



Resolution No:



Bharatiya Vidya Bhavan's
M. M. College of Arts, N.M. Institute
of Science, H.R.J. College of Commerce.
(Bhavan's College) Autonomous
(Affiliated to University of Mumbai)



Syllabus for: FYBAMMC

Program: BAMMC

Program Code: BH. BA

Course Code: (BH.UAMMC)

Choice Based Credit System (CBCS)
with effect from academic year 2023-24



PROGRAM OUTCOMES

	PO Description
PO	A student completing Bachelor's Degree in multimedia and mass communication program will be able to :
PO1	Disciplinary Knowledge & Cognitive skills: Capable of demonstrating comprehensive knowledge and understanding of one or more other disciplines that form a part of an undergraduate programme of study. Students choosing combination of advertising will be able to understand the undercurrents of advertising and applying the same in their career, while those choosing journalism will be able to understand the overall working in the field of journalism with hands-on training of the basics.
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; confidently share one's views and express herself/ himself; demonstrate the ability to listen carefully; and present complex information in a clear and concise manner to different groups
PO3	Values and Ethical Awareness: Ability to embrace moral/ ethical values in conducting one's life, possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups
PO4	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio- technological changes. Critical sensibility to lived experiences, with self-awareness and reflexivity of both and society.
PO5	Research-related skills: A sense of inquiry and capability for asking relevant/ appropriate questions, problematizing, synthesizing and articulating; Ability to apply one's learning to real life situations
PO6	Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering

PROGRAM SPECIFIC OUTCOME

PSO	PSO Description
	A student completing Bachelor's Degree in management program will be able to :
PSO 1	Learn the basics of Advertising and Public relations.
PSO2	Learn the basics of Journalism and Modern History and their relation to each other.
PSO3	Comprehend the importance of analyzing films as a first step to film making.
PSO4	Learn the new age mobile content creation and how to monetize it.
PSO 5	Learn about the art of Theatre and Reading of Play
PSO6	Learn basic skills of Creative Writing
PSO 7	Learn to present themselves in Media as well as the Corporate World.
PSO 8	Learn about the importance of media in Indian Society.



PROGRAM OUTLINE (FYBAMMC)

YEAR		SEMESTER	COURSE CODE	TITLE OF PAPER	CREDITS
FYBAMMC	Major	I	BH.UAMMCMAJ101	Introduction to Advertising	4
FYBAMMC	Major	I	BH.UAMMCMAJ102	Introduction to Journalism	4
FYBAMMC	Minor	I	BH.UAMMCMIN101	Fundamentals of Public Relations I	4
FYBAMMC	Minor	I	BH.UAMMCMIN102	Modern History I	4
FYBAMMC	VSEC	I	BH.UAMMCVSEC101	Mobile Content Creation	4
FYBAMMC	OE	I	BH.UAMMCOE101	Film and Literature	4
FYBAMMC	IKS	I	BH.UAMMCIKS101	Media in Indian Society	2
FYBAMMC	AEC	I	BH.UAMMCAEC101	Effective Communication Skills I	2
FYBAMMC	VEC	I	BH.UAMMCVEC101	Corporate Communications	2
FYBAMMC	Major	II	BH.UAMMCMAJ201	Visual Communication in Advertising	4
FYBAMMC	Major	II	BH.UAMMCMAJ202	Reporting	4
FYBAMMC	Minor	II	BH.UAMMCMIN201	Fundamentals of Public relations II	4
FYBAMMC	Minor	II	BH.UAMMCMIN202	Modern History II	4
FYBAMMC	VSEC	II	BH.UAMMCVSEC201	Theatre and Mass Communication I	4
FYBAMMC	OE	II	BH.UAMMCOE201	Creative Writing	4
FYBAMMC	AEC	II	BH.UAMMCAEC201	Effective Communication Skills II	2
FYBAMMC	VEC	II	BH.UAMMCVEC201	Values and Ethics in Media	2



