

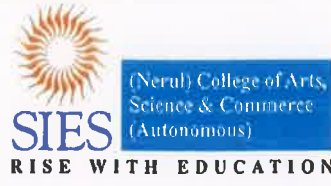
**SIES (Nerul) College of Arts,
Science and Commerce (Autonomous)**

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

**TO BE IMPLEMENTED FROM THE
ACADEMIC YEAR 2024-25**

AC: 29/06/2024

Item No:1.1.6



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


**B.A.M.M.C. (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	III and IV
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2024-25 in a progressive manner


*Students who have passed first year in CBCS Non NEP, need to complete and clear 2 credit course examinations per semester as per the equivalence committee guidelines.

DATE: 29th June, 2024

Signature:


Dr. Koel Roychoudhury
AC Chairperson




Mr. Mithun Pillai
HOD

**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 2024-2025)

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 skill



SCHEME OF MODULES

SEMESTER III			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC3MJ01	04	Understanding Cinema
2	U24MMC3MJ02	04	Media Studies
3	U24MMC3MJ03	02	Broadcast Media
II	Minor Department Specific Course		
1	U24MMC3MI01	02	Consumer Behaviour
III	Open Electives(OE)/ Generic Electives (For other departments)		
IV	VOCATIONAL SKILL ENHANCEMENT COURSE (VSC)		
1	U24MMC3VSC01	02	Introduction to Photography
V	ABILITY ENHANCEMENT COURSE(AEC)/ FEP OR CEP/CC		
	U24MS30E01 U24IT3OE01	02	Personality Development II - Leadership Visualization Tools for Marketing Research
1	U24MMC3AEC01	02	Understanding Basic Forms of English Literature-1
2	U24MMC23FEP01	02	Field Project
3	U24CC3DF01 U24CC3NSS02 U24CC3DLLE02 U24CC3SP02	02	Documentary Filmmaking NSS DLLE Sports
TOTAL CREDITS		22	



UNDERSTANDING CINEMA

COURSE CODE: U24MMC3MJ01

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. To inculcate liking and understanding of good cinema.
2. To make students aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.
4. Insight into film techniques and aesthetics.

Course Outcomes:

1. The students will have a thorough understanding of cinema with its elements and impact on the society
2. The students will have a thorough understanding of the history and the various movements that lead to the use of cinema in social upliftment
3. The students will understand the use of production elements to tell a powerful story
4. The students will understand the art elements used in films while production of a film.

Syllabus			
Sr. No	Module	Details	Lectures
	Art of Story telling		
1.	History: Still pictures to moving images.	1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema.	09
2.	Understanding aspects of film appreciation.	2.1 Grammar, Technology and Art. Director - the captain Writer -the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Cameraplacement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound, Three components of Film Sound 2.4 The relationship between Sound and Image Genres of Cinema: Understanding the genre with examples	16



3.	Film	An overview of the three stages	20
	Production	3.1 Preproduction: 3.2 Production 3.3 Post Production An overview of production techniques 3.4 Lighting Techniques 3.5 Camera Techniques	
4	Major film movements and its impact.	The major cinema movements and their film makers Italian neo-realism- Origin and impact on world cinema, work of Roberto, Rossellini and Vittorio de sica French new wave Origin and impact on world cinema, work of Francois Truffaut, Jean-Luc Godard, Indian New Wave cinema- Origin and impact on Indian cinema, work of Satyajit Ray, Mrinal Sen.	12
5	Film Culture	Film and Society: Role and Impact of Film in society Film and Censorship: Importance of censorship in Films. Censorship of films.	03
Total Lectures			60

Syllabus designed by:

Mr.Abhishek Dandekar

Ms. Tejal Shinde

References:

"Film Art: An Introduction" by David Bordwell and Kristin Thompson

"The Film Experience: An Introduction" by Timothy Corrigan and Patricia White

"Understanding Movies" by Louis Giannetti

"An Introduction to Film Studies" edited by Jill Nelmes.

"Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen.

"The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith.

"Making Movies" by Sidney Lumet.

"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.

"Film Genre Reader IV" edited by Barry Keith Grant.

"Hitchcock/Truffaut" by François Truffaut.



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

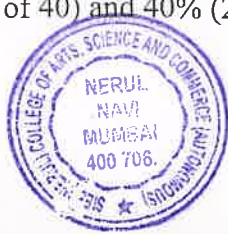
(A) Internal Assessment 40 marks

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.



MEDIA STUDIES

COURSE CODE: U24MMC3MJ02

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

Course Outcomes:

1. Students will have a deeper understanding of media theories
2. Students will critically analyze relationship of media with culture and society
3. Students will gain an understanding of the media's role in international and global context.

