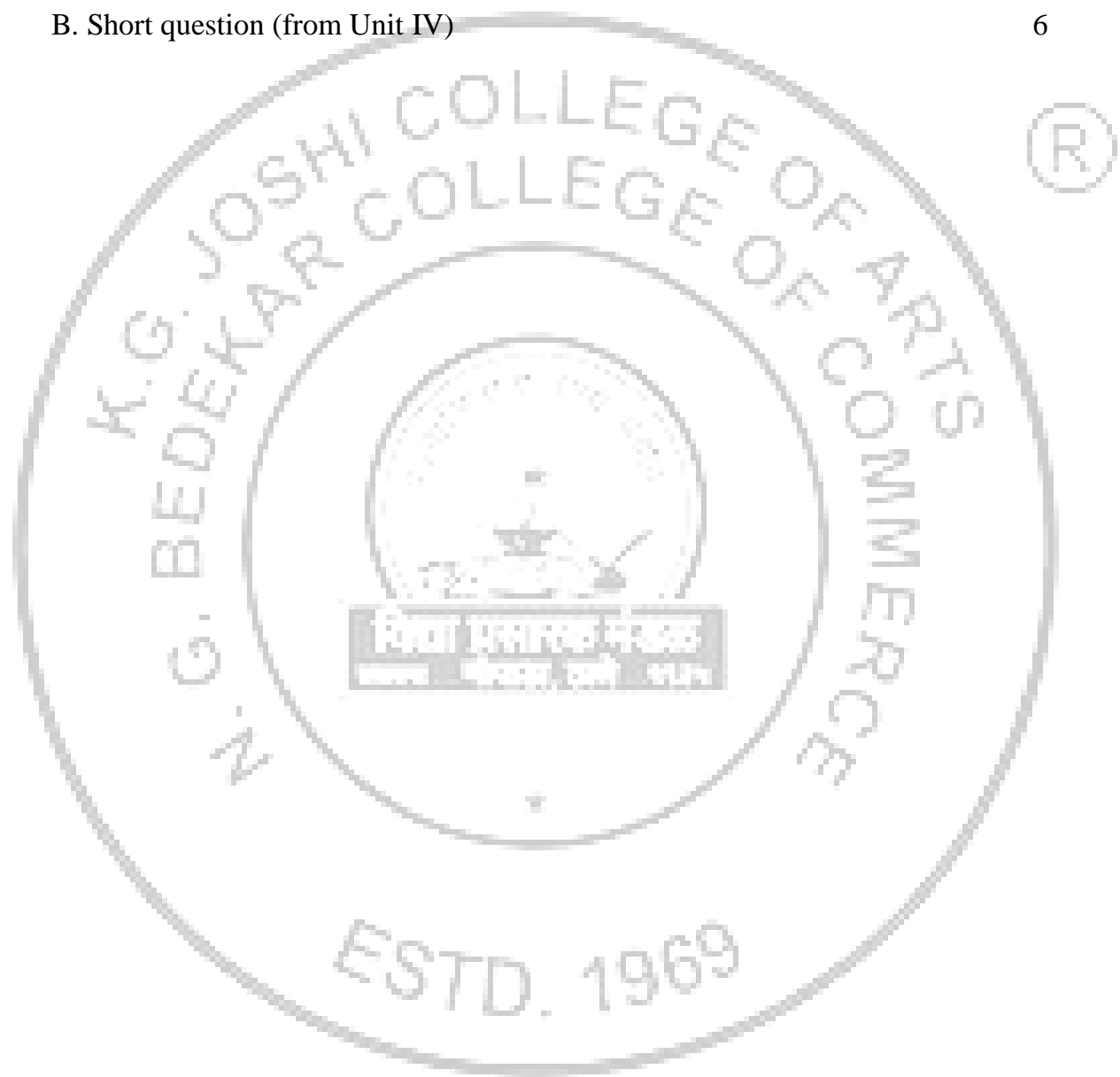
**OR**

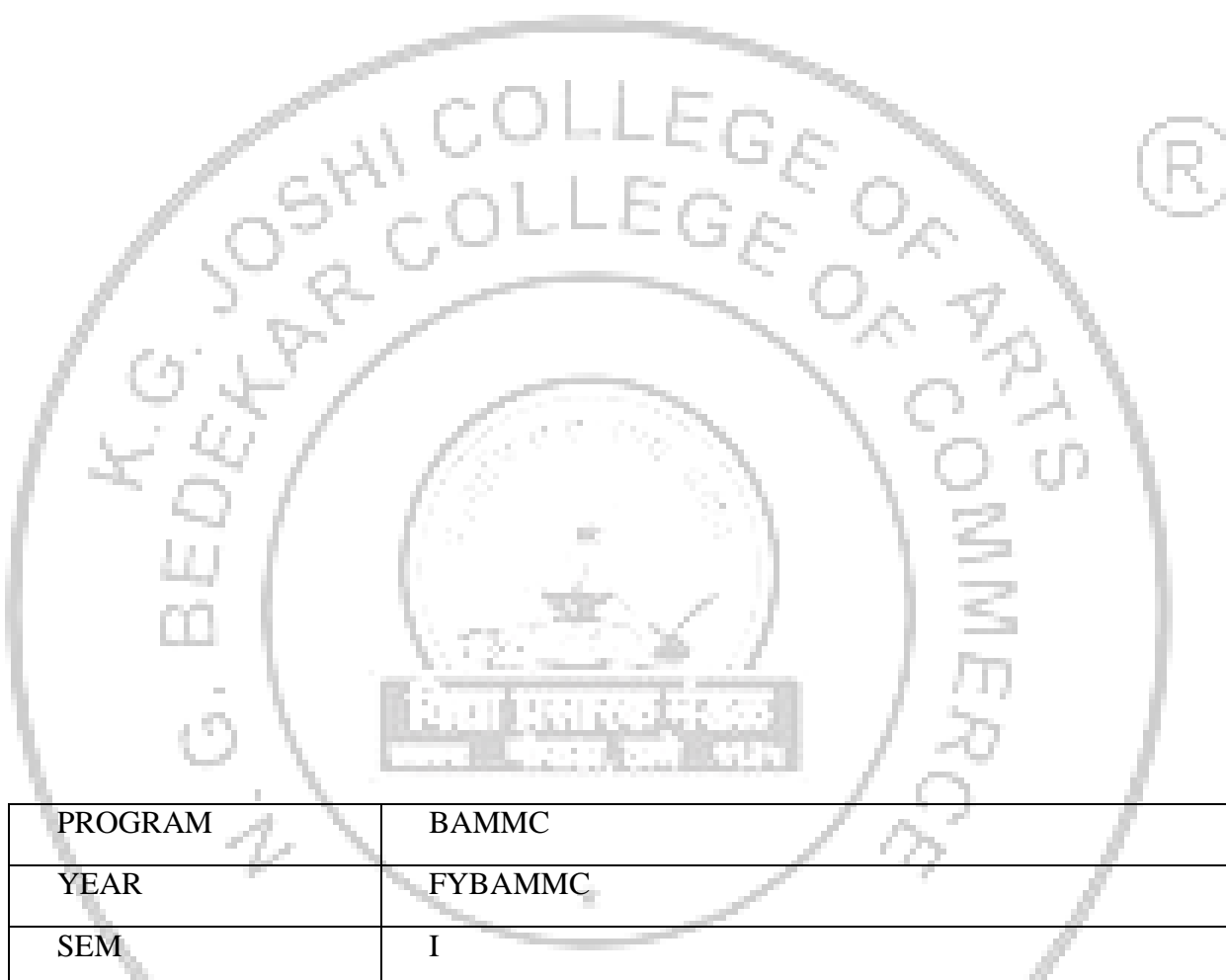
5. A. Short question (from Unit IV)

6

B. Short question (from Unit IV)

6





PROGRAM	BAMMC
YEAR	FYBAMMC
SEM	I
COURSE:	VISUAL COMMUNICATION
COURSE CODE	JBCUAMMCVC-103
TOTAL MARKS	100 (60:40)
JBCUAMMCVC-103	VISUAL COMMUNICATION
NO OF LECTURES	48
Existing Syllabus (No change)	
<b>COURSE OUTCOME</b>	

To Provide students with tools that would help them visualize and communicate.

Understanding visual communication as a part of mass communication

To acquire basic knowledge to be able to carry out project in field of visual communication.

To acquire basic knowledge in theories and languages of visual communication.

The ability to understand and analyse visual communication from a critical perspective.

Syllabus

Module number	Details	LECTURES
1	DEVELOPMENT OF VISUAL COMMUNICATION	12
	<ol style="list-style-type: none"><li>1. INTRODUCTION TO VISUAL COMMUNICATION-1. History and development of Visuals</li><li>2. Need and importance of visual communication</li><li>3. Visual Communication as a process and as an expression, Language and visual communication</li><li>4. Visible concepts<ul style="list-style-type: none"><li>• Plans and organisational charts</li><li>• Maps</li><li>• Chronologies</li></ul></li><li>5. Invisible Concepts<ul style="list-style-type: none"><li>• Generalisation Theories</li><li>• Feelings or attitudes</li></ul></li></ol>	
2	THEORIES OF VISUAL COMMUNICATION	12
	<ol style="list-style-type: none"><li>1. SENSUAL THEORIES- a) Gestalt b) Constructivism c) Ecological</li></ol>	