**SEMESTER 1
DETAILED SYLLABUS**

Programme: BAMMC				Semester: I	
Course: <u>Introduction to Advertising</u>				Course Code: BH.UAMMCMAJ101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • To provide students with basic understanding of advertising, growth, importance and types. • To understand an effective advertisement campaigns, tools, models etc. • To provide students with basic understanding of IMC • To provide students with the basic understanding of brands, work and case study in the field of advertising. 					
INDEX					
Unit	Description				Periods
1	History of advertising in India				15
2	Brand, Brand Management				10
3	Role of Research in Advertising				15
4	Ad Guru's and Effective advertising strategies				20
	Total				60



Detailed syllabus			
Units	Detailed descriptions	Lecture period /unit	
1	History of advertising in India <ul style="list-style-type: none"> • Meaning and definition of Advertising. • Types of Advertising. • A journey from hawking to Automation; Evolution of Advertising industry. • Social, Cultural and Economic impacts of Ads. • Theories :- (AIDA, Hierarchy, Means-End-Theory, Stimulus Theory) 	15	
2	Brand, Brand Management <ul style="list-style-type: none"> • What is a brand • Kinds of Brand • Characteristics of Brands, what makes a good brand? • About world's Top Brands 	10	
3	Role of Research in Advertising <ul style="list-style-type: none"> • Importance of research in Advertising • Types of Research; Copy research and behavioral research • Pre-testing and post-testing methods of evaluation. • Demographic studies, Focus groups, VALS 	15	



4	<p>Ad Guru's and Effective advertising strategies</p> <ul style="list-style-type: none"> • Claude Hopkins- Sales genius • William Birnbach- Copywriter and king of puns • George Gallup- The first sociologist in ads • David Ogilvy – Ads as an exact science. • Albert Lasker- Seller of air • David Weeden- Advertising as an art. • John power- the father of creativity in advertising. • Alex Osborne – Brainstorming and creative problem solving process <p>Examples of successful advertising strategies (Case studies)</p> <ul style="list-style-type: none"> • Coca-Cola • Pepsi • Apple 	20
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List of Topics for the practical's :

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References

- Ogilvy on Advertising, David Ogilvy
- Truth, Lies and Advertising, Jon Steel
- Hey, Whipple, Squeeze this: A guide to creating ads, Luke Sullivan
- Contagious, Why things catch on, Jonah Berger.
- M: Advertising, Aerns and Weigold.



Programme: BAMMC				Semester: I	
Course: Introduction to Journalism				Course Code: BH.UAMMCMAJ102	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> This course provides an overview of the field of journalism, including its history, principles, and practices. Students will learn about the role of journalism in society, news gathering and reporting techniques, journalistic ethics, and the impact of digital media on journalism. 					
INDEX					
Unit	Description				Periods
1	History of Journalism in India				15
2	Definition of News				15
3	Selecting the news				15
4	Journalism as a profession				15
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	History of Journalism in India <ul style="list-style-type: none"> Changing face of journalism from Guttenberg to new media Journalism in India: <ul style="list-style-type: none"> Earliest publications The rise of nationalist press, Post 1947 Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media 				15
2	Definition of News <ul style="list-style-type: none"> In the changing times, what is the new definition of news; what interests the new generation The news process from the event to the reader What makes a good story; Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc 				15



<p>3</p>	<p>Selecting the News:</p> <ul style="list-style-type: none"> • copy- tasting, Elements of Newsworthiness, Characteristics of a good story: Accuracy, attribution, objectivity, balance, brevity, directness and clarity. • Structure of News: Inverted Pyramid Style, Chronological order. • Components of Newsstory: theme, plot, setting, characters, dialogue, POV and Style. • News Reporting 5Ws and 1H • Researching a Story • Asking the right questions 	<p>15</p>
<p>4</p>	<p>Journalism as a profession,</p> <ul style="list-style-type: none"> • Relationship between Press and Society, press and government • Code of Ethics of Press • Understanding Readers Interest • Press as a tool of social service. • Relationship of Press with Other Mass Media • Role of Press as an agency of communication. 	<p>15</p>

List of Topics for the practical's :

