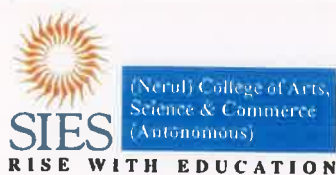


AC: 30/11/2023

Item No. : 1.1.6



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)  
SYLLABUS FOR APPROVAL**

**BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)**

Sr. No.	Heading	Particulars
1	Title of the programme	<b>BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)</b>
2	Eligibility for admission	<b>HSC or Equivalent</b>
3	Minimum percentage for admission	<b>40%</b>
4	Passing Marks	<b>40%</b>
5	Semesters	<b>I &amp; II</b>
6	Level	<b>UG</b>
7	Pattern	<b>04 years &amp; 08 semesters CBGS</b>
8	Status	<b>New</b>
9	To be implemented from	<b>From Academic year 2024-25 in a progressive manner</b>

Date: 29/6/2024

  
**Dr. Koel Roychoudhury**
**AC Chairperson**
  
**Mr. Mithun Pillai**
**Head of the department**

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-C, Dr D Y Patil Vidyanagar, Sector 5, Nerul, Navi Mumbai  
Maharashtra 400706.

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Email: [ascnsies@sies.edu.in](mailto:ascnsies@sies.edu.in) / [siesascn@yahoo.in](mailto:siesascn@yahoo.in), Website: [www.siesascn.edu.in](http://www.siesascn.edu.in)

**SIES (Nerul) College of Arts, Science and Commerce**  
**(Autonomous) (Affiliated to University of Mumbai)**  
**RE-ACCREDITED GRADE “A” BY NAAC (3<sup>rd</sup> CYCLE)**

**BOARD OF STUDIES**  
**SYLLABUS FOR**  
**B.A.M.M.C (BACHELOR OF ARTS IN MULTIMEDIA AND MASS**  
**COMMUNICATION) (WITH EFFECT FROM THE ACADEMIC**  
**YEAR 2023-2024)**

**OBJECTIVES OF THE PROGRAMME:**

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. Students should acquire 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.

**Program Outcomes**

1. The learners should develop critical thinking skills, professional writing skills and effective oral communication skills.
2. The students should develop an awareness of current events and gain understanding of constitutional values and Indian political system.
3. The students should develop skills in enabling them to work in a digital interconnected society.
4. The learners will gain skills in designing and visual communication enabling them to creatively work in the advertising industry.
5. The learners will gain awareness of Indian Knowledge systems including gaining insight into roots of Indian culture and Society.



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

(Affiliated to University of Mumbai)

**RE-ACCREDITED GRADE "A" BY NAAC (3<sup>rd</sup> CYCLE)**

**BOARD OF STUDIES**

**SYLLABUS FOR**

**MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)**

**OBJECTIVES OF THE PROGRAMME:**

**Program Objectives**

1. To impart basic knowledge of mass communication processes to students from diverse backgrounds.
2. To train well rounded Journalists, Advertising, Public relations and Mass media professionals with requisite technical and content-generation skills.
3. To develop an analytical approach among students for critical evaluation of the mass communication media.
4. To prepare socially responsible media academicians, researchers, professionals with a global vision.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.

**Program Outcomes**

1. Students should demonstrate depth of knowledge from communication, media and ancillary domains.
2. Students should critically engage with different media and communication contexts and extend into other social spheres.
3. To enable students to think critically, creatively and independently
4. Students should be able to apply technologies essential for Journalism or Advertising
5. Practise informed-citizenship based on secular and egalitarian values enshrined in the Indian Constitution.

### SCHEME OF MODULES

<b>SEMESTER I</b>			
<b>Serial No</b>	<b>Course code</b>	<b>Credits</b>	<b>Course Name</b>
<b>I</b>	<b>Major Department Specific Course (DSC)</b>		
<b>1</b>	<b>U24MMC1MJ01</b>	<b>04</b>	<b>Introduction to Mass Communication</b>
<b>2</b>	<b>U24MMC1MJ02</b>	<b>02</b>	<b>Media Literacy</b>
<b>III</b>	<b>Open Electives(OE)/ Generic Electives</b>		
<b>1</b>	<b>U24ITE01</b>	<b>04</b>	<b>Introduction to Computers</b>
<b>IV</b>	<b>VOCATIONAL COURSE (VC) &amp; SKILL ENHANCEMENT COURSE (SEC)</b>		
<b>1</b>	<b>U24MMC1VSC01</b>	<b>02</b>	<b>Communication Design</b>
<b>2</b>	<b>U24MMC1SEC01</b>	<b>02</b>	<b>Visual Communication</b>
<b>V</b>	<b>ABILITY ENHANCEMENT COURSE(AEC)/ VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)</b>		
<b>1</b>	<b>U24MMC1AEC01</b>	<b>02</b>	<b>Effective Communication Skills - I</b>
<b>2</b>	<b>U24MMC1VEC01</b>	<b>02</b>	<b>Understanding Indian Society and Constitutional values</b>
<b>3</b>	<b>U24MMC1IKS01</b>	<b>02</b>	<b>Ancient India: History and Society</b>
<b>VI</b>	<b>Co-Curricular Courses (CC)</b>		
<b>1</b>	<b>U24CC1CA01</b>	<b>02</b>	<b>Current Affairs</b>
<b>TOTAL CREDITS</b>		<b>22</b>	



## INTRODUCTION TO MASS COMMUNICATION

**COURSE CODE: U24MMC1MJ01**

**COURSE CREDIT: 04**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- Students will be introduced to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media, Media Convergence and its implications.

### Course Outcomes:

- The learner will be able to identify the various forms of mass communication and understand its impact on the society.
- The learner will be able to understand the evolution of mass media and its impact on the mass media industry.
- The learner will be able to analyse the importance of various models of communication which will further help them in understanding how communication works
- The learner should be able to analyse the impact of social, economic, political and technological factors on the media industry.

Sr. No	Syllabus	No. of lectures
01	<b>Module -1- Introduction and overview</b>  Meaning and importance of Mass Communication. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc.  4. Theories and Models of Communication: Lasswell, Shannon and Weaver, Sociological Model, Gatekeeping Model, Hub Model, Sadharanikaran. Mass Society Theory.	15



02	<b>Module-2 - History of Mass communication</b>  From oral to communication, From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape  Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet	15
03	<b>Module-3 - Impact of Mass Media on Society</b>  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.	15
04	<b>Module-4 - New Media and media convergence</b>  Elements and features of new media, Technologies used in new media, Major challenges to new media acquisition-personal, social and national. Future prospects.	15

**Syllabus designed by:**  
**Dr. Divya Nair**  
**Ms. Tejal Shinde**

**References:**

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication in India: Keval J Kumar
3. Mass Communication: Rowland Lorimer
4. Baran J Stanley & Davis K Dennis(2002) (2<sup>nd</sup> edition) Mass Communication Theory: Foundations, Ferment,
5. and Future, Thomason Asia Pte Ltd: Singapore
6. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
7. Communication Technology & Development: I P Tiwari
8. The Process of Communication: David K Berlo
9. Cinema & Television: Jacques Hermabon & Kumar Shahan.
10. Mass Media Today: Subir Ghosh
11. Mass Culture, Language & arts in India: Mahadev L Apte
12. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
13. India's Communication Revolution: Arvind Singhal and Everett Rogers.