	2. PERCEPTUAL THEORIES- a) Semiotics b) Cognitive	
3	IMPACT OF COLORS	12
	Colors and Design in Visual Communication- 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design	
4	CHANNELS OF VISUAL COMMUNICATION	12
	Tools/Mediums of Visual communication- 1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts , Theatre	
5	LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA	12
	Visual communication in the age of social media- 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media	

Internal exercise:

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION



**SUGGESTED READING:**

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

PROGRAM	BAMMC
YEAR	FYBAMMC
SEM	I
COURSE:	Fundamentals of Mass Communication
COURSE CODE	- JBCUAMMCFMC-104
TOTAL MARKS	100 (60:40)
NO OF LECTURES	48
Existing syllabus (No changes)	
COURSE OUTCOME	
<ol style="list-style-type: none"><li>1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</li><li>2. To study the evolution of Mass Media as an important social institution.</li><li>3. To understand the development of Mass Communication models.</li></ol>	
Syllabus	

Module number	Details	LECTURES
---------------	---------	----------

1	Introduction and overview	12
	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Tastedifferentiated Audience Model, Hub Model, Sadharanikaran.	
2	History of Mass communication	12
	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	
3	Major forms of mass media	12
	1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	
4	Impact of Mass Media on Society	12
	A. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development	
	5. The New Media and media convergence	

	1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects.	
--	---	--

#### SUGGESTED READING:

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.

**Internal exercise:**

(any two to be selected- one individual and one group evaluation) 20 Marks

1. ORAL & PRACTICAL PRESENTATIONS

2. PROJECTS / ASSIGNMENTS

3. DEBATES /GROUP DISCUSSION

4. OPEN BOOK TESTS

5. QUIZ

	PROGRAM	BAMMC
	YEAR	FYBAMMC
	SEM	I
	COURSE:	CURRENT AFFAIRS
	COURSE CODE	JBCUAMMCCA-105
	TOTAL MARKS	100 (60:40)
	NO OF LECTURES	48
	Existing syllabus (No changes)	
	COURSE OUTCOME	
	<p>To provide learners with overview on current developments in various fields.</p> <p>To generate interest among the learners about burning issues covered in the media</p> <p>To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p>Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p>	
	Syllabus	

Module number	Details	LECTURES
1	Current National Stories	12
	<p>Three Political Stories of National Importance</p> <p>Political leaders : news makers of the season ( Brief profile of any three)</p>	

	One Dominating Business/Economic News Story One Dominating Environment News Story One Dominating News Story (any other genre)	
2	Polity and Governance	12
	Ministries of Government of India Autonomous government bodies Ministry of Home Affairs Enforcement Organizations Internal Security Police Communal tensions Review of latest episodes of communal tensions The tensions in J&K Background, Political players Update on the current situation Review of any three Central Government projects and policies	
3	International Affairs	12
	Security Council Structure and role Issues that currently engage the SC Role of United Nations ,General Assembly ,Other main organs of the UNO Issues that currently engage the UNO Four conflicts/ issues of international importance	
4	Maharashtra Issues	12
	Political parties reach and challenges, political leaders An update on the current political dynamics of Maharashtra News relating to the marginalized and displaced tribes The latest news on floods and drought, unemployment, health issues, etc Update two ongoing state projects	
5	Technology	12
	Mobile Application for Journalists-	

	<p>Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide</p> <p>Artificial Intelligence &amp; Content Automation Tools-</p> <p>Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation</p> <p>Augmented Reality&amp; Virtual Reality in Media</p> <p>Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide</p> <p>Digital Gaming Industry</p> <p>Introduction to Digital Gaming Industry</p> <p>Digital gaming in India</p> <p>Overview of Indian digital gaming</p>	
--	--	--

It is mandatory for students to read any one national newspaper daily and the teacher should devote 15 minutes of every lecture to reading/discussing the major news stories of the day.

**Internal exercise:**

The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these.



<b>PROGRAM</b>	<b>BAMMC</b>
<b>YEAR</b>	<b>FYBAMMC</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE:</b>	<b>HISTORY OF MEDIA</b>
<b>SUBJECT CODE</b>	<b>JBCUAMMCHM-106</b>
<b>PAPER</b>	<b>06</b>
<b>TOTAL MARKS</b>	<b>100 (60:40)</b>
<b>NUMBER OF LECTURES</b>	<b>48</b>
<b>Existing syllabus (No changes)</b>	

Course outcome:

To enable the learner to understand the major developments in media history. To understand the history and role of professionals in shaping communications.