Sr No	Syllabus	No. of lectures
01	Eras, relevance, connection to culture, literature Era of Mass Society and culture – till 1965 . Normative theories-Social Responsibility Theory, Libertarian theory, Market Place of ideas, Authoritarian theory. Development media theory, Democratic Participant theory, Civic journalism.	15
02	Propaganda and propaganda theory- Origin and meaning of Propaganda Behaviorism, Freudianism Hypodermic Needle/Magic bullet Harold Lasswell, Walter Lippmann Scientific perspectives to limited perspectives Paul Lazarsfeld-Two step flow Carl Hovland and Attitude Change theory	15



03	Cultural Perspectives Toronto school (Marshall McLuhan) Schools- Birmingham (Stuart Hall) Frankfurt- Theodor Adorno and Max Horkheimer Raymond Williams- Technological Determinism Harold Innis- Bias of Communication Agenda Setting Theory, Cultivation Theory Politics and Media studies-media bias, media decency, media consolidation.	15
04	Media and Identity Feminism /Racism/ethnicity- Caste/class/tribal/queer representations (India examples) Meaning making perspectives New media, Henry Jenkins-Participatory culture Internet as public sphere-Habermas to Twitter McLuhan's concept of Global village in the age of Netflix, Uses and Gratification in the age of Internet.	15

Syllabus designed by:

Mr Mithun Pillai

Ms. Tejal Shinde

References:

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



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

(B) 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.



BROADCAST MEDIA

COURSE CODE: U24MMC3MJ03

1 credit - 15 lectures

COURSE CREDIT: 02

1 lecture is 60 minutes

Course Objectives:

- 1) To make the students acquainted with working of radio and television.
- 2) To help students analyze the technical aspects of broadcast production, including audio, video, and editing.
- 3) To write effectively for broadcast media, considering different formats and audiences.

Course Outcomes:

- 1) Students will have a thorough understanding of the fundamental principles and history of broadcast media.
- 2) Students will be able to analyze and interpret audience data to tailor content effectively.
- 3) Students will develop the ability to critically analyze broadcast media content and its societal impact

Module-1 Evolution and History of Radio and TV		(Total 10 Lectures)
1	Radio – The Evolution and Growth AIR and Community Radio: Developmental and Educational Role Internet Radio and Private FM Trends in regional radio	05
2	TV: Evolution and growth Growth of Private International, National and Regional TV Networks Television channels for niche audiences —entertainment, news, sports, science, health and life style. Rise of regional channels and Importance of Regional Channels in India	05
Module-2. - Introduction to Sound and Visuals		(Total 10 Lectures)



1	Significance of sound Types of Sound: Natural, Ambient, Recorded, Diegetic Sound, Non-Diegetic Sound, Dialogue, Music, Voiceover, Foley. Types of recording- Tape Recording, Digital Recording, Outdoor Recording	05
2	The Power and Influence of Visuals Video-camera: types of shots, camera positions, shot sequences Lighting: The importance of lighting types of lighting	05
	Difference between Studio and on-location shoots	
Module-3. Program formats and Writing for Broadcast Media		(Total 10 Lectures)
1	Radio Formats: News, Documentary, Feature, Talk Show, Music shows, Sports broadcasting. Television formats: News, Documentary, Feature, Talk Shows, TV serials and soaps, Sports, Reality, Animation.	05
2	Preparation of Audio and Video briefs: Idea generation, Scripting, Story board Scripting for: Interviews/Documentary/Feature/Drama Ethics: Ethics including Censorship in presentation of News.	05

Syllabus designed by:

Ms. Tejal Shinde

Dr Divya Nair

References

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler



7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, 'Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett

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 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.

CONSUMER BEHAVIOUR

COURSE CODE: U24MMC3MI01

1 credit - 15 lectures

Course Objectives:

- To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising
- To develop an understanding of underlying concepts, changing trends and issues in Consumer behavior in marketing.
- To develop analytical skills in students to critically evaluate consumer behaviour theories, models, and research studies.
- To enable students to apply consumer behaviour knowledge to analyse market trends, anticipate consumer needs, and develop effective marketing strategies.

COURSE CREDIT: 02

1 lecture is 60 minutes

Course Outcomes:

- Student will be able to understand the sociological & psychological perspective of consumer behaviour. Student will be able to assess the impact of consumer's motivation, personality on the buying behaviour.
- Students will be able to analyze the consumer decision process.
- Students will be able to evaluate the factors affecting consumer behaviour in detail.