1. Continuous assignments
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5. Group interactions
6. Quiz

References

- Journalism: Principles and Practice, by Tony Harcup
- The Elements of Journalism: What News people Should Know and the Public Should Expect, by Bill Kovach and Tom Rosenstiel
- Journalism Ethics at the Crossroads: Democracy and the News, edited by Patrick Lee Plaisance
- Journalism Next: A Practical Guide to Digital Reporting and Publishing, by Mark Briggs
- Media and Journalism: Theory and Practice in a Democracy, by B.N. Ahuja
- Journalism Ethics: Indian Perspectives, by S. K. Biswas
- Reporting for the Media, by Raghavendra Mishra



Programme: BAMMC				Semester: I	
Course: <u>Fundamentals of Public Relations I</u>				Course Code: BH.UAMMCMIN101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • Students will learn distinct forms of Public Relations and communications. • Students will learn media revolution and the importance of public opinion. • Students will learn corporate communications and its importance. • Students will understand the importance of writing for PR. 					
INDEX					
Unit	Description				Periods
1	PR: Meaning and Definition.				15
2	Media revolution and Public Opinion				15
3	Corporate Communications				15
4	Essentials of PR Writing				15
	Total				60

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	PR: Meaning and Definition. <ul style="list-style-type: none"> • Public Relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management-PR role in the Indian Setting - Developing economy 	15



	<ul style="list-style-type: none"> PR as distinct forms & other forms of Communication: PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services Historical Perspective-Industrial revolution-the beginnings of PR: Pioneers-Ivy Lee in America, 		
2	<p>Media revolution and Public Opinion</p> <ul style="list-style-type: none"> Technological and media revolution in the Society, PR during First and Second World Wars, The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI, Present status and Future of PR in India. Public Opinion - Meaning and Definition: Opinion Leaders-Individuals Institution, Roots of public attitudes Culture, the family, religion, Economic and Social Classes Role of PR in opinion formation-persuasion, The Ethics of PR, Social Responsibility Code of Professional Standards for the practice of PR Code of Ethics 	15	
3	<p>Corporate Communications</p> <ul style="list-style-type: none"> Introductions & perspectives on Corporate Communication: Importance and functions Elements of corporate communication, Corporate philosophy, culture corporate identity, citizenship philanthropy. 	15	
4	<p>Essentials of PR Writing</p> <ul style="list-style-type: none"> Essentials of PR Writing: Planning a Publication - Identifying the purpose, subject, Readership Structuring the content-collection of Material Language and vocabulary. 	15	

List of Topics for the practical's :

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz



References

- The PR Masterclass, Alex Singleton
- Strategic Planning for Public Relations, Ronald D Smith
- The Global PR Revolution, Maxim Behar
- The Business of Persuasion, Harold Burson
- Contagious, Johan Berger.



Programme: BAMMC				Semester: I	
Course: Modern history- I				Course Code: BH.UAMMCMIN102	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • Understand the key historical events and developments of the modern era. • Analyze the representation of historical events in different media forms. 					
INDEX					
Unit	Description				Periods
1	Press developing during the British				15
2	Indian national movement				15
3	Socio-religious Reforms				15
4	Role of media icons				15
	Total				60
Detailed syllabus					
Unit s	Detailed descriptions				Lecture period /unit
1	Unit 1: Press Developing during the British A. Early British presence in India: <ul style="list-style-type: none"> • Arrival and establishment of the British East India Company in India • Development of trading posts and forts • Expansion of British influence through alliances and conquests B. Consolidation of British power: <ul style="list-style-type: none"> • Battle of Plassey and acquisition of Bengal • Subjugation of other regions and princely states • Policies of the British East India Company, including revenue systems and administration C. Socio-economic and cultural impact of British rule <ul style="list-style-type: none"> • Introduction of modern education and legal systems • Impact on Indian agriculture, industries, and trade 				15