14. The Myth of Mass Culture: Alan Swing wood
15. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
16. Communication-concepts &Process: Joseph A Devito
17. Lectures on Mass Communication: S Ganesh.





## SCHEME OF EXAMINATION ( 4 credits) 100 marks

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
  - Semester end examination 60% i.e. 60 marks
- (A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

### PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks(Short notes Any 3 out of 5) (5 Marks each)	15
Total	60
Note: 1. Q.1, 2 and 3 - 15 marks question may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.**





## MEDIA LITERACY

**COURSE CODE: U24MMC1MJ02**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Course Objectives:

- To make students adept about the various media formats
- To help students understand media and its impact on audience
- To introduce students to various types of media and their uses.

### Course Outcomes

- The learner will get a clear understanding of all media platforms.
- The learner will understand various aspects of media and its uses.
- The learner will be able to identify types of media, its importance and uses.

Module-1 Print Media and Electronic Media		(Total 10 Lectures)
1.	Role of newspapers, Types of Print Media, Introduction to political system	05
2.	Introduction to Electronic or Broadcast Media, Introduction to Radio, Introduction to Television, Digital impact on electronic media.	05
Module-2. - Journalism and Advertising		(Total 10 Lectures)
1.	Principles of Journalism, Impact and role of journalists.	05
2.	Introduction to Advertising ,Objectives of Advertising, Role of Advertising, Types of Advertising	05
Module-3. Film Communication		(Total 10 Lectures)
1.	<ul style="list-style-type: none"><li>● Film appreciation: Introduction to commercial and parallel cinema in India</li><li>● Hindi film industry; journey through the years.</li><li>● Regional cinema in India- Introduction to Marathi, Bengali, Malayalam, Telegu, Tamil and Kannada films.</li></ul>	05



2.	<ul style="list-style-type: none"> <li>● Influential Indian filmmakers- Dadasaheb Phalke, Satyajit Ray, Bimal Roy.</li> <li>● Introduction to international cinema- American, Japanese and Irani Cinema.</li> <li>● New themes in Indian cinema</li> </ul>	05
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**Syllabus designed by:**

**† Is. Tejal Shinde**

**Dr. Divya Nair**

### References

- Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill, 2002. Print.
- Briggs, Asa, and Peter Burke. A Social History of the Media: From Gutenberg to the Internet. Cambridge: Polity, 2009.
- Potter, W. James. (1998). Media Literacy. Thousand Oaks, CA: Sage."
- McQuail, Denis. (1994). Mass Communication: An Introduction
- Mass Communication in India, Fifth Edition Keval J. Kumar
- The Sage handbook of digital journalism, Tamara Witschge
- Advertising and Society: An Introduction" by Carol J Pardun



### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### B) Semester end examination 30 marks

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**



## COMMUNICATION DESIGN

COURSE CODE: U24MMC1VSC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

- To provide learners with overview on communication design in various fields.
- To generate interest among the learners about use of design in mass media
- To equip them with basic understanding and presentation of design.

### Course Outcomes.

- Learners will learn about the application of design for communication in various fields.
- Learners will develop an interest about use of design to create mass media specific designs
- Learners will be able to create and present their own design.

Serial No.	Syllabus	LECTURES
Module-I	<b>INTRODUCTION TO COMMUNICATION DESIGN</b> 1. Elements of Design Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space 2. Principles of Design Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity 3. Rules of Design Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc 4. Optical illusions Visual Influence: Shapes & proportions, Tones & contrast, Lines & length 5. Typography 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	10



<b>Module-II</b>	<b>LAYOUT: THE BLUE PRINT</b> <ol style="list-style-type: none"> <li>1. Types of Layout: Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.</li> <li>2. Stages of Layout: Thumbnail sketches, Rough layout, Finished layout, Comprehensive</li> <li>3. Choosing Picture: Strong visual capable of selecting Target Group, Suitable with headline, Trial close</li> <li>4. Choosing Typo: Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.</li> <li>5. Putting all Together: Choosing canvas size, Trying formats, orientations, Various proportions of verbal &amp; visual</li> </ol>	<b>10</b>
<b>Module -III</b>	<b>PRACTICAL DESIGN</b> <ol style="list-style-type: none"> <li>1. Logo Design, Deciding color scheme, Modifying Typo, Using glyphs, Considering shape as identity</li> <li>2. Using finalized layout for creating series of ads</li> <li>3. Creating a layout of a newspaper front page</li> </ol>	<b>10</b>

**Syllabus designed by:**

Mr. Abhishek Dandekar

Dr. Divya Nair

#### **References-**

1. **Visual Journalism: Rajesh Pandey, Adhyan Publication.**
2. **Newspaper Layout and Design: Daryl Moen, Surjeet Publication.**
3. **Art & Ideas: G. S. Rege**
4. **Art & Production: N. N. Sarkar**
5. **Advertising by Design Robin Landa**
6. **Elements of Graphic Design Alexander White**
7. **Ogilvy on Advertising David Ogilvy**



### **SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- a) Internal assessment 40% i.e. 20 marks
- b) Semester end examination 60% i.e. 30 marks

#### **(A) Internal Assessment 20 marks**

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### **B) Semester end examination 30 marks**

### **PAPER PATTERN**

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination**



## **VISUAL COMMUNICATION**

**COURSE CODE: U24MMC1SEC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### **Course Objectives:**

- To provide learners with overview on visual communication in various fields.
- To generate interest among the learners about use of visuals in mass media
- To equip them with basic understanding and presentation of visual elements.

### **Course Outcomes:**

- The learners will learn about the use of communication with visuals in various fields.
- The Learners will develop an interest about the application of visuals in mass media
- The Learners will be able to create and present visual elements to communicate a particular message.