Sr. No	Syllabus	No. of lectures
	Module 1-INTRODUCTION TO CONSUMER BEHAVIOUR	10
	1. Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour in a dynamic & digital world. 2. Market Segmentation, VALS 2 segmentation profile, . Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals	
	Module 2-FACTORS AFFECTING CONSUMER BEHAVIOUR	10



	<p>1. PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR</p> <p>Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.</p> <p>2. RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR</p> <p>1. Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning.</p>	
	<p>Module 3- SOCIO – ECONOMIC & CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR AND CONSUMER DECISION MAKING</p>	<p>10</p>
	<p>1. Family - Role of family in Socialization & Consumption – FLC. Culture – Role & Dynamics. i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective.</p> <p>Social group- primary and secondary and the role of Reference group & Consumer Behaviour.</p> <p>Economic- social class as the economic determinant of consumer behaviour</p> <p>2. Consumer Decision Making Process Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.</p> <p>Models of decision making</p>	

Syllabus designed by:

Dr. Divya Nair

Ms. Tejal Shinde



References:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

5. Leon. Schiffman, Joseph Wisnerblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition.
6. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill.
7. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

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.



INTRODUCTION TO PHOTOGRAPHY

COURSE CODE: U24MMC3VSC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

The content and learning activities in this course are designed to help students achieve the following objectives:

- Apply practical skills for professionally handling a camera and making a picture that can be used for commercial purpose
- Analyze the quality and difference between multiple photographs to suit their need / purpose of photography
- Obtain a sense of understanding about the different applications of photography as per the assignment / requirement
- Identify best practices for the delivery of successful photography assignment in any type of event as per the purpose and requirement set by the external agency.

Course outcomes

- Students will demonstrate the ability to operate professional cameras effectively, ensuring proper use of settings like ISO, aperture, and shutter speed.
- Students will develop critical analysis skills to assess the quality, composition, lighting, and technical aspects of photographs.
- Students will gain insight into diverse photography applications

Syllabus			
Sr NO	Module	Details	Lectures
1.	Camera: Functioning and types	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	Lens: Types and uses	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	Light: The essential raw material	3.1 Understanding light for photography, consideration for exposure 3.2 Understanding natural light and artificial light, Introduction to basic studio lighting	06



		3.3 Understanding the quality of light and using light modifiers	
4.	Composition: Way of portraying a subject	4.1 Introduction to composition 4.2 Types of composition 4.3 Creativity of composition	06
5.	Digital Imaging: Electronic format	5.1 Understanding digital imaging 5.2 Digital file formats and their application	05
6	Care and Maintenance of the camera & equipment	6.1 Protection of the camera and equipment against different situations	03
Total Lectures			30

Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

Collins Books series: Pentax Inc.

1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook

Indoor Photography, Outdoor
photography: Life Book series:
Colour, Camera, Light & Portrait

Photography course:

Volume 1: Understanding Camera

Volume 2: Secrets behind successful pictures

Volume 3: Practicing Photography

Volume 4: Handling Professional assignments



Me and My Camera-Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro-technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography

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.



Field Project

Fundamentals of Multimedia Research

COURSE CODE: U24MMC3FEP01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To understand the role of research in the development and evaluation of multimedia content.
2. To familiarize students with various research methodologies and techniques applicable to multimedia studies.
3. To develop critical thinking and analytical skills in evaluating multimedia research literature.
4. To enable students to design and conduct their own multimedia research projects.

Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of key concepts and theories relevant to multimedia research.
2. Evaluate and critique multimedia research studies based on methodological rigor, validity, and reliability.
3. Formulate research questions and hypotheses related to multimedia content, audiences, and technologies.
4. Design and implement research methodologies suitable for studying multimedia phenomena.
5. Collect, analyze, and interpret quantitative and qualitative data in the context of multimedia research.
6. Communicate research findings effectively through written reports and oral presentations.
7. Apply ethical principles and guidelines in conducting multimedia research and reporting results.



Sr NO	Syllabus	No. of lectures
	Module 1- Introduction to Multimedia Research	10
	<p>Overview of multimedia research, Importance of research in multimedia production and consumption, Key concepts and theories in multimedia studies.</p> <p>Research Design and Methodology-Formulating research questions and hypotheses, Quantitative vs. qualitative research methods, Experimental, survey, case study, and ethnographic research designs</p>	
	Module 2 -Research Methodology, Data Collection and Techniques.	10
	<p>Data Collection Techniques-Sampling methods and sample size determination, Questionnaire design and survey administration, Interviewing techniques and focus group discussions</p> <p>Data Analysis and Interpretation -Descriptive and inferential statistics, Qualitative data analysis techniques (thematic analysis, content analysis, etc.), Interpreting research findings and drawing conclusions.</p>	
	Module 3- Multimedia Audience Research and Research Report	10
	<p>Multimedia Audience Research -Understanding multimedia audiences, Audience segmentation and profiling, Audience measurement techniques (ratings, analytics, etc.), Ethical Considerations in Multimedia Research - Research ethics and integrity, Informed consent and confidentiality, Ethical issues in multimedia content production and consumption.</p> <p>Multimedia Research Project-Proposal development and research project design, Data collection, analysis, and reporting, Presentation of research findings</p>	