	<ul style="list-style-type: none"> • Changes in Indian society and cultural practices 	
2	<p>Unit 2: Global Mass Media Pre Independence</p> <p>A. Definition of Mass Media with Timeline</p> <ul style="list-style-type: none"> • A brief understanding of the evolution of mass media from the invention of the Printing Press to Newspapers, Radio, Television, • Features and functions of: print media, radio, television <p>B. History of print media: stone carving, Chinese wood blocks, Johannes Gutenber and first newspaper.</p> <ul style="list-style-type: none"> • A brief understanding of the milestones in Radio Broadcasting: Discovery of radio waves, Heinrich Hertz, electromagnetic plates, Jagdish Chandra Bose, Marconi Company, Ferdinand Braun, during the World Wars. • A brief understanding of the characteristics of radio such as: audio medium, wireless medium, inexpensive, simple to use, wide reach, mobility, and live medium with Amateur Radio (HAM Radio) <p>C. A brief history of Television</p> <ul style="list-style-type: none"> • Black and White: John Baird (creator of television and early contributions), first transmission (America 1928 and BBC transmission), World War II 	15
3	<p>Unit 3: Freedom Struggle & Role of Media</p> <p>A. Events</p> <ul style="list-style-type: none"> • Muslim league, 1906 • Khilafat movement • Rowlatt Act and Jallianwala • Bagh Massacre • Simon commission • Non-violence movement • B. Rise of Regional language News papers • Keseri, Bombay Herald, Hindu, Swades Mitran, • Underground Press <p>B. Press Acts</p> <ul style="list-style-type: none"> • Censorship of press act, 1799 • Licensing regulations, 1823 • Press act of 1835 or • Metcalfe Licensing Act, 1857 • Registration act, 1867 • Vernacular press act, 1878 	15
4	<p>Unit 4: Notable Coverages & Icons</p> <p>A. Notable Coverages</p>	15



	<ul style="list-style-type: none"> • Simon Commission • Partition of Bengal • Khilafat movement • Rowlatt Act and Jallianwala Bagh Massacre • Non-violence movement • Independence Struggle 1942-1945 during World War-II • Azad Hind Radio <p>B. Notable Icons</p> <ul style="list-style-type: none"> • Rajaram Mohan Roy • BG Tilak • KP Kesava Menon • Maulana Azad • KC MammenMapillai • M.K Gandhi • Bhagat Singh • Netaji Subhash Chandra Bose • BR Ambedkar <p>C. Press Development post- Independence</p>	
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List of Topics for the practical's:

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "India's Struggle for Independence" by Bipan Chandra
- "India After Gandhi: The History of the World's Largest Democracy" by Ramachandra Guha
- "The Making of Modern India: From Marx to Gandhi" by Bipan Chandra
- "India: A History" by John Keay
- "The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen



Programme: BAMMC				Semester: I	
Course: <u>Mobile Content Creation</u>				Course Code: BH.UAMMCVSEC101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • Individual understanding on content creation and Digital Story Telling. • The purpose behind using great content. • Understanding of various social media and its algorithms. • Calendaring and scheduling of content 					
INDEX					
Unit	Description				Periods
1	Introduction to mobile content creation				15
2	How to make your content shareable				15
3	Calendaring content				15
4	Algorithms				15
	Total				60
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	Introduction to mobile content creation <ul style="list-style-type: none"> • Introduction to mobile content creation • Platforms, Groups and Algorithms • Introduction to creating your online presence • Understanding creativity • Mind Mapping etc 				15
2	How to make your content shareable <ul style="list-style-type: none"> • Educate, Entertain, Inspire, Convince and CTA • Introduction to Magnetic content 				15



	<ul style="list-style-type: none"> • Magnetic Headlines • Magnetic CTA • magnetic "About" & "Biographies" • Magnetic Content 		
3	<p>Calendar content</p> <ul style="list-style-type: none"> • The content calendars • Need and importance of a content calendar for a business • What goes into a content calendar • Scheduling content 	15	
4	<p>Algorithms</p> <ul style="list-style-type: none"> • Introduction to algorithms. • Insights, Reports and mapping your strategies • Facebook, YouTube, LinkedIn Algorithms • Keyword research 	15	Comm

List of Topics for the practical's:

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "The Art of iPhoneography: A Guide to Mobile Creativity" by Stephanie Calabrese Roberts
- "Mobile Storytelling: A Journalist's Guide to the Smartphone Galaxy" by Robb Montgomery
- "Mobile Content Strategy: Creating Portable, Powerful, and Persuasive Experiences" by Karen McGrane
- "The Mobile Photography Guide: Shoot, Edit, Experiment, Share" by Peter Cope
- "iPhone Photography for Everybody" by Michael Fagans
- "Smartphone Video Storytelling: A Beginner's Guide to Mobile Journalism" by Robb Montgomery



Programme: BAMMC				Semester: I	
Course: Film and literature				Course Code: BH.UAMMCOE101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course outcomes: <ul style="list-style-type: none"> • Students will be able to appreciate films as a product of technological and aesthetic innovations. • Students will explore the ways in which written word and the cinema influence each other. • Students will learn to appreciate and see film as a form of art. • Students will demonstrate competency for analytical skills in theorizing about film adaptations 					
INDEX					
Unit	Description				Periods
1	Evolution of Cinema				15
2	Different genres and its recommended movies				15
3	Stage to Film Adaptation				15
4	Book to Film Adaptations				15
	Total				60

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	Evolution of Cinema <ul style="list-style-type: none"> • Developing of early cinema technology • Film as art • Introduction to Hitchcock: Recommended watch Psycho/ Vertigo • Introduction to the Art of Stephen Spielberg and Christopher Nolan 	15



<p>2</p>	<p>Different genres and its recommended movies (any 5)</p> <ul style="list-style-type: none"> a) Science Fiction: Super eight b) Dystopian: hunger Games c) Mystery: Sherlock Holmes d) CGI- Wall E e) Romance: The secret life of walter Mitty f) Comedy: hera pheri g) Horror: Tumbaad h) Biography: The king’s speech i) Action: Die Hard j) Thriller: Joker 	<p>15</p>
<p>3</p>	<p>Stage to Film Adaptation</p> <ul style="list-style-type: none"> • Ran by Akira Kurosava (Adaptation of King Lear) • Haider By vishal bharadwaj (Adaptation of hamlet) • Joji by Dileesh Pothan (adaptation of Macbeth) <p style="text-align: center;">Or</p> <p>Different Movie adaptations of Macbeth Study of Macbeth from Gender/ culture and Era perspective.</p> <ul style="list-style-type: none"> • Macbool • Throne of Blood • Macbeth by Roman Polanski • Scotland PA 	<p>15</p>
<p>4</p>	<p>Book to Film Adaptations:</p> <ul style="list-style-type: none"> • Rabindranth Tagore: Recommended read and watch: Chokher Bali/ Charulata (Nastanirh) • Harry Potter books and Movies (recommended movie part 1 or 3) • Louisa May Scott’s Little women and its Adaptation • Perks of being a wallflower 	<p>15</p>



List of Topics for the practical's:

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "Literature and the Media" by Mads Rosendahl Thomsen
- "The Media and the Literary Imagination: The Reader as Outsider" by Colin MacCabe
- "Literature and the Internet: A Guide for Students, Teachers, and Scholars" by Michael K. Hall
- "The Routledge Companion to Literature and Media" edited by Robert C. Davis and Ronald D. Lankford Jr.
- "The Digital Literary Sphere: Reading, Writing, and Selling Books in the Internet Era" by Simone Murray
- "The Future of the Book in the Digital Age" edited by Bill Cope and Angus Phillips
- "Literary Journalism: A Reader" edited by Norman Sims and Mark Kramer