<b>MODULE</b>	<b>TOPICS</b>	<b>LECTURES</b>
MODULE -I	<b>INTRODUCTION TO VISUAL COMMUNICATION</b> 1. History and development of Visuals 2. Need and importance of Visual Communication 3. Visual Communication as a process and as an expression, Language and visual communication	<b>5</b>
MODULE-II	<b>IMPACT OF COLORS - Colors and Design in Visual Communication</b> 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design 5. Creating patterns and designs	<b>10</b>





MODULE-III	<b>CHANNELS OF VISUAL COMMUNICATION - Tools/Mediums of Visual communication</b> <ol style="list-style-type: none"> <li>1. Painting &amp; Photography</li> <li>2. Film &amp; Television, Documentaries, Script writing &amp; visualization</li> <li>3. Comics &amp; Cartoons, Digital Images, Animation &amp; VFX</li> <li>4. News Papers, Advertisements, PhotoJournalism</li> <li>5. Folk &amp; Performing Arts , Theatre</li> </ol>	10
MODULE-IV	<b>LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA - Visual communication in the age of social media</b> <ol style="list-style-type: none"> <li>1. Ethics</li> <li>2. Impact of Language and culture, Images and messages, Signs &amp; Symbols (GIF, etc.)</li> <li>3. Audience Behavior</li> <li>4. Citizen Journalism, Going Viral</li> <li>5. Visual stereotyping in social media</li> </ol>	5

**Syllabus designed by:**

Mr. Abhishek Dandekar

Mr. Vinod Mahabale

#### **REFERENCES:**

1. Handbook Of Visual Communication Edited By Ken Smith / Sandra Moriarity / Gretchen Barbatsis & Keith Kenny
2. Visual Communication Theory And Research By Shahira Fahmy, Mary Angela Bock & Wayne Wanta
3. Visual Communicating by Ralph E Wileman



## SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- a) Internal assessment 40% i.e. 20 marks
- b) Semester end examination 60% i.e. 30 marks

### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

### B) Semester end examination 30 marks

## PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination**



## EFFECTIVE COMMUNICATION SKILLS – I

**COURSE CODE: U24MMC1AEC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To make the students aware of functional and operational use of language in media.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications.

### Course Outcomes:

- The Learner will be able to analyze functional and operational use of languages
- The Learner will gain clarity about various concepts of communication.
- The Learner will learn creative writing and thinking skills.
- The Learner will have enhanced structural and analytical skills useful in making presentations.

Module-1 Introduction to Communication Lectures)		(Total 10
1	<b>The concept of communication:</b>  Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barrier to Communication; Measures to Overcome the Barriers to Communication.	03
2	<b>Types of Communication:</b> Types of Communication; Verbal  Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.	03
3	<b>Oral communication and media:</b> Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	02
4	<b>Listening Skills:</b> 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.	02



<b>Module-2. Reading -English, Hindi OR Marathi</b>		<b>(Total 10 lectures)</b>
1	<b>Types of Reading:</b> 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	04
2	<b>Various aspects of Language:</b> Recognizing various aspects of language particularly related to media , Vocabulary 100 media words.	03
3	<b>Grammar &amp; Usage:</b> Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc	03
<b>Module-3.Thinking and Presentation</b>		<b>(Total 10 Lectures)</b>
1	<b>Thinking:</b> Types of thinking (rational ,logical, critical ,lateral etc ) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	05
2	<b>Presentation:</b> Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation.	05

**Syllabus designed by:**

Mr. Abhishek Dandekar

Ms. Tejal Shinde

#### References:

- Sanghita Sen, Alanrita Mahenda, Priyadarshini Patnaik - Communication and Language Skills- Cambridge University Press
- V. Sasikumar, P. Kiranmayi Dutt, Geetha Rajeevan - Listening and Speaking Sabina Pillai - Spoken English for My World - Oxford University Press
- GeethaRajeevan - Write Rightly- Foundation Books
- Business Communication, Raman-Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge



- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan Raman Prakash, Business Communication, Oxford.

### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

c) Internal assessment 40% i.e. 20 marks

d) Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**



## UNDERSTANDING INDIAN SOCIETY AND CONSTITUTIONAL VALUES

COURSE CODE: U24MMC1VEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

- To introduce students to the overview of the Indian Society.
- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India.
- To introduce students to a basic understanding of the Indian Political System.

### Course Outcomes:

- Students will understand Indian Social conditions.
- Students will be acquainted with features of Indian Constitutions.
- Learners will be aware of the measures to tackle societal problems
- Learners will understand the intricacies of Indian political system.

UNIT	TOPICS	LECTURES
Unit-I <u>Salient features of Indian Society</u>	<ul style="list-style-type: none"><li>• Understand the multi-cultural diversity of Indian society through its demographic composition: Population distribution according to religion, caste, geographical location and gender and age. (3)</li><li>• Co-existence of traditionalism and Modernism in Indian Society (1)</li><li>• Values emerging from the diversity in Indian Society (1)</li></ul>	5 Lectures
Unit-II <u>Challenges of Diversity to Unity</u>	<p>Disparity Arising out of-</p> <ul style="list-style-type: none"><li>• Regionalism and Linguism-Meaning, causes and Impact (2)</li><li>• Casteism and Communalism - Meaning, History, measures to solve these problems. (2)</li><li>• Social Inequalities: Meaning, Causes and Effects, (1)</li></ul>	10 Lectures





	<ul style="list-style-type: none"> <li>● Gender Inequalities- Treatment and exclusiveness of Women and Other Genders in the society (2)</li> <li>● Economic/ Wealth Inequalities-Class System and Economic Segregation of the Society (2)</li> <li>● Measures to improve Equality and Social Justice in the society (1)</li> </ul>	
Unit-III <u>Constitutional Values</u>	<ul style="list-style-type: none"> <li>● Philosophy of the Constitution as set out in the Preamble (2)</li> <li>● Features of the Constitution (2)</li> <li>● Fundamental Rights (2)</li> <li>● Fundamental Duties (1)</li> <li>● Directive Principles of State Policy (1)</li> <li>● Federal structure (2)</li> </ul>	10 Lectures
Unit-IV <u>Significant Aspects of Political Processes</u>	<ul style="list-style-type: none"> <li>● The party system in Indian politics; (2)</li> <li>● Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics (2)</li> <li>● Role and significance of women in politics (1)</li> </ul>	5 Lectures

Syllabus designed by: Mr. Mithun Pillai  
Ms. Dhvani Chauhan

### References-

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Urbanization in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanpur, P K Mohanty, SAGE Pub ( 2014)
- Regional Inequalities in India Bhat L SSSRD- New Delhi
- The Problems of Linguistic States in India, Krishna Kodesia Sterling Pub
- Problems of Communalism in india, Ravindra Kumar Mittal Pub
- Combating Communalism in India: Key to National Integration, Kawal Kishor Bhardwaj, Mittal Pub
- Khare, R. S. (1998). Cultural diversity and social discontent: Anthropological studies on contemporary India.
- Ganesh, K., & Thakkar, U. (Eds.). (2005). Culture and the making of identity in contemporary India. SAGE Publications India.
- Das, B., & Khawas, V. (2009). Gender issues in development: concerns for the 21st century. (No Title).
- Mandal, B. P. (2011). Cultural Sociology. Centrum Press.