Syllabus designed by:

Dr Divya Nair

Mr Mithun Pillai



References

1. Research Methodology by Kothari
2. "Mass Media Research: An Introduction" by Roger D. Wimmer and Joseph R. Dominick
3. "Research Methods in Media Studies" by Arthur Asa Berger
4. "Introduction to Social Research: Quantitative and Qualitative Approaches" by Keith F. Punch
5. Media Effects Research: A Basic Overview" by Glenn G. Sparks

The scheme of examination shall be divided as follows:

- Comprehensive Internal assessment 100% i.e. 50 marks

Description	Marks
Research proposal, Literature review critique and Methodology Discussion, Research project Presentation of research findings Project and VIVA	20
External Viva Voce Examination	30
Total	50

Passing criteria: Minimum 40% (20 out of 50) in Comprehensive Internal Assessment.



Co –Curricular Course in Departmental Activities

DOCUMENTARY FILMMAKING

Course Code: U24CC3DF01

Course Type: Co-curricular

Credits: 2 Semester 3

Producing and presenting a documentary film

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To train students to Distinguish between different styles and approaches in documentary filmmaking
2. To gain proficiency in pre-production tasks such as scriptwriting, storyboarding, budgeting,
3. To learn the technical aspects of shooting a documentary, including camera operation, lighting, and sound recording.

Learning Outcome:

The learners will be able to:

1. Learners will be able to work in teams to produce short documentary projects, simulating real-world filmmaking environments.
2. Learners will be able to gain experience in collaboration, problem-solving, and project management. Learners will gain exposure to films from different cultures and perspectives.
3. Learners will be able to shoot a documentary, including camera operation, lighting, and sound recording.

Unit No.	Topic	No. of Lectures required
Unit-I	Lectures: 1. Analyze Documentary Film Styles and Techniques. 2. Develop Storytelling Skills for Documentary 3. Pre-Production Planning 4. Proficiency in Post-Production 5. Distribution and Marketing Documentaries	5



Unit-II	Practical Sessions: 1. Analyze Documentary Film Styles and Techniques. 2. Develop Storytelling Skills for Documentary 3. Pre-Production Planning 4. Proficiency in Post-Production 5. Distribution and Marketing Documentaries	5
	Planning and research	15
	Shooting and editing a documentary film	05
	TOTAL (HOURS)	30

	Semester – III
Course Name: CC in Cultural Activities	Course Code: U23CA2CC01
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	2



The scheme of Examination shall be divided as follows.

● **Continuous Evaluation Pattern**

Description	Marks
Activity related work such as	10
● Attending lectures	10
● Practical sessions	10
● Screening of documentary	10
Maintenance of work records and submission of activity report	10
Presentations /Viva-voce by faculty in charge	10
Total	50

Syllabus designed by:

Ms. Tejal Shinde

Mr. Abhishek Dandekar

References:

1. The Documentary Filmmaker's Roadmap A Practical Guide to Planning, Production and Distribution
2. Creative Documentary, Theory and Practice Wilma De Jong, Jerry Rothwell, Erik Knudsen
3. Introduction to Documentary, Second Edition, Bill Nichols.



SOCIAL MEDIA MARKETING (Offered to other departments as Open Elective)

COURSE CODE: U24MMC3E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

Learn to communicate and tell stories through the web.

1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills.

COURSE OUTCOMES

1. Students will be able to solve problems and learn from creative risks by using people skills, design principles and processes.
2. Students will be able to build a strong foundation in all aspects of design and production for storytelling in motion.
3. Students will be able to use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
4. Students will be able to develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

Syllabus			
Sr. No	Module	Details	Lectures
1.	Introduction to Digital Marketing	1.1 Understanding Digital Media Marketing 1.2 Advantages of Digital Media 1.3 Principles of Digital Media Marketing 1.4 Key Concepts in Digital Media 1.5 Traditional vs. Digital Media	06
2.	Types of Digital Marketing	2.1 Types E- mail marketing 2.2 Types Internet marketing 2.3 Types of Mobile marketing 2.4 Digital Marketing and AI	06
3.	Introduction to Social Media Marketing	3.1 Meaning and Importance 3.2 Myths about Social media marketing 3.3 Brief History Characteristics of Social Media Marketer 3.4 Careers in Social media marketing	06



4.	Content Strategy for Social Media Marketing	4.1	10- step framework for creating successful SMM strategy	06
		4.2	Building content for sharing	
		4.3	Generating Ideas and Creating content for Multiple platforms	
5.	Ethics and Careers	5.1	Code of ethics	06
		5.2	9 Rules of engagement for Social Media Marketing	
		5.3	Careers in Social media marketing	
		5.4	Code of Ethics in AI	
Total Lectures				30

Syllabus designed by:

Mr. Abhishek Dandekar

Dr Divya Nair

References:

1. Digital marketing by Vandana Ahuja
2. Social Media Marketing: a strategic approach by Barker and Barker.

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.i. 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:

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.



SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC4MJ01	04	Film Production
2	U24MMC4MJ02	04	Multimedia Production
II	Minor Department Specific Course		
1	U24MMC4MI01	04	Digital Media
III	Open Electives(OE)/ Generic Electives		
1	U24BI4E01	02	Financial Literacy
	U24AF4E01		Advanced Multimedia and Design
IV	Skill Enhancement Course (SEC)		
1	U24MMC4SEC01	02	Media Laws and Ethics
V	ABILITY ENHANCEMENT COURSE(AEC)/CC		
1	U24MMC4AEC01	02	Understanding Basic Forms of English Literature-2
2	U24CC4SN01 U24CC4NSS03 U24CC4DLLE03 U24CC4SP03	04	Audio Visual Production (SIESNET) NSS DLLE Sports
TOTAL CREDIT		22	



FILM PRODUCTION

COURSE CODE: U24MMC4MJ01

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

- Students will be able to Demonstrate Proficiency in Film Production Techniques
- Students will be able to apply narrative storytelling techniques and aesthetic principles to their film projects
- Students will gain an understanding of professional practices and ethical considerations within the film industry.

Course Outcomes:

1. Students will demonstrate the ability to develop compelling stories and scripts for various genres and formats of film.
2. Students will understand and apply the principles of production management, including budgeting, scheduling, and logistics.
3. Students will understand and adhere to ethical and professional standards in film production.

Sr No	Syllabus	Number of lectures
01	Pre-production Process: Introduction to Pre-Production Script Development Casting Location Scouting Budgeting and Financing Scheduling Crew Selection Production Design Storyboarding and Shot Lists Legal and Insurance Considerations	15



02	Production Techniques: Introduction to Production Stage Set Etiquette and Safety Directing Actors Cinematography Sound Recording Continuity and Script Supervision Production Management Special Effects and Stunts On-Set Collaboration Working with Extras and Background Actors Location Management Equipment Handling and Maintenance Visual Effects Supervision Post-Production Handover	15
03	Post-production Editing: Footage Ingestion Transitions and Effects Organisation and Logging Assembly Editing Rough Cut Fine Cut Color Correction/Grading Audio Editing and Mixing Sound Design	15
	Visual Effects (VFX) Titling and Graphics Final Review and Output	



04	Distribution and Marketing: Theatrical Release Film Festivals Marketing Materials Release Strategy Print and Advertising (P&A) Screening Events Streaming Platforms Branding and Positioning Online Presence Publicity Campaigns Trailers and Teasers Social Media Marketing Influencer and Celebrity Endorsements	15
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Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch: "Cinematography: Theory and Practice" by Blain Brown
- "Directing: Film Techniques and Aesthetics" by Michael Rabiger
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block:
- "Sound for Film and Television" by Tomlinson Holman
- "Film Production Management" by Bastian Cleve



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

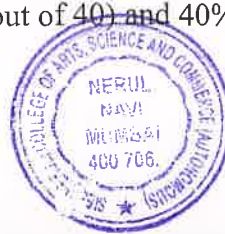
Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

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.



Multimedia and Production

COURSE CODE: U24MMC4MJ02

COURSE CREDIT: 04

1 credit - 60 lectures

1 lecture is 60 minutes

Course Objectives:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To understand the latest industry trends in design & editing

COURSE OUTCOMES:

1. Students will be able to identify basics to production.
2. Students will learn software for production techniques.
3. Students will learn editing required in production.

Sr. No	Syllabus	No. of lectures
01	<p>Introduction to Photoshop – Raster-based image editing</p> <p>Image editing theory Bitmaps v/s Vectors</p> <p>When to use Photoshop and when to use drawing tools The tools, Toolbox controls Property bar, Options bar, Floating palates</p> <p>Image mode, Image size, canvas size</p> <p>Image resolution, size and resampling</p> <p>What is perfect resolution?</p> <p>Cropping to size and resolution Resizing v/s resampling</p> <p>Image Editing</p>	10