Programme: BAMMC				Semester: I	
Course: Media and Indian Society				Course Code: BH.UAMMCIKS101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
02	-	-	02	(Marks -)	(Marks:)
Pre-requisites: 12th Pass					
Course Outcomes:					
1. To understand the association between Indian society and culture and media 2. To understand the association between Indian mythology and media 3. To stress on the changing perspectives of Indian values, society and culture and media in the globalized era.					
INDEX					
Unit	Description				Periods
1	Indian society and media				15
2	Indian culture and media				15
	Total				30
Detailed syllabus					
Unit s	Detailed descriptions				Lecture period /unit
1	<p style="text-align: center;"><u>INDIAN SOCIETY AND MEDIA</u></p> <ul style="list-style-type: none"> • Introduction to Indian society • Role of media in Indian society • Portrayal of social elements in media: stereotypes, gender representation, caste and class and changing paradigms of the same • Social evils and projection in media • Marginalized population and media 				15
2	<p style="text-align: center;"><u>INDIAN CULTURE AND MEDIA</u></p> <ul style="list-style-type: none"> • Indian culture, diversity and commonalities • Indian core values • Indian culture in mass media • Representation of Indian culture in global media • The conflicts in Indian culture 				15



List of Topics for the practical's:

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "Media and Society in India" by N. Bhaskara Rao
- "The Indian Media Business" by Vanita Kohli-Khandekar
- "Media, Politics, and Society in India" edited by Rajendra Kumar Pandey and Biswajit Das
- "India's Communication Revolution: From Bullock Carts to Cyber Marts" by Arvind Singhal and Everett M. Rogers
- "Television in India: Satellites, Politics, and Cultural Change" by Nalin Mehta
- "Bollywood: Sociology Goes to the Movies" by Rajinder Kumar Dudrah
- "Indian News Media: From Observer to Participant" by Sevanti Ninan



Programme: BAMMC				Semester: I	
Course: <u>Effective communication Skills- I</u>				Course Code: BH.UAMMCAEC101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
02	-	-	02	(Marks -)	(Marks:)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • This course focuses on developing effective communication skills for various professional and personal contexts. • Students will learn the principles and strategies of effective communication, including verbal, nonverbal, written, and interpersonal communication. • students will enhance their communication skills and gain confidence in expressing themselves clearly and persuasively. 					
INDEX					
Unit	Description				Periods
1	AN INTRODUCTION TO EFFECTIVE COMMUNICATION SKILLS				15
2	COMMUNICATION AS A SKILL FOR CAREER BUILDING				15
	Total				30
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	<p style="text-align: center;">UNIT 1: An Introduction Effective Communication Skills</p> <p>A. An Introduction Effective Communication</p> <ul style="list-style-type: none"> • Definition, Nature and Scope of Communication • Importance and Purpose of Communication • Process of Communication • Types of Communication <p>B. Verbal communication:</p> <ul style="list-style-type: none"> • Main Forms of Written Communication • Paragraph Writing (Linkage and Cohesion) • Letter Writing (formal and informal) • Essay writing • Summarizing • Note-making <p>C. Nonverbal communication:</p>				15



	<ul style="list-style-type: none"> • Personal Appearance • Gestures • Postures • Facial Expression • Eye Contacts • Body Language (Kinesics) • Time language • Silence • Tips for Improving Non-Verbal Communication 		
<p>2</p>	<p>Unit 2: COMMUNICATION AS A SKILL FOR CAREER BUILDING</p> <p>A. Writing CVs and resume:</p> <ul style="list-style-type: none"> • Applying for a job • Preparing Cover letters • Preparing a CV/Resume and Effective Profiling <p>B. Presentation Skills:</p> <ul style="list-style-type: none"> • Preparing a PowerPoint Presentation • Greeting and introducing • Group Discussions • Preparing for and Facing a Job Interview <p>C. Business Communication:</p> <ul style="list-style-type: none"> • Preparing Agenda for Meetings • Writing Notices and Memos • Drafting an E-mail, Press Release 	<p>15</p>	<p>Comm</p>
<p><i>List of Topics for the practical's:</i></p> <ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 			
<p><i>Reference:</i></p> <ul style="list-style-type: none"> • "How to Win Friends and Influence People" by Dale Carnegie • "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler • "Difficult Conversations: How to Discuss What Matters Most" by Douglas Stone, Bruce Patton, and Sheila Heen • "The Art of Communicating" by Thich Nhat Hanh • "Business Communication: Theory and Application" by T. N. Chhabra and Ritu Chhabra • "Communication Skills for Engineers and Scientists" by Sangeeta Sharma • "Effective Technical Communication" by M. Ashraf Rizvi 			