- Rapport, N. (2014). Social and cultural anthropology: The key concepts. Routle
- Oxford Concise Dictionary of Politics, Iain Mclean / Alistair McMillan, Oxford University Press
- Politics, 2nd Edition, Andrew Heywood, Ane Books.
- Dictionary of Politics, D. Robertson, Penguin Books India.
- An Introduction to Political Theory, Gauba, O. P., Macmillan
- Political ideas and concepts : An introduction, Heywood Andrew, Macmillan, Houndmills
- Political ideologies : An introduction, Heywood Andrew, Macmillan, Houndmills
- Oxford Companion to Politics of the World, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, Oxford University Press New York.
- Political Theory, Das Hari Hara and Chaudhari B. C., National Publishing House.
- Introduction to the Indian Constitution, Basu D.D., Wadhwa Publications.
- An Introduction to the Constitution of India, Pylee M V, Vikas Publishing House.
- Introduction to the Constitution of India, Sharma, Brij Kishore, Prentice-Hall of India.
- Our Constitution Kashyap Subhash, National Book Trust.
- Indian Policy for Preliminary Examination, Lakshmikant, Tata McGraw Hill.
- Indian Government and Politics, Narang A.S., Gitanjali Publishing House, New Delhi.
- Introduction to Media and Politics, Sarah Oates, Sage publishers.
- Principles of Modern Political Science, J.C. Johari, Sterling publishers



### **SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- e) Internal assessment 40% i.e. 20 marks
- f) Semester end examination 60% i.e. 30 marks

#### **(A) Internal Assessment 20 marks**

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### **B) Semester end examination 30 marks**

### **PAPER PATTERN**

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination**



## ANCIENT INDIA: HISTORY AND SOCIETY

COURSE CODE: U24MMC1IKS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

1. To acquaint the students with different sources of Ancient Indian History.
2. To enable the students to understand the political developments in the period of study.
3. To enable the students to understand the socio economic and cultural developments in the period under study and appreciate the rich cultural heritage in India.

### Course Outcomes:

1. Students will be aware of ancient Indian history.
2. Learners will be acquainted with rich Indian Heritage
3. students will be able to practise indian values and ethos in the present world.

S N	Syllabus	No. of lectures
0 1	Indus Valley Civilization (a) Social and Economic Life (b) Religious Life (c) Town Planning and Decline of the Civilization Vedic Age (a) Janapada (b) Social and Economic Life (c) Religion	1 0
0 2	India in the 6th century B.C 1. Age of Janapadas; Persian & Greek Invasions, 2. Jainism & Buddhism : Teaching & Impact	1 0



0 3	Mauryan & Post Mauryan Period (322 B.C.-320 A.D.) 1. Chandragupta Maurya, Ashoka & Mauryan administration 2. Post Mauryan Dynasties– Sungas, Kushanas & Satvahanas	1 0
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Syllabus designed by: Mr Mithun Pillai.

### References:

1. Agarwal D.P., The Archaeology of India, (Delhi Select Book Services) Syndicate, 1984.
2. Allichin–B-Zidget and F. Raymond, Origin of a Civilization– The History and early Archaeology of South Asia, (Delhi Oxford and IBH), 1994.
3. Basham A.L., The Wonder that was India, Rupa & Co., 1998.
4. Bhattacharya N.N., Ancient Indian Rituals and their Social Contents, Manohar Publications, Delhi, 199
5. Chakravarty Uma, The Social Dimensions of Early Buddhism, Munshiram Manoharlal, Delhi, 1996.
6. Jha, D.N, Ancient India in Historical Outline, Motilal Banarasidas, NewDelhi, 1974
7. Kautilya ,The Arthashastra, Penguin Books, 1987. .
8. Luniya B.N., Life and Culture in Ancient India, Lakshmi Narain Agarwal, Agra, 1994.
9. Majumdar R.C. and Altekar A.S. ed, The Vakataka- Gupta age, Motilal Banarsidas, Delhi, 1967.
10. Mookerjee, R.K.,Ancient India, Allahabad, Indian Press, 1956.
11. Mukherjee, B.N., Rise and Fall of the Kushan Empire, (Kolkata Firma,KLM), 1988.
12. Nandi R.N., Social Roots of Religion in Ancient India, (Kolkata K.B. Bagchi), 1986.
13. Nilkantha Shastri, A History of South India, Madras, 1979
14. Pannikar K.M., Harsha and His Times, D.B. Taraporewalla Sons and Co. Bombay,1922.
15. Pargitar, F.E.: Ancient Indian Historical Tradition, Motilal Banarasidas Publishers Pvt. Ltd. New Delh 1962.
16. Pathak, V.S., Historians of India (Ancient India), Asia Publishing, Bombay. 1966. . PossellG.L.ed., Ancient Cities of the Indus, Vikas, Delhi, 1979.
17. Sharma, L.P., Ancient History of India, Pre- Historic Age to 1200 A.D., Vikas Publishing House, New Delhi, 1981.
18. Thapar Romila, Ashoka and decline Mauryas, Oxford University Press, London, 1961.
19. Tripathi R.S. History of Ancient India- Motilal, Banarasidas Varanasi- 198 Marathi Books:



### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- a) Internal assessment 40% i.e. 20 marks
- b) Semester end examination 60% i.e. 30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### B) Semester end examination 30 marks

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination**



## Co –Curricular Course in Departmental Activities

### CURRENT AFFAIRS

Course Code: U24CC1CA01

Course Type: Co-curricular

Credits: 2

#### Course Objectives:

- To provide learners with overview on current developments in various fields.
- To generate interest among the learners about burning issues covered in the media
- To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
- Twenty minutes of newspaper reading and discussion mandatory in every lecture

#### Course Outcomes:

- Students will Stay informed about major national and international events, trends, and issues across politics, economics, society, and culture.
- Understand the background, context, and significance of current affairs in a global and local setting.

UNIT NO	Topic	No. of Lectures required
Unit 1	Lectures: <b>Current National stories</b> <ol style="list-style-type: none"><li>1. Three political stories of national importance.</li><li>2. Political leaders : news makers of the season ( Brief profile of any three)</li><li>3. One dominating economic /business news</li><li>4. One dominating environment news story</li></ol> <b>Polity and governance</b> <ol style="list-style-type: none"><li>1. Ministries of Government of India Autonomous government bodies</li><li>2. Review of any three Central Government projects and policies</li><li>3. An update on the current political dynamics of Maharashtra.</li></ol>	20
Unit 2	Project: One story of current importance. (Presentation or report writing). 4. Assignments: Report on any 2 on-going state projects.	10
	<b>TOTAL (HOURS)</b>	<b>30</b>



Syllabus designed by:  
Ms. Tejal Shinde

The scheme of Examination shall be divided as follows.