Module	Details	LECTURES
1	INTRODUCTION - EVOLUTION OF PRESS IN INDIA	12
	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	
2	LANGUAGE PRESS - HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	12

	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	
3	<b>DOCUMENTARIES &amp; FILMS - HISTORY OF DOCUMENTARIES AND FILMS</b>	12
	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 Billimoria, Anand patwardhan,	
	Evolution of film making in India - brief history, Photography to moving films	
	Origin of Hindi cinema	
	Origin of Short films to what it is today, role of you tube and WhatsApp	
	Great masters of world cinema	
4	<b>BROADCASTING - HISTORY OF RADIO AND TELEVISION IN INDIA</b>	12
	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 & Privatization in Broadcasting	
	Advertising in India	
	Internet Protocol Television	
5	<b>ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA</b>	12
	Raja Rammohan Roy	
	Bal Gangadhar Tilak	
	M. K. Gandhi	
	B .R. Ambedkar	

	K P Kesava Menon	
	K.C Mammen Mapillai	
	Maulana Abdul Kalam Azad	

### **SUGGESTED READING**

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 PHILOPOSE
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

Internal Exercise

1. PRESENTATION/ ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP INTERACTIONS

**Internal assessment: 40 marks**

20 marks mcq.

15 marks assignment/projects

5 marks class performance/attendance.

**External exam: 60 marks.**

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question. (15)

Q.2 A) Give Descriptive/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes ( Any 3 out of 5 ) (5 marks each) (15)

SEM 2:

PROGRAM	BAMMC		
YEAR	FYBAMMC		
SEM	II		
COURSE:	Effective communication –II		
COURSE CODE	JBCUAMMCEC-201		
TOTAL MARKS	100 (60:40)		
NUMBER OF LECTURES	48		
COURSE OUTCOME			
1. To make the students aware of use of language in media and organization.			
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.			
3. To introduce key concepts of communications			
Syllabus			
	Module	Details	LECTURES
	1	Writing	12
		1.Report writing- Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report	
		2. Organizational writing- Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose 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: Writing for Publicity materials (English, Hindi or Marathi) Headline, sub-headline, Body copy, Slogan, Jingle, Radio spot	

	2	Editing	12
		Editing- 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, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.	
	3	Paraphrasing and Summarizing	12
		1. Paraphrasing- Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation	
		2. Summarization- Summarizing content , the points and sub- points and the logical connection between the points	
		3. Job Application Letter Writing Curriculum Vitae/Resume/Biodata Statement of Purpose (SOP)	
	4	Interpretation of technical data	12
		Interpretation of technical data- Read graphs, maps, charts, Write content based on the data provided	

**PROPOSED CHANGES: (additional topics to module 3) (No omission of modules/topics)**

Internal Exercise

Sr no Project/Assignment

1 Clipping files on various current topics.

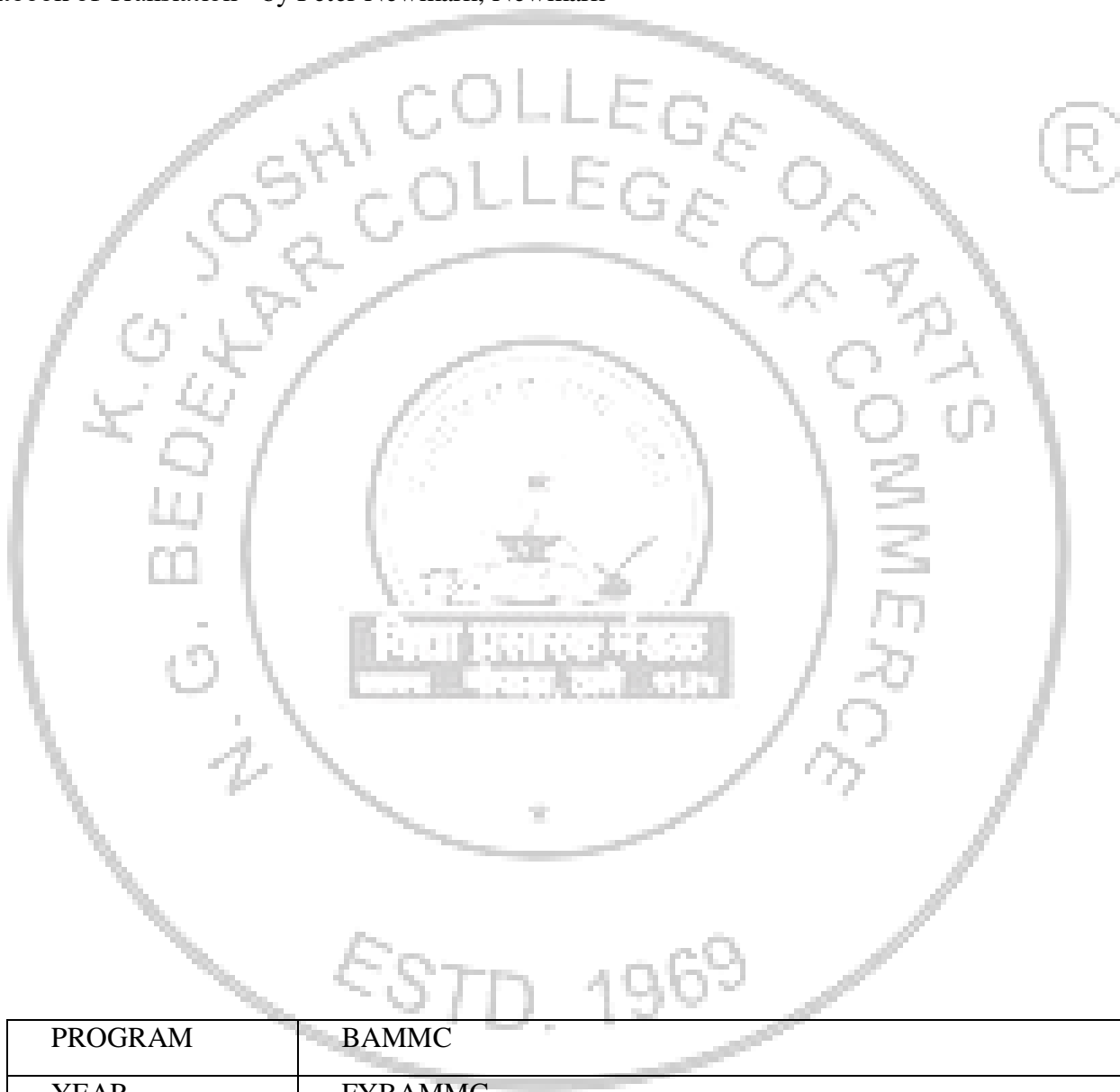
2 Publish letters to editors in news media.