Programme: BAMMC				Semester: I	
Course: <u>Corporate Communications</u>				Course Code: BH.UAMMCVEC101	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
02	-	-	02	(Marks:)	(Marks:)
Course outcomes:					
<ul style="list-style-type: none"> • Individual understanding on Corporate communication. • Evaluate and critically assess the general concepts, theories and principles of corporate communication. • Construct a stakeholder map for an organization based on its communication priorities. • Demonstrate the ability to apply the communication strategies and techniques used by different types of organizations. 					
INDEX					
Unit	Description				Periods
1	Corporate Communication: Mapping the field				15
2	Communication Strategy: Theory and Practice				15
	Total				30

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	Corporate Communication: Mapping the field <ul style="list-style-type: none"> • Defining Corporate Communication: • Theory and practice perspectives on corporate communications • The strategic management perspective on corporate communications • The “Vocabulary of Meanings” in corporate communication. • Organizational Communication: Perspectives & Approaches • The role of “structure” in organizational communication: Vertical vs Horizontal 	15



2	<p>Communication Strategy: Theory and Practice</p> <ul style="list-style-type: none"> • Perspectives on strategy in corporate communication • Process and practice of communication strategy • Challenges and issues in communications strategy • Understanding stakeholder management and corporate communication • Understanding identity and corporate communications • Understanding reputation and corporate communications • Understanding Corporate Social Responsibility (CSR) and corporate communications 	15
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List of Topics for the practical's:

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
- "The Handbook of Corporate Communication and Public Relations" edited by Sandra M. Oliver
- "Effective Corporate Communication: A Practical Guide to Stakeholder Management and CSR" by Michael B. Goodman
- "Strategic Corporate Communication: A Global Approach for Doing Business in the New India" by Charles J. Fombrun and Cees B.M. van Riel
- "Corporate Communication: Strategic Adaptation for Global Practice" by Thomas E. Harris and Mark D. Nelson
- "The Handbook of Strategic Public Relations and Integrated Communication" edited by Clarke L. Caywood
- "Corporate Communications: Principles and Practice" by David J. P. Meerman and Philip Kotler



**SEMESTER II
DETAILED SYLLABUS**

Programme: BAMMC				Semester: II	
Course: <u>Visual Communication in Advertising</u>				Course Code: BH.UAMMCMAJ201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • To provide students with tools that would help them visualize and communicate. • Understanding visual communication as a part of Mass Communication. • To acquire basic knowledge in theories and languages of Visual Communication. • The ability to understand and analyze visual communication from critical perspective. 					
INDEX					
Unit	Description				Periods
1	Introduction to Visual Communication				10
2	Theories of Visual Communication				15
3	Art, Design and Society				20
4	Visual communication in the age of social media				15
	Total				60



Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to Visual Communication</p> <ul style="list-style-type: none"> • History and development of visuals. • Need and Importance of Visual Communication. • Visual Communication as a process and as an Expression, Language and Visual Communication. 	10
2	<p>Theories of Visual Communication</p> <p>Sensual Theories</p> <ul style="list-style-type: none"> • Gestalt • Constructivism • Ecological <p>Perceptual Theories</p> <ul style="list-style-type: none"> • Semiotics • Cognitive <p>Color Theory</p> <ul style="list-style-type: none"> • Psychological implication of colors. • Colors and visual pleasure • Elements of design • Psychological determinant of colors 	15



<p>3</p>	<p>Art, Design and Society</p> <ul style="list-style-type: none"> • Analysis of history of art, Traditional art, Modernity and post modernity • Analysis of history of design in India. • Cultural studies, Discourse analysis • An introduction to theatre • An introduction to documentary films. • Critical writing in art, Design theatre and film. • An introduction to humanities and social sciences. • Qualitative methods ethnographic, historical, philosophical, case study, and interview • Study of visual display of quantitative information Syntactic and semantic aspects of information graphics. • Study of charts, Maps, Diagrams, reconstructing graphics, information graphics for new media and dynamic data. 	<p>20</p>
<p>4</p>	<p>Visual communication in the age of social media</p> <ul style="list-style-type: none"> • Ethics • Impact of language, culture, Images, Messages, Signs and Symbols (GIF's Etc) • Audience Behavior • Citizen Journalism, going Viral • Visual stereotyping in social media. • Subliminal ads. 	<p>15</p>