<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>2</b>
<b>Continuous Evaluation Pattern</b>	<b>Marks</b>
<b>Description</b>	
Activity related work such as <ul style="list-style-type: none"><li>• Attending lectures</li><li>• Practical sessions</li><li>• Project and presentation</li><li>• Newspaper and magazine reading</li></ul>	10 10 10
Maintenance of work records and submission of activity report	10
Presentations /Viva-voce by faculty in charge	10
<b>Total</b>	<b>50</b>

**References:**

1. Manorma Yearbook published by Malayala Manorama
2. Competition Success Review
3. Competition Master
4. Yojana published by Publication Division, Ministry of Information and Broadcasting
5. The Virtual Reality Primer- Casey Casey Larijani
6. The Secret of Viral Content Creation- Priyanka Agarwal
7. 70 years in Indian politics and policy <https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htm#market/#7e8eddbd55b>.
8. A Reflection on the Role of the United Nations in Ensuring a Secure, Prosperous and Equitable World United Nations
9. <https://www.foreignaffairs.com/articles/world/2021-03-18/world-still-needs-un?gad=1&gclid=Cj0KCQjwamlBhD3ARIsAARoaEwV0dgrl3JXanMNyr07OkygNq0CfsL0dkGqPC>





## Content Writing (Open Elective offered to other courses)

COURSECODE: U24MMC1E02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

### Course Objectives:

- To equip students with resources for successful communication.
- Recognizing clear writing as a communication skill
- To introduce students to basic writing, editing and publishing techniques.

### Course Outcomes:

- Students will be able to understand basics of communication skills.
- Students will improve their writing skills.
- Students will understand basic editing skills.

Unit	Details	Lectures
I	The concept of content writing and its applicability. Importance of content.  Print and web content writers' roles and responsibilities.  Types of Content writing and its scope.  Editing redundant words/ phases and replacing wrong words/punctuation/grammatical errors.  Understanding the basics of social media, Understanding social media content writing.	15
II	Getting the brief, ideating, researching, and organizing.  Editing and proofreading.  Non-fiction (essays, reports), advertising, and newspaper writing styles  Writing blogs.  Corporate Communications: Focus on language, vocabulary, writing style, target audience, formal and casual language while writing for business-to-business (B2B), business-to-consumer (B2C), press releases, and newsletters.  How to do a plagiarism check, and Paraphrasing.	15



**References:**

- Technical writing process, Kieran Morgan
- Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge
- Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
- Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print.
- Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009. Print.
- Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007
- Field, Syd. The Screen Writer's Problem Solver. New York: Random House Publishing, 1998. Print.



### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- c) Internal assessment 40% i.e. 20 marks
- d) Semester end examination 60% i.e. 30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### B) Semester end examination 30 marks

### PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination



## Media Literacy (Open Elective offered to other courses)

**COURSECODE:U24MMC1E01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To equip students with resources for successful knowledge of mass media.
- To introduce students to forms, roles and importance of mass media

### Course Outcomes:

- The Learner will get a clear understanding of all media platforms.
- The learner will understand various aspects of media and its uses.
- The Learner will be able to identify types of media, its importance and uses.

Unit	Details	Lectures
I	<p>Introduction and overview</p> <p>1. Meaning and importance of Mass Media Impact of Mass Media on Society</p> <p>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)</p> <p>B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	15
II	<p>Major forms of mass media: Role and function</p> <p>1. Traditional &amp; Folk Media</p> <p>2. Print: Books, Newspapers, Magazines</p> <p>3. Broadcast: Television, Radio</p> <p>4. Films</p> <p>5. Internet</p>	15



**References:**

1. Mass Communication in India: Keval J Kumar
2. Mass Communication Journalism in India: D S Mehta
3. The Story of Mass Communication: Gurmeet Singh
4. Communication Technology & Development: I P Tiwari
5. The Process of Communication: David K Berlo
6. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan.
7. Mass Media Today: Subir Ghosh
8. Mass Culture, Language & arts in India: Mahadev L Apte
9. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
10. India's Communication Revolution: ArvindSinghal and Everett Rogers.
11. The Myth of Mass Culture: Alan Swing wood
12. Lectures on Mass Communication: S Ganesh.



## **SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- e) Internal assessment 40% i.e. 20 marks
- f) Semester end examination 60% i.e. 30 marks

### **(A) Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

### **B) Semester end examination 30 marks**

## **PAPER PATTERN**

Duration: 1 hour	
Total Marks: 30	
Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:	
1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in internal (08 out of 20) and 40% (12 out of 30) in semester end examination**







### SCHEME OF MODULES

SEMESTER II			
Serial No	Course code	Credits	Course Name
I	MAJOR DEPARTMENT SPECIFIC COURSE (DSC)		
1	U24MMC2MJ01	04	Introduction to Journalism
2	U24MMC2MJ02	02	History of Media
II	MINOR DEPARTMENT SPECIFIC COURSE		
1	U24MMC2MI01	02	Introduction to Advertising
III	OPEN ELECTIVES(OE)/ GENERIC ELECTIVES		
1	U24MS2E01	02	Personality Development
2	U24AF2E01	02	Introduction to Entrepreneurship
3	U24IT2E01	02	E-Commerce
IV	VOCATIONAL SKILL COURSE (VSC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U24MMC2VSC01	02	Principles of Marketing
2	U24MMC2SEC01	02	Gender Studies
V	ABILITY ENHANCEMENT COURSE(AEC)/VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U24MMC2AEC01	02	Effective Communication Skills II
2	U24MMC2VEC01	02	Environment and Sustainable Development
VI	CO-CURRICULAR COURSES (CC)		
1	U24CC2DLLE02	02	DLLE
2	U24CC2NSS02	02	NSS
3	U24CC2FF01	02	Frames Film Festival
4	U24CC2MS01	02	Media Summit
TOTAL CREDITS		22	



## INTRODUCTION TO JOURNALISM

**COURSE CODE:** U24MMC2MJ01

**COURSE CREDIT:** 04

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
- To be aware of the history of journalism and its implications for the present age.
- To understand the basic tenets of news journalism.
- To develop critical thinking on present challenges in the profession of journalism.

### Course Outcomes

- Students will be able to understand the medium of Journalism.
- Students will be able to interpret news journalism and its impact on Public opinion.
- Students will develop critical thinking skills.
- Students will analyze the relationship between media and society.