3 Reporting of college events.

**SUGGESTED READING:**

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's

- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark



PROGRAM	BAMMC
YEAR	FYBAMMC
SEM	II
COURSE:	<b>Foundation Course-II</b>

COURSE CODE	JBCUAMMCFC-202
TOTAL MARKS	100 (60:40)
NUMBER OF LECTURES	48
<b>COURSE OUTCOME</b>	
1. To update students about changing economic scenario 2. To make students aware about environmental issues and its preservation 3. To help students understand role of political parties in India 4. To acquaint students with psychological aspects involving stress, conflict management, etc.	

**Course Code: JBCUAMMCFC-202**

**Lectures**

**Unit I: Globalization: Impact on the Society**

**09**

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Impact of Globalization
3. Global- Local Debate

**Unit II: Human Rights**

**09**

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights: Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution

**Unit III: Ecology**

**09**

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development



#### Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

#### Unit V: Understanding Psychological Conflicts

09

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

#### REFERENCES

- Vaz, M., & Seta, M. (2020). *Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I* (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). *Foundation Course Semester II* (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). *Foundation Course Semester II* (Fourth Edition). Manan Prakashan.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester-I*. Sheth Publications.
- P.G. Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). *Foundation Course — Semester- II*. Sheth Publications.

## Modality of Assessment

### A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

### B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
  2. Each question has internal options.
  3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

**OR**

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

**OR**

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

**OR**

- |                                      |   |
|--------------------------------------|---|
| 3. A. Short question (from Unit III) | 6 |
| B. Short question (from Unit III)    | 6 |