	<p>Levels, Curves, Contrast adjustment, Colour adjustment Photo filters</p> <p>Text layer, Character palate, Paragraph palate, Text-resizing, Text colour, Text attributes Working on simple project/ one page design</p> <p>Layers</p> <p>Changing background, Gradient, Moving linking aligning layers</p> <p>Applying Transformations, Masking layers</p> <p>Masks and extractions, Layer effects, Adjustment layers</p> <p>Blending Modes</p> <p>Blend modes Advanced blending options Layer blends</p> <p>Working of Texts</p> <p>Text as art, Glyphs, Creative text Type mask tool, Image in text</p> <p>Text to path and Direct selection Path selection (black arrow)</p> <p>Creating Professional design using all the tools</p> <p>AI in Photoshop</p> <p>Gen AI tool of Photoshop</p>	
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02	Vector based Drawing software	15
	<p>Introduction to Adobe Illustrator Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats</p> <p>Text Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects</p> <p>Making designs Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity</p> <p>Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p>Exporting Exporting, Types of export, Exporting for other softwares</p> <p>Introduction to CorelDraw Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats</p> <p>Using Text Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects</p> <p>Exploring Tools Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos</p> <p>Applying Effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips</p> <p>Exporting Exporting, Types of export, Exporting for other software</p>	



Introduction to Adobe In Design

List the menus, List the tools, Palates

Benefits of using In Design, Application of In Design

Text Edits in InDesign

Format of text, Character and Paragraph Bars

Purpose of text selection, Aligning text in different design formats,
Text alignment with embedded images

Using palettes

Using palettes for different types of publications made in InDesign,

Magazine in InDesign, Paragraph styles

Newspaper in InDesign, Paragraphs type palate, Text wrap palate

Colour correction in InDesign

Embedding images in proper formats,

Colour correction on the images,

Adjusting according to the color tone of the publication

Exporting Files

Types of files, Exporting for different publications/templates,

Newspaper, magazine etc



Premiere Pro: Audio-visual: Advanced application

15

Introduction to Editing

Editing importance, Great editing examples,
Editing for different formats
(film/ad/news/etc.)

Introduction to Premiere

How premiere helps in editing, Understanding the toolbar, Importing files,
Experimenting with video and audio layers, Basics of editing
(cut/layers/different windows/etc.)

Understanding file formats

Understanding different file formats
(AVI/MPEG/MOV/H264, etc.),
Importing raw footage for edits,
Performing video checks while editing
Experimenting with video and audio
layers,
Basics of editing (cut/layers/different windows/etc.)
Using inbuilt transitions

Using colour grading

What is color grading,
Examples of color
grading,
Using filters and presents in color mixing,
Applying presents on layers for editing

Exporting and rendering

Importing files,
Exporting in different formats,
Choosing right formats for exposing,
Managing quality while exporting,
Rendering and maintain file format,
Improving quality and time to render techniques

AI in Editing

AI tools for video editing



05	<p>Sound Forge/Sound Booth: Sound Editing Software</p> <p>Introduction to Digital Audio Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate</p> <p>Concept of Dolby Digital Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker</p> <p>Sound Recording Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software</p> <p>Working with Sound Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter</p> <p>Advanced Sound Processing Delay, Echo, Reverb, Chorus Mixing sounds Noise gating Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters</p>	10
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Syllabus designed by:

Mr Izaz Ansari

References:

1. Photoshop Bible McLeland Willey Publication
2. Corel Draw Practical Learning: BPB Publication
3. Digital Music and Sound Forge Debasis Sen BPB Publications
4. Adobe Illustrator Classroom in a book: Adobe House
5. InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
6. Adobe Premiere Pro: Practical Video Editing



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.



DIGITAL MEDIA

COURSE CODE: U24MMC4MI01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To understand the fundamentals of digital media technologies and their applications in journalism and advertising.
- To analyze digital media platforms, trends, and audience behaviours.
- To develop practical skills in content creation, social media management, and digital advertising.
- To explore ethical considerations and challenges in digital journalism and advertising.
- To critically evaluate digital media campaigns and strategies.

Course Outcomes:

- Students will be able to critically evaluate the effectiveness of digital media campaigns by allowing them to make data-driven decisions to optimize future campaigns.
- Students will demonstrate proficiency in creating compelling digital content across various platforms and acquire practical skills in implementing digital marketing strategies.
- Students will develop a nuanced understanding of ethical considerations in digital journalism and advertising and the responsible use of data in their professional practice.
- Students will demonstrate the ability to adapt to and leverage emerging technologies and trends shaping the digital media landscape.