Sr. No	Syllabus	No. of lectures
01	Evolution of Journalism-Changing face of journalism from Guttenberg to new media. Phases of Journalism in India-Earliest publications, The rise of nationalist press, Post 1947 The emergency 1975, Post Emergency, Post liberalization of the economy. New media with special reference to the rise of Citizen Journalism. How technological advancements have helped the media?	15
02	Definition of News; Hard News / Soft News and blend of the two. Criteria for newsworthiness-news values News Reports; Features; Editorials, Columns. Organizational Structure of Newspaper and magazines, Television Channels. Latest trends and issues in journalism. The Challenge of Fake news and Misinformation.	15



03	<p>The news process from the event to the reader.</p> <p>Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.</p> <p>Components of a news story</p> <p>Finding a news angle, Writing a lead, Types of leads, Inverted Pyramid format.</p>	15
04	<p>Role and Functions of Journalism</p> <p>Principles of Journalism- Accuracy, Attribution, Balance, Objectivity, Fairness, Independence.</p> <p>Career in journalism- Reporter, Feature Writer, Mobile Journalism, Data journalist, Investigative journalist, Rural journalist, Editors, Lifestyle journalist, PR professionals, Script writers and Filmmakers.</p> <p>Press Council of India, Audit Bureau of Circulation.</p> <p>Media Literacy and Fact Checking. AI and Journalism</p>	15

Syllabus designed by: Mithun Pillai  
Dr Divya Nair

#### References:

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publications
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



### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

### B) Semester end examination 60 marks Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



## HISTORY OF MEDIA

**COURSE CODE:** U24MMC2MJ02

**COURSE CREDIT:** 02

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

1. To enable the learner to understand the major developments in media history.
2. To understand the history and role of professionals in shaping communication.
3. To understand the values that shaped and continues to influence Indian mass media.
4. Learners will develop the ability to think and analyze about media.

### Course Outcomes

1. Learner will be able to understand Media history through key events in the cultural history
2. Learner will understand the major developments in media history.
3. Learners will analyze the values that shaped and continue to influence Indian mass media.

Sr. No	Syllabus	No. of lectures
01	<b>Module -1- EVOLUTION OF PRESS IN INDIA</b> a. Early publications and social reforms in India. b. India's Freedom Struggle and Role of Media. c. Independence and rise of Newspapers. d. Press during the Emergency Period. e. Rise of language press post Emergency. f. Media Icons Gandhi and Ambedkar.	10
02	<b>Module-2 - HISTORY OF DOCUMENTARIES AND FILMS</b> a. Genesis of documentaries and short films, (screening of few documentaries is essential- like Hindustan Hamara, Zalzalaa, The Vanishing Tribe) b. Role of Documentarians – P. V. Pathy, D. G. Tendulkar, H. S. Hirlekar, Paul Zils and Fali Billimoria Anand Patwardhan. c. Evolution of film making in India - Brief history, Photography to moving films d. Origin of Hindi cinema e. Origin of Short films to what it is today, role of you tube and WhatsApp f. Great masters of world cinema	10



03	<b>Module-3 HISTORY OF RADIO AND TELEVISION</b> <ol style="list-style-type: none"> <li>Radio &amp; Television as Mass Media</li> <li>Radio and Television Broadcasting</li> <li>Satellite Television &amp; Privatization in Broadcasting</li> <li>Advertising in India</li> <li>Digital media and Convergence</li> </ol>	10
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Syllabus designed by: Mithun Pillai  
Dr Gayatri Hari

References:

1. Mass Communication In India Paperback – By Keval J. Kumar
2. Journalism In India: History, Growth, Development 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 Usha M. Rodrigues &  
Maya Ranganathan
5. Documentary Films And Indian Awakening 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(Harper Collins 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)
11. Natrajan, S, A History of the Press in India. 1962.
12. Bipan Chandra, India After Independence 1947-2000.
13. Robin Jeffrey, India"s Newspaper Revolution.
14. Rangaswami Parthasarathy, Journalism in India1997.



## **SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e., 20 marks
- Semester end examination 60% i.e., 30 marks

### **(A) Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

### **B) Semester end examination 30marks**

#### **PAPER PATTERN**

Duration: 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**





## INTRODUCTION TO ADVERTISING

**COURSE CODE: U24MMC2M101**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Course Objectives:

- The students will be introduced to advertising as an effective tool of promotion
- To study the evolution of advertising
- To study the process, tools and channels of advertising
- To understand the practical functioning of an advertising agency

### Course Outcomes:

- Learners will be able to understand the evolution of advertising
- Learners should be able to identify and understand the process, working, tools and channel of various advertising media.
- Learners should be able to demonstrate an understanding of the overall role advertising plays in the business world

Module-1. Introduction to Advertising		(Total 10 Lectures)
1.	Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising  Types of Advertising: Consumer, Industrial, Retail, Classified, Corporate, Public service, Generic, National, Global, International, Social (CSR) and Advocacy	4
2.	Ethics and Laws in Advertising: Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads, Controversial, Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	4
3.	Social, Cultural and Economic impact of Advertising Social, Cultural and Economic impact Women and advertising, Children and advertising, Senior citizen and advertising, Pop Culture and advertising	2
Module-2. - Tools of Advertising		(Total 10 Lectures)
1.	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-of-home Advertising, On-premise advertising , Transit advertising , Posters , Directory advertising / 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	6



2.	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 / Sales Promotion and Direct marketing - Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	4
<b>Module-3. Creativity in Advertising and Advertising Agencies</b>		<b>(Total 10 Lectures)</b>
1.	Introduction to Creativity - Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	4
2.	Types of advertising agency - Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	4
3.	Various departments in an agency -Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	2

**Syllabus designed by:**

Mr. Abhishek Dandekar

Dr..Hanif Lakdawala

#### References

- Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
- Adland: Global History of advertising by mark Tungate
- Copy paste: How advertising recycle ideas by Joe La Pompe
- Indian Advertising: Laughter & Tears by Arun Chaudhari
- Adkatha The Story Of Indian Advertising by Halve Anand
- Pandeymonium by Piyush Pandey
- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education
- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)



### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### B) Semester end examination 30

##### marks PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**



## PRINCIPLES OF MARKETING

**COURSE CODE: U24MMC2VSC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

### Course Objectives:

- To introduce key concepts, principles, tools and techniques of marketing to students.
- To make the students aware of the marketing environment in which organisations operate.
- Students should be able to analyse the basis of segmenting a market, components in a marketing mix and apply the knowledge in making marketing decisions.

### Course Outcomes:

- Learner will be able to understanding basic concepts of marketing and its significance.
- Learners will be able to apply key marketing theories, frameworks and tools to solve Marketing problems
- Learners will be able to analyse global business opportunities and its implications on a firm's product and branding strategy.