- |  |    |
|--|----|
| 4. Full length question (from Unit IV) | 12 |
|--|----|

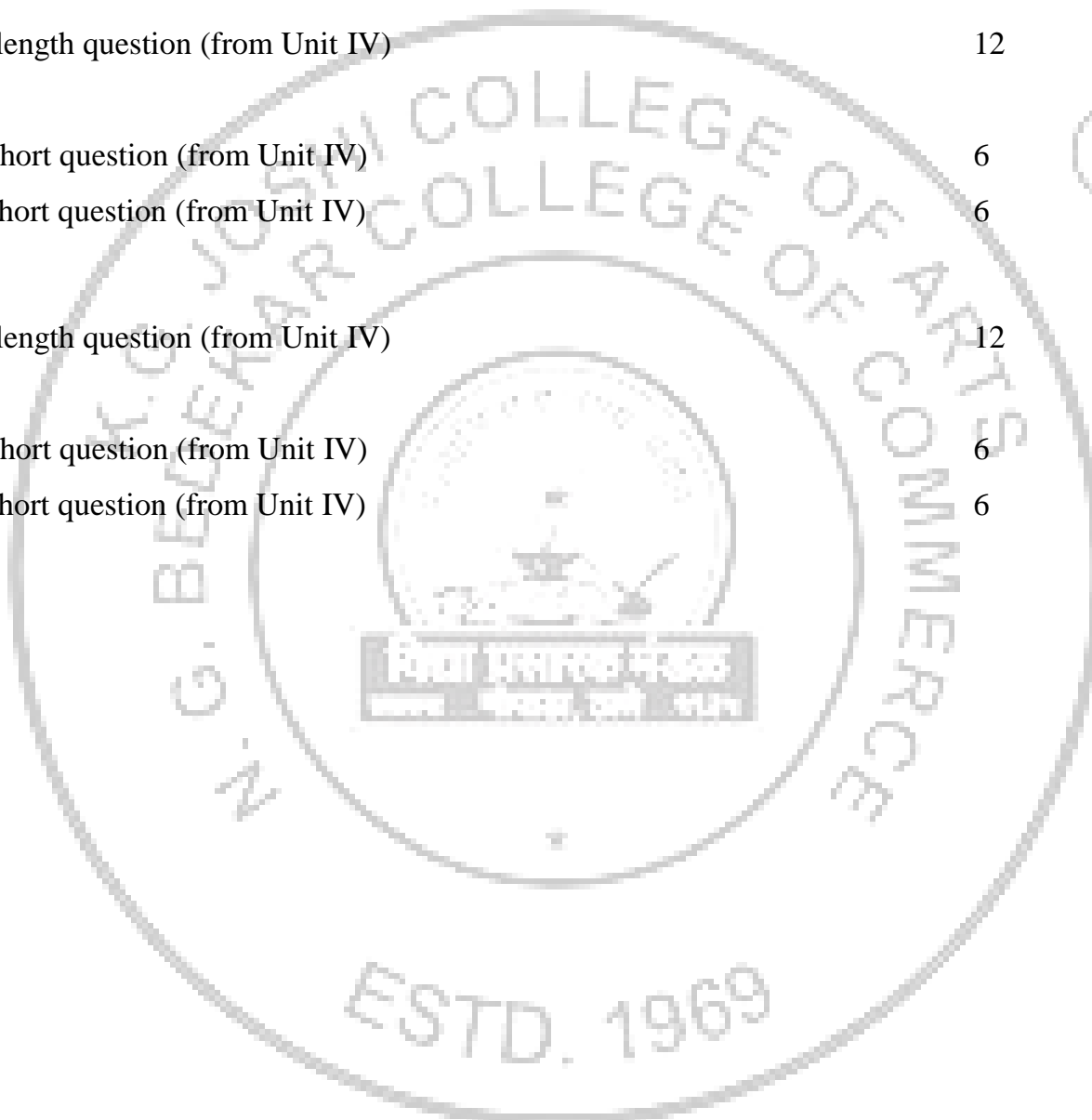
**OR**

- |                                     |   |
|-------------------------------------|---|
| 4. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV)    | 6 |

- |  |    |
|--|----|
| 5. Full length question (from Unit IV) | 12 |
|--|----|

**OR**

- |                                     |   |
|-------------------------------------|---|
| 5. A. Short question (from Unit IV) | 6 |
| B. Short question (from Unit IV)    | 6 |



PROGRAM	BAMMC		
YEAR	FYBAMMC		
SEM	II		
COURSE:	Content Writing		
COURSE CODE	JBCUAMMCCW-203		
TOTAL MARKS	100 (60:40)		
NUMBER OF LECTURES	48		
Existing syllabus (No changes)			
COURSE OUTCOME			
1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought.			
Syllabus			
	Module	Details	LECTURES
	1	Foundation	12
		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.	
	2	Editing Skills	12
		1. Redundant words- Identifying redundant words and phrases and eliminating these.	

		2. Editing sentences- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
		3. Editing captions- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
		4. Editing headlines- Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
		5. Editing copy- Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	
	3	Writing Tips and Techniques	12
		1. Writing tickers/ scrolls- For television news.	
		2. .Writing social media post- Twitter and for other social networks	
		3.Writing briefs/snippets- News briefs, Lifestyle and entertainment snippets	
		4.Caption writing- Picture stories etc	
		5.Writing headlines-News headlines and feature headlines	
	4	PRESENTATION TOOLS AND TECHNIQUES	12
		1. Power Point Presentation- Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation	
		2.Info graphic- Colour selection Use of clip art Use of Power Point 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 Advance 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	
	5.	Writing for the Web	12
		1. Content is King- Importance of content	
		2. Less is more- Writing for print media/ social media like Twitter, etc	
		3. Copy writing- Ad campaigns (creative, witty and attractive)	
		4. Realtime content- Difference in writing for print vs digital	
		5. Keywords- Designing keywords for Search Engine Optimization	

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no Project/Assignment Reason/Justification