Sr No	Syllabus	No. of lectures
	Module 1- Introduction to Digital Media, SEO, SEM and Analytics	15
	<p>Overview of digital media technologies, Historical evolution and current trends, Impact on journalism and advertising,</p> <p>Enhancing Visibility and Engagement: SEO and SEM Strategies in Digital Media</p> <p>Overview of SEO fundamentals, Importance of SEO in digital media, Case studies and examples of effective SEO strategies in journalism and advertising, Conducting keyword research: tools and techniques, On-page optimization, Off-page optimization: building backlinks and earning mentions, Technical SEO- optimizing website structure, speed, and mobile-friendliness.</p> <p>Introduction to SEM and its role in digital advertising, Paid search advertising: understanding Google Ads, bidding strategies, and ad formats, Display advertising, Remarketing, Shopping ads: leveraging Google Shopping for e-commerce businesses, Budgeting and bidding strategies for SEM campaigns, best practices, integration of SEO and SEM strategies in digital media campaigns.</p> <p>Web Analytics, Tools for tracking and analyzing website traffic, Social Media Analytics Using analytics to inform content strategies etc Tracking and Measuring Performance, Digital Media Analytics and Data Visualisation.</p>	
	Module 2- Exploring Dynamic Strategies in Digital Journalism, Advertising, and Engagement	10
	<p>Digital Journalism-Citizen journalism and user-generated content, Data journalism and visualization, Challenges and opportunities in online journalism</p> <p>Advertising -Types of digital advertising (display, search, social, video), Targeting and personalization, Ad formats and creative considerations Programmatic Advertising, Understanding programmatic ad buying, Benefits and challenges of programmatic advertising, Real-time bidding (RTB) and ad exchanges</p> <p>Social Media Management-Platforms and their unique features, Strategies for</p>	



	audience engagement, Creating and curating content for social media	
	<p>Content Marketing-Concept and principles of content marketing, Creating valuable content for target audiences, Measuring the effectiveness of content marketing campaigns.</p> <p>Digital Storytelling- Principles of storytelling in digital media, Multimedia storytelling techniques, Case studies and examples, Analysis of successful digital media campaigns, Develop a digital media campaign proposal.</p>	
	Module 3- Ethics in Digital Media and Digital Media Regulation and Future Trends	5
	<p>Privacy concerns and data ethics, Fake news and misinformation, Transparency and disclosure in advertising, Overview of relevant laws and regulations, Platform policies and community standards, Implications for journalists and advertisers.</p> <p>Emerging technologies (AI, VR, AR), Predictions for the future of digital journalism and advertising</p>	

Syllabus designed by:

Dr. Divya Nair

Mr. Gaurav Derasari

References:

1. Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
2. Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
3. Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
4. "The New Digital Age" by Eric Schmidt and Jared Cohen Feldman, T. (2003). An introduction to digital media. Routledge.
5. Lindgren, S. (2017). Digital media and society. Sage.
6. "The New Digital Storytelling" by Bryan Alexander.
7. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald Barker, Nicholas Bormann, and Debra Zahay.
8. "Data Journalism Handbook" by Jonathan Gray, Liliana Bounegru, and Lucy Chambers.



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.



MEDIA LAWS AND ETHICS

COURSE CODE: U24MMC4SEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To provide the learners with an understanding of laws that impacts the media.
2. To sensitize them towards the social and ethical responsibility of the media.
3. To enable them to be aware citizens who value the constitution of India.

Course Outcomes:

1. Learners will understand the laws that impact the media.
2. learners will imbibe ethical values and social responsibility of the media.
3. Learners will be ideal citizens valuing the constitution.

Sr No	Syllabus	No. of lectures
01	Constitution and Media Core values of the Constitution-Refreshing Preamble, unique features of the Indian Constitution. Article 19 (1) (a), Article 19(2) restrictions on press freedom Hierarchy of the courts Independency of the judiciary Legal terminologies	10
02	Copyright and IPR What is copyright, Intellectual Property Rights Exceptions, Major Amendments, Recent Case studies. Defamation 1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies Contempt 1. Contempt of Court 2. Contempt of Parliament	10



03	Right to Privacy – Evolution, Right to Privacy a Fundamental Right Critical Review of Morality and Obscenity. Sedition Law Right To Information Act 2005 Ethical responsibility of journalist, Press Council of India. Fake News-Post -truth and challenges of fighting fake news Techniques of fact verification Ethical responsibility of advertisers Stereotyping of minorities, women, senior citizens, regions, LGBT	10
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Syllabus Designed by-

Mr Mithun Pillai

Mr Abhishek Dandekar

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K. Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results.
<https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis;
The Guardian. <https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis> Ball, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org



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.