Sr. No	Syllabus	No. of lectures
	<b>Module 1- Introduction to Marketing</b>	<b>(Total-10 Lectures)</b>
1.	Introduction- Scope, nature, definition, core marketing concepts, Marketing environment, and recent trends in marketing in India.	03
2.	Developing the concept of marketing mix, managing the product – types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.	04
3.	New product strategies – Innovation, Market entry, Product line extension, Pricing of products: Pricing considerations and approaches, strategies and methods.	03
	<b>Module-2. Managing product channels, distribution and Communication</b>	<b>(Total-10 Lectures)</b>



1.	Managing marketing channels, channel design decisions, channel dynamics, managing retailing, wholesaling and market logistics.	04
2.	Integrated Marketing Communications: Factors contributing to the growth of IMC, Marketing Communications and Promotions, The	06
	Marketing communication Process, The Promotion Mix. IMC planning Process and Tools	
	<b>Module-3. Types of Consumers, Target Audience and Marketing Segmentation and Types of Marketing.</b>	<b>(Total-10 Lectures)</b>
1.	Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies.	06
2.	Types of Marketing: TeleMarketing, E-Marketing, Service Marketing, Marketing through Social Networking, Rural Marketing- feature and importance suggestion for improvement of Rural Marketing. Concept & components of a Marketing Information System. Service Marketing.	04

**Syllabus designed by:**  
Mr. Abhishek Dandekar  
Dr. Divya Nair

#### 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.



### SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

#### (A) Internal Assessment 20 marks

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### B) Semester end examination 30marks

##### PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**





## GENDER STUDIES

**COURSE CODE: U24MMC2SEC01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

### Course Objectives:

- To help students with a Critical Understanding of Gender Concepts.
- To make students understand the different aspects of gender and their impact on society.
- To make students critically analyze the impact of media on shaping and perpetuating gender stereotypes.

### Course Outcomes:

- Define and critically examine the concept of gender
- articulate informed opinions on gender issues
- Have an understanding of gender as a social, cultural, and political phenomenon, while also fostering critical thinking, awareness, and advocacy for gender equality

Module-1 Introduction to Gender studies		(Total 10 Lecture:
1.	Gender studies-origin and growth, need for gender studies-objectives, role and scope. Meaning and definition of gender and sex. Difference between gender and sex.	05
2.	Social Construction of Femininity, Social Construction of Masculinity. Patriarchy & Matriarchy: Ideology and Practices. Race, Class and Gender Issues Gender, society and culture.	05
Module-2. - Gender and society		(Total 10 Lectures)
1.	Social Dynamics of Gender Gender Roles Division of Labour Gender Stratification Gender discrimination-	05





	meaning & forms. Gender stereotypes Gender bias	
2	Concept of Gender equality Feminism: Concept and Relevance Feminist movements Relevance of gender studies in the Indian context.	05
Module-3. Gender and Media		
1.	Representation of Gender in Media Role of the media in gender equality. Media and Body Image. Gender portrayal in Cinema, advertisements and TV soaps.	05
2	Gender Stereotyping in Media Gender and Electronic Media New media and gender.	05

**Syllabus designed by:**

**Ms. Tejal Shinde**

**Mr. Mithun Pillai**

### References

- Encyclopedia of Gender and Society by Jodi O'Brien ISBN: 9781412909167. Publication Date: 2008. 2009 RUSA
- hooks, b. (1984). *Feminist Theory: From Margin to Center*. South End Press.
- Mohanty, C. T. (2003). *Feminism without Borders: Decolonizing Theory, Practicing Solidarity*. Duke University Press.
- Chakravarti, U. (1993). *Conceptualising Brahmanical Patriarchy in Early India: Gender, Caste, Class and State*. Economic and Political Weekly, 28(14/15), WS19-WS26.
- Anway, C. D. (2009). *Global Issues in Gender and Sexuality Education: Crossing Boundaries and Bridging Cultures*. Routledge.
- Chakraborty, P., & Basu, S. (Eds.). (2014). *Gender, Development and Disasters*. Sage Publications India.



**SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

**(A) Internal Assessment- 20 marks**

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

**B) Semester end examination 30 marks****PAPER PATTERN**

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**



## EFFECTIVE COMMUNICATION SKILLS II

**COURSE CODE: U24MMC2AEC01**

**1 credit - 15 lectures**

**COURSE CREDIT: 02**

**1 lecture is 60 minutes**

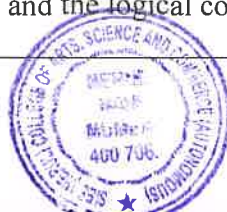
### Course Objectives:

- To introduce key concepts of communications.
- To make the students aware of use of language in media and organization.
- The students will be introduced to writing, editing and translation as an effective tool of communication

### Course Outcomes:

- The Learner will learn creative writing and thinking skills.
- The Learner will gain clarity about various writing and editing styles in communication.
- The Learner will be able to apply their language and translation skills in media and organization.

Module-1 . Writing		(Total 10 Lectures)
1.	Report writing Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of reports)	4
2.	Organizational writing Organizational writing : (English, Hindi or Marathi) 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. AI and writing.	4
3.	Writing for Publicity materials Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot	2
Module-2. - Editing		(Total 10 Lectures)
1.	Editing: 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, newspaper editing and magazine editing.	6
2.	Paraphrasing and Summarizing Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation Summarizing content , the points and sub- points and the logical connection between the points	4



<b>Module-3. Interpret technical data</b>		<b>(Total 10 Lectures)</b>
1.	Introduction to various types of data, Need for interpretation, Read graphs, maps, charts,	4
2.	How to interpret data from the provided material.	4
3.	Exercise on interpreting various forms of data	2

### References

- **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**



### **SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

#### **(A) Internal Assessment 20 marks**

<b>Description</b>	<b>Marks</b>
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### **B) Semester end examination 30**

##### **marks PAPER PATTERN**

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 2. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**



## Environment and Sustainable Development

**COURSE CODE: U24MMC2VEC01**

### **ABOUT THE COURSE**

#### **Course objective**

- To develop knowledge and understanding of strategies for Sustainable Economic development
- To facilitate learners about Innovative Practices for Sustainable Development

#### **Course Outcomes**

At the end of the course, students will be able to

- Implement knowledge of sustainability for industrial development
- Apply knowledge of Innovative Practices for Sustainable Governance and Economy

Sr. No	Syllabus	No. of lectures
01	Unit I: Environmental Sustainability Interrelationship between Environment, Society, and Development. Environmental Management: Concept, need, and relevance; Concept of ISO 14000, Environmental Impact Assessment, Ecological Footprint; Environment Protection Acts; Concept and components of Geospatial Technology- Applications of GST in Environmental Management. Sustainable Agriculture Practices, Sustainable Industrial Practices – Sustainable Business and Sustainable Consumerism. Sustainable Waste Management Practices	15
02	Unit II: Innovative Practices for Sustainable Development  UN Sustainable Development Goals, The United Nations and Global Sustainability, Concept of Smart and Sustainable Cities. Life Cycle Overview and LCA Application. The Challenges of Sustainable Supply Chain Management., Corporate Social Responsibility, Sustainable products and services, Corporations and Ecological Sustainability. Introductions to ESG, Overview of recent ESG. SEBI - Framework for Business Responsibility and Sustainability Report (BRSR). Green Growth Programme of India.	15



## SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks	10
One Project based on tourism development	05
Attendance and Class behavior	05
Total	20

B) Semester end examination 30 marks PAPER PATTERN

Duration: 1 hours	
Total Marks: 30	
Q.1 Write a short note on any 2 out of three OR Q.1 Long answer. essay	10  10
Q.2 Write a short note on any 2 out of three OR Q.2 Long answer essay	10  10
Q.3 Explain the term/ Define the term (any five out of 7) a. b. c. d. e. f. g.	10

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in the semester-end examination.