1 Writing Captions and Headlines

Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions

2 A three- minutes power point presentation

This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes

3 Word Game/ Quiz This is an exciting way to get learners engaged in vocabulary building

SUGGESTED READING:

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



PROGRAM	BAMMC
---------	-------

YEAR	FYBAMMC		
SEM	II		
COURSE:	Introduction to Advertising		
COURSE CODE	JBCUAMMCIA-204		
TOTAL MARKS	100 (60:40)		
NUMBER OF LECTURES	48		
Existing Syllabus (No changes)			
COURSE OUTCOME			
1. To provide the students with basic understanding of advertising, growth, importance and types.			
2. To understand effective advertisement campaigns, tools, models etc.			
3. To comprehend the role of advertising , various departments, careers and creativity			
Syllabus			
	Modul e	Details	LECTURE S
	1	Introduction to Advertising	12
		1. Introduction to Advertising- Evolution , importance, Features , benefits , limitation , effects and 5M'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 ,Means End Theory	
	2	Integrated marketing communication and tools	12
		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 News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-ofhome 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	
	3	Creativity in advertising	12
		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 story board	
	4	Types of advertising agency, department, careers and latest trends in advertising	12
		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 other	
		3. Latest trends- Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising.	

### Internal Exercise

1. Individual/ group project should be given to develop an advertising strategy on any product or service
- 2 Write a story board/ types of copy.
- 3 Big Idea – Group project

### SUGGESTED READING:

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

PROGRAM	BAMMC
YEAR	FYBAMMC

SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
SUBJECT CODE	JBCUAMMCIJ-205
TOTAL MARKS	100 (60:40)
NUMBER OF LECTURES	48
Existing syllabus (No changes)	

**Course outcome:**

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Module	Details	LECTURES
1	History of Journalism in India	12
	Changing face of journalism from Guttenberg to new media	
	Journalism in India:	
	Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
	How technology advancement has helped media	
	New media with special reference to rise the Citizen Journalism	
2	News and its process	12
	Definition of News ,	
	The news process from the event to the reader	
	What makes a good story	
	Anatomy of a news story	
	Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	

3	Principles and format	12
	What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4	Career in journalism	12
	Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, Indepth journalist , lifestyle journalist	
5	Covering an event ( flip class)	12
	Background research	
	Finding a news angle	
	Capturing the right pictures for a photo feature Writing Headline, captions and lead	

#### Suggested readings

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.

PROGRAM	BAMMC
---------	-------

YEAR	FYBAMMC
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
SUBJECT CODE	JBCUAMMCIJ-206
TOTAL MARKS	100 (60:40)
NUMBER OF LECTURES	48

5. Introduction to Journalism: Essential Technique Richard Rudin

6. Introduction to Journalism: Carole Fleming

7. Introduction to Journalism: James Glen Stowal

COURSE OUTCOME		
1. To discuss the significance of culture and the media industry. 2. To understand the association between the media, gender and culture in the society. 3. To stress on the changing perspectives of media, gender and culture in the globalised era.		
Syllabus		
Module	Details	LECTURES
1	INTRODUCTION TO CULTURAL STUDIES	12

	<p><b>EVOLUTION, NEED, CONCEPTS AND THEORIES-</b>          Evolution, features of cultural studies, Need and significance of cultural studies and media</p> <p>Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media Theories:</p> <ul style="list-style-type: none"> <li>• Stuart Hall : encoding and decoding, Circuit of culture</li> <li>• John Fiske: culture and industry</li> <li>• Feminism and Post feminism</li> <li>• Techno culture and risk – Ulrich Beck</li> </ul>	
2	<b>CULTURE AND MEDIA</b>	12
	<p><b>CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRNDS-</b></p> <ol style="list-style-type: none"> <li>1. Construction of culture- social, economic, political, religion and technology</li> <li>2. Culture, industry and media commodification, memes, representation, articulation, popular culture, power, cyber culture, Mass culture, OTT platforms</li> <li>3. Media and its impact on the cultural aspect of the society.</li> <li>4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</li> <li>5. Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in the Contemporary society</li> </ol>	
3	<b>GENDER AND MEDIA CULTURE</b>	12
	<p><b>ROLE AND INFLUENCE OF MEDIA-</b></p> <ol style="list-style-type: none"> <li>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, LGBT, stereotype images, roles etc.)</li> <li>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>3. Gender equality and media</li> <li>4. Hegemonic masculinity in media</li> </ol>	

