

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

BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	I
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner



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

(Affiliated to University of Mumbai)

RE-ACCREDITED GRADE “A” BY NAAC (3rd 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 career in 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.

SCHEME OF MODULES

SEMESTER I			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U23MMC1MJ01	04	Introduction to Mass Communication
II	Minor Department Specific Course		
1	U23MMC1MI01	02	Media Literacy
2	U23MMC1MI02	02	Current Affairs
III	Open Electives(OE)/ Generic Electives		
1	U23MMC1E01	04	Introduction to Computers
IV	VOCATIONAL COURSE (VC) & SKILL ENHANCEMENT COURSE (SEC)		
1	U23MMC1VSC01	02	Communication Design
2	U23MMC1SEC01	02	Visual Communication
V	ABILITY ENHANCEMENT COURSE(AEC)/ VALUE EDUCATION COURSE (VEC) / INDIAN KNOWLEDGE SYSTEM (IKS)		
1	U23MMC1AEC01	02	Effective Communication Skills - I
2	U23MMC1VEC01	02	Understanding Indian Society and Constitutional values
3	U23MMC1IKS01	02	Indian Society and Culture
TOTAL CREDITS		22	

INTRODUCTION TO MASS COMMUNICATION

COURSE CODE: U23MMC1MJ01

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	Module -1- Introduction and overview 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	Module-2 - History of Mass communication 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	Module-3 - Impact of Mass Media on Society 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	Module-4 - New Media and media convergence Elements and features of new media, Technologies used in new media, Major challenges to new media acquisition-personal, social and national. Future prospects.	15

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) (2nd 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 behavior	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.	
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Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

MEDIA LITERACY

COURSE CODE: U23MMC1MI01

: COURSE CREDIT: 02

1 credit - 15 lectures

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"> • Film appreciation: Introduction to commercial and parallel cinema in India • Hindi film industry; journey through the years. • Regional cinema in India- Introduction to Marathi, Bengali, Malayalam, Telegu, Tamil and Kannada films. 	05
2	<ul style="list-style-type: none"> • Influential Indian filmmakers- Dadasaheb Phalke, Satyajit Ray, Bimal Roy. • Introduction to international cinema- American, Japanese and Irani Cinema. • New themes in Indian cinema 	05

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 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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
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.

CURRENT AFFAIRS

COURSE CODE: U23MMC1MI02

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

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 is mandatory in every lecture.

Course Outcomes

- Learners will be aware of current happenings in various fields.
- Students will be able to discuss and debate current events in society.
- Learners will understand crucial developments in politics and economy.
- Learners will understand important events connected to society and environment.

Sr. No	Syllabus	No. of lectures
01	Module -1- Current National stories 1. Three political stories of national importance. 04 2. Political leaders : news makers of the season (Brief profile of any three)02 3. One dominating economic /business news 02 4. One dominating environment news story 01 5. One story of current importance from any other genre. 01	10

02	Module-2 -Polity and governance 1.Ministries of Government of India Autonomous government bodies 01 2. Ministry of Home Affairs Enforcement Organizations Internal Security Police 01 3 Communal tensions Review of latest episodes of communal tensions 02 4. Review of any three Central Government projects and policies 01 5. An update on the current political dynamics of Maharashtra. 02 6. Political parties reach and challenges, political leaders 02 7. Role of Election Commission and PIL(Public Interest Litigation) 01	10
03	Module-3 International Affairs 1. Role of United Nations, General Assembly ,Other main organs of the UNO. 4 2. Security Council Structure and role 2 3. Issues that currently engage the UNO 2 4. Four conflicts/ issues of international importance 2	10

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.htrmarket/#7e8eddbd55b>.
8. A Reflection on the Role of the United Nations in Ensuring a Secure, Prosperous and Equitable World | United Nations
9. Relevance & Importance of the United Nations in the Contemporary World (ipleaders.in)
10. <https://www.foreignaffairs.com/articles/world/2021-03-18/world-still-needs-un?gad=1&gclid=Cj0KCQjwtmlBhD3ARIsAARoaEwV0dgrl3JXanMNyr07OkygNq0CfsL0dkGqPCB>

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 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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
Total	30
Note: 2. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 20% in Internal (4 out of 20) and 40% (12 out of 30) in semester end examination.

INTRODUCTION TO COMPUTERS

COURSE CODE : U23MMC1E01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To understand the basics of Computer System.
- To study MS-Office basics.
- To study basics of Internet and Security
- Understand basic Web page designing using HTML.