Audio Visual Production (SIESNET)

Course Code: U24CC4SN01

Course Type: Co-curricular

Credits: 04

SIESNET- Video bulletin coverage of annual activities of the college

Course Objectives:

The syllabus is aimed to achieve the following objectives:

1. To learn News Production and Reporting in broadcast media
2. To learn to Develop News Writing and Reporting Skills
3. To learn Multimedia Journalism Techniques

Learning Outcome:

The learners will be able to:

1. Learner will be able to analyse and report.
2. Learner will be able to present news and interact with camera.
3. Learner will be able to do scripting, shooting and reporting

Unit No.	Topic	No. of Lectures required
Unit-I	<p>Lectures:</p> <ol style="list-style-type: none">1. Develop News Writing and Reporting Skills.2. Learn techniques for gathering information, conducting interviews, and verifying facts.3. Acquire skills in multimedia storytelling, including video production and audio recording.4. Technical aspects of news production, including camera operation, lighting, and audio.5. Industry-standard software for video editing, graphic design, and content management.	10



Unit-II	Practical Sessions:	10
	1. Scripting news, reports etc. 2. Anchoring and Camera handling in a TV studio setup. 3. Scripting bulletins; proofreading and fact check.	
	4. Story boarding and planning for video shooting.	
	Video production and editing	30
	Reporting, producing and editing bulletins	10
	TOTAL (HOURS)	60

	Semester – IV
Course Name: CC in Cultural Activities	Course Code: U24MMC4CC02
Course Type	Co-curricular
Focuses on	Skill Development
Caters to	Local
Total Lectures per week (1 Period is 60 minutes)	1
Credits	4

The scheme of Examination shall be divided as follows.

• **Continuous Evaluation Pattern**

Description	Marks
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Activity related work such as	
<ul style="list-style-type: none"> • Attending lectures • Practical sessions • Screening and uploading bulletin • Maintaining social media platforms 	10 20 20 10
Maintenance of work records and submission of activity report	20



Presentations /Viva-voce by faculty in charge	20
Total	100

Syllabus designed by:

Ms. Tejal Shinde

Mr. Abhishek Dandekar

References:

Into the Newsroom, Exploring the Digital Production of Regional Television, News Reporting And Editing, By K.M. Shrivastava
 Introduction to Documentary, Second Edition, Bill Nichols,
 Fundamentals of News Reporting, Ralph S. Izard, Hugh M. Culbertson, Donald A. Lambert,
 A Complete Guide to Television, Field, and Digital Producing, Sally Ann Cruikshank,
 Christine C. Eschenfelder, Keonte Coleman

xxx



INTRODUCTION TO PHOTOGRAPHY (Offered to other departments as Open Elective)

COURSE CODE: U24MMC4E01
1 credit - 15 lectures

COURSE CREDIT: 02
1 lecture is 60 minutes

Course Objectives:

The content and learning activities in this course are designed to help students achieve the following objectives:

- Apply practical skills for professionally handling a camera and making a picture that can be used for commercial purpose
- Analyze the quality and difference between multiple photographs to suit their need / purpose of photography
- Obtain a sense of understanding about the different applications of photography as per the assignment / requirement
- Identify best practices for the delivery of successful photography assignment in any type of event as per the purpose and requirement set by the external agency.

Course outcomes

- Students will demonstrate the ability to operate professional cameras effectively, ensuring proper use of settings like ISO, aperture, and shutter speed.
- Students will develop critical analysis skills to assess the quality, composition, lighting, and technical aspects of photographs.
- Students will gain insight into diverse photography applications

Syllabus			
S r. N o.	Module	Details	Lectures
1.	Camera: Functioning and types	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	Lens: Types and uses	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	Light: The essential	3.1 Understanding light for photography, consideration for exposure	06



	raw material	3.2 Understanding natural light and artificial light, Introduction to basic studio lighting 3.3 Understanding the quality of light and using light modifiers	
4.	Composition: Way of portraying a subject	4.1 Introduction to composition 4.2 Types of composition 4.3 Creativity of composition	06
5	Digital Imaging : Electro nic format	5. Understanding digital imaging 1 Digital file formats and their application 5. 2	05
6	Care and Maintenance of the camera & equipment	6. Protection of the camera and equipment 1 against different situations	03
Total Lectures			30

Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

Collins Books series: Pentax Inc.

7. Taking successful pictures,
8. Making most of colour,
9. Expanding SLR system,
10. Lighting techniques

Minolta Photographer's handbook

11. Indoor Photography,
12. Outdoor photography: Life Book series:
Colour, Camera, Light & Portrait

Photography course:

Volume 1: Understanding Camera
Volume 2: Secrets behind successful pictures
Volume 3: Practicing Photography
Volume 4: Handling Professional assignments

Me and My Camera

Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography



SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided as follows:

- Comprehensive Internal assessment 100% i.e. 50 marks

SrNo	Details	Marks
1	Project	20 marks
2	Photo album submission	20 marks
3	Practicals in the classroom	10 marks