## CC in Departmental Activities

### MEDIA SUMMIT Organizing a media conference

**Course Type: Co-curricular**  
Course Code: U24CC2MS01

**Credits: 2**

#### Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To train students in skills to plan, manage and implement various types of events.
2. To take on leadership roles and responsibilities, helping students develop confidence and management skills.
3. To interact with journalists, industry professionals for valuable networking opportunities that can be beneficial for future careers.

#### Learning Outcome:

The learners will be able to:

1. Learners will be able to solve problems utilizing various concepts, solutions etc.
2. Learners will gain exposure in organising a conference.
3. Learners will be able to learn to plan, organize, and execute a large event, developing skills in scheduling, budgeting, and resource allocation.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Communication & Presentation Skills. 2. Research & Planning 3. Fundraisings 4. Event Marketing, Advertising & PR 5. Event Logistics	5
Unit-II	Practical Sessions: 1. Communication & Presentation Skills. 2. Research & Planning 3. Fundraisings 4. Event Marketing, Advertising & PR 5. Event Logistics	5
	Department level activities/Finalizing panelists	15
	Report Writing / Marketing and social media promotions	05
	<b>TOTAL (HOURS)</b>	<b>30</b>



	<b>Semester – II</b>
<b>Course Name: CC in Departmental Activities</b>	<b>Course Code: U24CC2MS01</b>
<b>Course Type</b>	<b>Co-curricular</b>
<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>2</b>

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

<b>Description</b>	<b>Marks</b>
Activity related work such as	10
• Attending lectures	10
• Practical sessions	10
• Seminars, Conference	
Maintenance of work records and submission of activity report	10
Discussion/ Presentations /Viva-voce by faculty in charge	10
<b>Total</b>	<b>50</b>

**References:**

1. Event Planning and Management, Ruth Dowson, David Bassett
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, a professional approach By Ashutosh Chaturvedi
4. Event Management & Public Relations, Dr Savita Mohan



## FRAMES Film Festival

**Co –Co-Curricular Course in Cultural Activities**  
**Course Type: Co-curricular**  
**Semester 2**

**Course Code: U24CC2FF01**  
**Credits: 2**

### Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To train students in skills to plan, manage and implement various types of events.
2. To take on leadership roles and responsibilities, helping students develop confidence and management skills.
3. To interact with filmmakers, industry professionals for valuable networking opportunities that can be beneficial for future careers.

### Learning Outcome:

The learners will be able to:

1. Learners will be able to solve problems utilizing various concepts, solutions etc.
2. Learners will gain exposure to films from different cultures and perspectives.
3. Learners will be able to learn to plan, organize, and execute a large event, developing skills in scheduling, budgeting, and resource allocation.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Event Communication & Presentation Skills. 2. Research & Planning 3. Sponsorship and networking 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
Unit-II	Practical Sessions: 1. Event Communication & Presentation Skills. 2. Special Events, Research & Planning 3. Sponsorship and networking 4. Event Marketing, Advertising & PR 5. Event Production & Logistics	5
	Department level Cultural activities/Performances/ Selecting films to be screened.	15
	Report Writing / Operations and Marketing/ Finalising panellists judges and film makers.	05
	<b>TOTAL (HOURS)</b>	<b>30</b>



	<b>Semester – II</b>
<b>Course Name: CC in Cultural Activities</b>	<b>Course Code:</b> U24CC21F01
<b>Course Type</b>	<b>Co-curricular</b>
<b>Focuses on</b>	<b>Skill Development</b>
<b>Caters to</b>	<b>Local</b>
<b>Total Lectures per week (1 Period is 60 minutes)</b>	<b>1</b>
<b>Credits</b>	<b>2</b>

#### References:

1. Event Planning and Management, Ruth Dowson, David Bassett
2. The Film Festival Guide For Filmmakers, Film Buffs, and Industry Professionals, Adam Langer
3. Successful Event Management By Anton Shone & Bryn Parry
4. Event management, a professional approach By Ashutosh Chaturvedi
5. Event Management & Public Relations, Dr Savita Mohan

#### SCHEME OF EXAMINATION

The scheme of Examination shall be divided as follows.

##### • Continuous Evaluation Pattern

<b>Description</b>	<b>Marks</b>
Activity related work such as	10
• Attending lectures	10
• Practical sessions	10
• Screening of films	
Maintenance of work records and submission of activity report	10
Test/ Discussion/ Presentations /Viva-voce by faculty in charge	10
<b>Total</b>	<b>50</b>



**FILM APPRECIATION (offered to other departments as Open Elective)**

**COURSE CODE: U24MMC2E01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is 60 minutes**

**Course Objectives:**

- To introduce students to the basic concepts of cinema.
- To help students identify different genres and aspects of films.
- To help students understand technical aspects regarding making of films.

Unit	Details	Lectures
I	Introduction to Film as an Art Form, History of films, Evolution of Cinema - Silent Era to Talkies, Golden Age of Hollywood, Commercial films, History and evolution of the Indian film industry, Silent era, golden era of Bollywood.	10
II	Basic Elements of Film - Shot, Scene, Sequence, and Frame Composition. Understanding Film Genres - Comedy, Drama, Action, and Documentary. Cinematography - Camera Angles, Movement, and Lighting. Sound Design and Music in Film. Editing Techniques and Their Impact on Storytelling.	10
III	Themes and Symbolism in Film. Stages in filmmaking: pre production, production and post production. , Impact of Technological Advances on Film. Cultural influence of films. Introduction to regional cinema; Marathi, Bengali, Tamil, Malyali, Telugu, Kannada.	10

**Syllabus designed by:**

**Ms. Tejal Shinde**

**Mr. Abhishek Dandekar**

**References:**

- Bordwell, D., & Thompson, K. (2016). Film Art: An Introduction. McGraw Hill
- Giannetti, L. . Understanding Movies. Pearson; 13th edition (26 June 2013)
- Nowell-Smith, G. (Ed.). The Oxford History of World Cinema. Oxford University Press.
- Sharff, S. (1982). The Elements of Cinema.
- Ganti, T. (2004). Bollywood: A Guidebook to Popular Hindi Cinema. Psychology Press, 2004
- Rajadhyaksha, A., & Willemen, P. (2022). A Short History of Indian Cinema. Routledge



### **SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

#### **(B) Internal Assessment 20 marks**

Description	Marks
Internal test of 10 marks Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

#### **C) Semester end examination 30**

##### **marks PAPER PATTERN**

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note: 2. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

**Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.**