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Basics of Computers</p> <p>Basic structure of a PC, Functionalities of a computer Computer Components : HARDWARE AND SOFTWARE. Classification of Computers, Input/ output devices, Printers, Types of Printers, Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Hard Disk and RAM. Operating Systems, Windows Operating System, Windows basics. Networking Basics -Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Topologies</p>	15
02	<p>Module -2- MS Office2010 -Word, Excel, Powerpoint</p> <p>Word 2010-Creating, Saving documents, Editing documents-Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste Creating Tables Mail merge, Use Templates- Using Existing Template, Create New Template, Use Graphics- Adding Picture, WordArt in Document</p> <p>Excel 2010- Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data</p> <p>Powerpoint 2010- Introduction to presentations, create, save Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, Animation (preset, custom) Setting up slide show, timings on clicks,</p>	15

	hyperlinks, etc. Inserting images, videos and sounds,	
03	<p>Module-3 – Introduction to Internet and Threats</p> <p>Using the Internet -Surfing the net, Researching on the net, Domain names, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals .Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges – copyright issues, technology issues, political issues, social issues; economic issues – ethical issues Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.</p> <p>Internet Ethics and Safety Judging Information Value-Plagiarism, Security and Privacy Threats and Types of threats –Virus , Phishing ,Spyware, Spam</p>	15
04	<p>Module-4 – Introduction to HTML and Elements of HTML</p> <p>What is HTML? HTML Documents Basic structure of an HTML document, Creating an HTML document, Mark up Tags Heading-Paragraphs, HTML Tags.</p> <p>Introduction to elements of HTML .Working with Text Working with Lists and Tables ,Working with Hyperlinks, Images</p>	15

References:

1. MS-Office S.S.Shrivastava
2. MS-OFFICE 2010 Training Guide Prof. Satish Jain, M. Geetha, Kratika BPB Publications.
3. Teach Yourself Microsoft Office 2000 in 24 Hours by Perry Greg M.
4. Web Design The Complete Reference Thomas Powell Tata McGraw Hill
5. Computer Basics Absolute Beginner's Guide By Michael Miller and Mike Miller
6. P.Mohan computer fundamentals- Himalya Publications

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 tests of 20 marks each Q.1 Multiple choice Questions/True or False - 10 Marks Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 12 marks OR 12 marks	12
Q.2 12 marks OR 12 marks	12
Q.3 12 marks OR 12 marks	12
Q.4 12 marks OR 12 marks	12

Q.5 12 marks OR 12 marks Three short notes of 4 marks each or Case study	12
Total	60
Note: 1. Q.1, 2, 3 and 4 - 12 marks question may be divided into sub questions if required. 2. Q.5 May include theory (short notes) /Case Study in one of the options.	

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

COMMUNICATION DESIGN

COURSE CODE: U23MMC1VSC01

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.

UNIT	TOPICS	LECTURES
Unit-I INTRODUCTION TO COMMUNICATIO N DESIGN	<ol style="list-style-type: none">1. Elements of Design Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space2. Principles of Design Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity3. Rules of Design Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc4. Optical illusions Visual Influence: Shapes & proportions, Tones & contrast, Lines & length5. 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

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

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:

- **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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
Total	30
Note: 3. 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: U23MMC1SEC01

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.

UNIT	TOPICS	LECTURE S
Unit-I INTRODUCTION TO VISUAL COMMUNICATION	<ul style="list-style-type: none">• History and development of Visuals (1)• Need and importance of Visual Communication (2)• Visual Communication as a process and as an expression, Language and visual communication (2)	5

Unit-II IMPACT OF COLORS	<p>Colors and Design in Visual Communication</p> <ul style="list-style-type: none"> · Color theory (2) · Psychological implications of color (2) · Colors and visual pleasure (2) · Elements of Design (2) · Creating patterns and designs (2) 	10
Unit-III CHANNELS OF VISUAL COMMUNICATION	<p>Tools/Mediums of Visual communication</p> <ul style="list-style-type: none"> · Painting & Photography (2) · Film & Television, Documentaries, Script writing & visualization (2) · Comics & Cartoons, Digital Images, Animation & VFX (2) · News Papers, Advertisements, PhotoJournalism (2) · Folk & Performing Arts , Theatre (2) 	10
Unit-IV LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA	<p>Visual communication in the age of social media</p> <ul style="list-style-type: none"> · Ethics (1) · Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) (1) · Audience Behavior (1) · Citizen Journalism, Going Viral (1) · Visual stereotyping in social media (1) 	5

References-

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

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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
Total	30
Note: 4. 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: U23MMC1E01