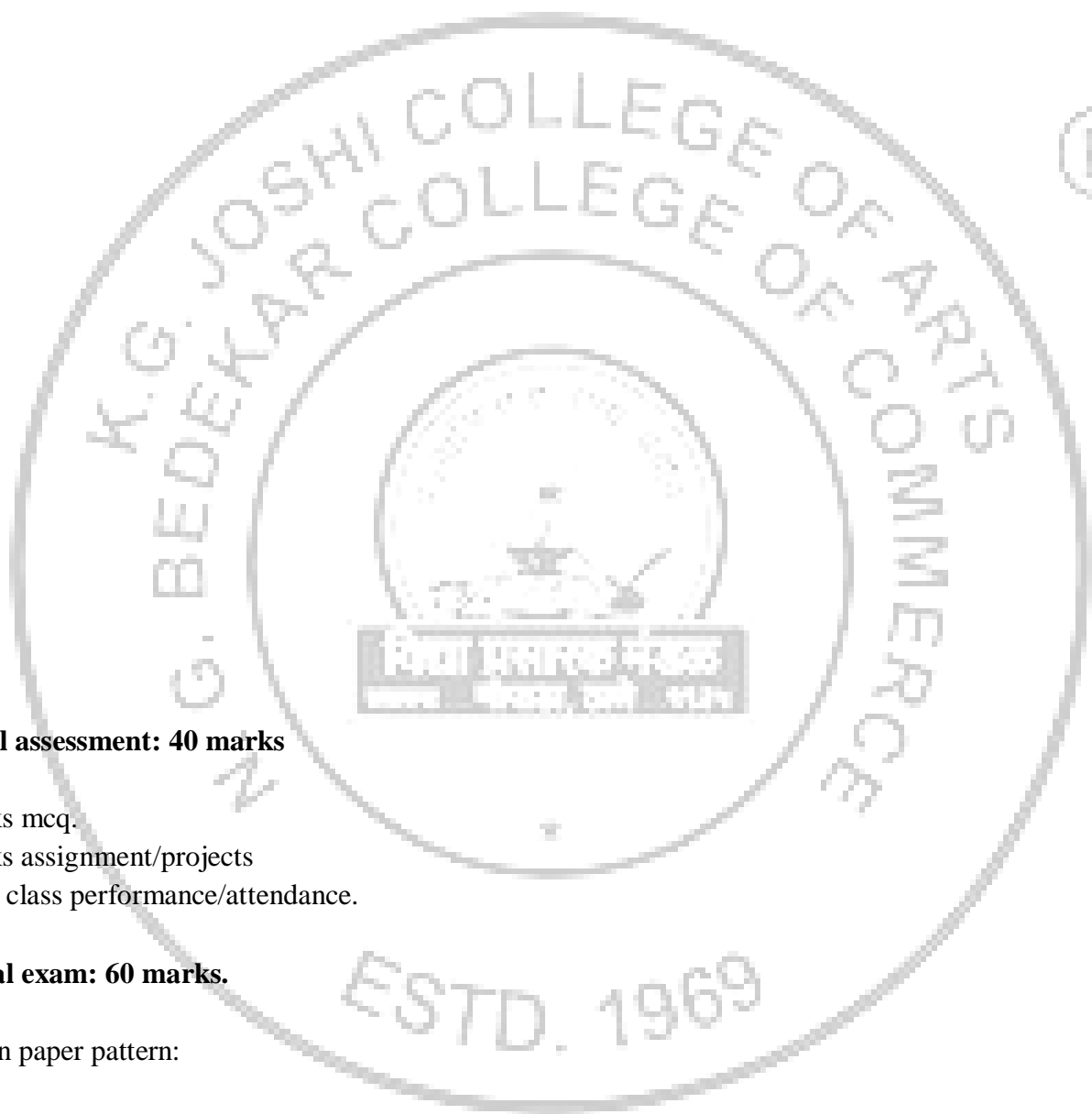
	5. Gender issues in news media (TV, radio, newspapers & online news)	
4	<b>GLOBALISATION AND MEDIA CULTURE</b>	12
	<p>GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS-</p> <ol style="list-style-type: none"> <li>1. Media imperialism</li> <li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>3. Consumer culture and media in the era of globalisation.</li> <li>4. Digital Media culture: Recent trends and challenges</li> <li>5. Media and Globalisation: Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li> </ol>	

Internal Exercise:

1. CONTINUOUS ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP/INDIVIDUAL PROJECTS

SUGGESTED READING

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



**Internal assessment: 40 marks**

20 marks mcq.

15 marks assignment/projects

5 marks class performance/attendance.

**External exam: 60 marks.**

Question paper pattern:

Q. 1 Subject related case study/long answer question

OR

Q.1 Long answer question.

(15)

Q.2 A) Give Descriptive/long answers

OR

(15)



B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.3 A) Give Descriptive answers/long answers (15)

OR

B) Give Brief answers to the following (8)

C) Give Brief answers to the following (7)

Q.4 Short notes ( Any 3 out of 5 ) (5 marks each) (15)