: 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	The concept of communication: 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	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.	03
3	Oral communication and media: Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	02

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 Workplace.	02
Module-2. Reading -English, Hindi OR Marathi (Total 10 lectures)		
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	04
2	Various aspects of Language: Recognizing various aspects of language particularly related to media , Vocabulary 100 media words.	03
3	Grammar & Usage: Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc	03
Module-3.Thinking and Presentation (Total 10 Lectures)		
1	Thinking: Types of thinking (rational ,logical, critical ,lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	05
2	Presentation: Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation.	05

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:

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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
Total	30
Note: 1. Q.1, 2, 3 - 10 marks question 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: U23MMC1VEC01

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">• 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)• Co-existence of traditionalism and Modernism in Indian Society (1)• Values emerging from the diversity in Indian Society (1)	5 Lectures
Unit-II <u>Challenges of Diversity to Unity</u>	Disparity Arising out of- <ul style="list-style-type: none">• Regionalism and Linguism-Meaning, causes and Impact (2)• Casteism and Communalism - Meaning, History, measures to solve these problems. (2)	10 Lectures

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

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

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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
Total	30
Note: 1. Q.1, 2, 3 - 10 marks question may be divided into sub questions if required.	

Passing criteria: Minimum 20% in Internal (4 out of 20) and 40% (12 out of 30) in semester end examination.

INDIAN SOCIETY AND CULTURE

COURSE CODE: U23MMC1IKS01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To create awareness of cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media and Indian Society.
- To understand the concepts related to Indian Society and Culture and its impact on the media.
- To create a sociological understanding of Media and communication in contemporary society.
- To encourage critical evaluation of the impact of mass communication on culture and society.

Course Outcomes:

- The learner should be able to gain awareness on the various concepts related to Indian Society and Culture thereby improving their understanding of Indian Knowledge systems
- The learner should be able to critically evaluate the impact of mass communication on Indian society and culture
- The learner should be able to understand the impact of economic policies, social movements and globalisation on culture.

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Indian Culture (a)Indian society through the ages Understanding Indian society, stratification in Indian society, (b)Understanding cultural studies</p> <p>Evolution, Need and Significance of Cultural studies. Key Concepts in Cultural Studies–Representation, materialism, Non-reductionism, Articulation, Power, Popular Culture, Texts and Readers, subjectivity and Identity. Cultural Expressions and Media, Oral Traditions – Folklore, Fashions and Fad, Cuisine, Festivals, Sports, Art and Architecture of India.</p>	10

02	Module-2 – Indian society and culture Caste system, Indian religions, Impact of religion on Indian Society, Core Indian values. Construction of culture- Social, Economic, Political, Religion, Technology (b) Re-representation and Media Culture- Language, Gender Race, Class, Ethnicity, Kinship and terminology	10
03	Module-3- Impact of globalization on Indian Culture (a) Indian Culture and globalization (b) Impact of Indian culture in a globalized world (c) Commodification of culture (d) Identity and culture	10

References:

- 1. An Introduction to Sociology-Anthony Giddens**
- 2. Sociology of Indian Society by CN Shankar Rao**
- 3. Aggrawal Virbala (2002): Media and Society Challengers and opportunities- Concept Publishing Company-New Delhi.**
- 4. Aggrawal, Virbala and Gupta V.S(2001)-Handbook of Journalism and Mass Communication. Concept publishing Company, New Delhi.**
- 5. Chiranjeev Avinash(2000):Electronic Media Management Authors Press-New Delhi**
- 6. Chakravarty, Suhas;V(1997) Press and Media-The Global Demensions, Kanishka Publications, New Delhi**
- 7. Chomsky Noam(1994):Manufacturing Consent: The Political economy of the mass media. Vintage Publishers, London.**
- 8. Desai Ashok(2006):India's Telecommunication Industry History,Analysis Diagnosis-Sage Publiications-New Delhi**
- 9. Defleur.D.& Dennis,E.(1993):Understanding Mass Communication.Houghton Miffin Company,Boston.**
- 10. Defleur;Ball-Rokeach;(1989) Theories of Mass Communication,5th edition,Longman Publication.New York**
- 11. Goel,S.K(1999):Communication Media and Information Technology Commonwealth Publisher,New Delhi**
- 12. Stanley J. Baran, Dennis K. Davies. :Mass Communication Theory : Foundations, Ferment And Future , Published by Thomson Wadsworth. First Indian Reprint 2008**

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 : 2 hours	
Total Marks: 30	
Q.1 Attempt any 3 out of 5 questions (10 marks each)	30
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.