List of Topics for the practical's :

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- Visual Marketing, Anita Campbell
- Layout Workbook, Kristin Cullen
- What images really tell us, Massimo Mariani
- The Advertising concept book: think now design later, Pete Berry
- The Elements of Graphic Design, Alex White "Telling True Stories: A Nonfiction Writers' Guide" edited by Mark Kramer and Wendy Call.



Programme: BAMMC				Semester: II	
Course: Reporting				Course Code: BH.UAMMCMAJ201	
Teaching Scheme			Evaluation Scheme (Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					

Course outcomes:

- Students will learn how to gather news.
- Students will learn different types of reporting.
- Students will understand the basics of writing the story.
- Students will understand the importance of writing and presenting the story

INDEX

Unit	Description	Periods
1	Gathering the News	15
2	Types of Reporting	15
3	Writing the Story, I	15
4	Writing the Story II	15
	Total	60



Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Gathering the News</p> <ul style="list-style-type: none"> • Gathering the News • Reporting & Reporters - Training & Qualifications • Reporting for Newspapers - Reporting the expected & unexpected • Reporting skills- Nose for News, Observation (listening & seeing) Taking notes, finding, checking, verifying, analysing & interpreting information • Interviewing Asking questions • Types of interviews • Interviewing techniques. 	15
2	<p>Types of Reporting</p> <ul style="list-style-type: none"> • Objective, • Interpretative, • Investigative, • Legal, • Developmental. • Political. • Sports, • Crime, • Economic & Commercial, • Technical & Science Reporting. 	15



3	<p>Writing the Story I</p> <ul style="list-style-type: none"> • Single Incident Story • Attribution Identification • Time and Timeliness • Extracting Stories from outside sources: Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc. 	15
4	<p>Writing the Story II</p> <ul style="list-style-type: none"> • Coming events • Tying the story together in Depth reporting. • Writing Hard News, Action & Fire Stories • Accidents • Obituaries, Anecdotes & Tribute. 	15
<p><i>List of Topics for the practical's :</i></p> <ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 		
<p><i>References:</i></p> <ul style="list-style-type: none"> • "The News Manual: A Professional Journalism Handbook" by Bob Franklin and David Murphy • "News Reporting and Writing" by Missouri Group • "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel • "The Associated Press Stylebook" by The Associated Press • "The Reporter's Companion" by Gregg Morris and Art Spinella. 		



Programme: BAMMC				Semester: II	
Course: <u>Fundamentals of Public Relations II</u>				Course Code: BH.UAMMCMIN201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • Students will learn the importance on PR in Advertising • Students will learn the importance of Advertising as a communication tool • Students will understand the importance of writing in PR • Students will understand the importance of events and research in PR 					
INDEX					
Unit	Description				Periods
1	PR in Advertising				15
2	Advertising as a communication tool				15
3	PR in writing				15
4	PR events and Research				15
	Total				60

Detailed syllabus	
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Units	Detailed descriptions	Lecture period /unit
1	<p>PR in Advertising</p> <ul style="list-style-type: none"> • Definition, Origin & development of advertising, Growth of advertising in India. • Advertising in the early 20th century • Facets of advertising As an act of commerce, as hidden persuader Functions & Roles of advertising, • Scope Effects on Economy/Industry, • Benefits of advertising: Newspapers, Magazines, Yellow Pages, Radio, Television, Direct Mail Telemarketing Specialty Advertising Digital Advertising. • Types of Advertising: Informational Advertising, Non-commercial advertising, Comparative advertising, Regional Cooperative advertising, and Parts of Advertisements 	15
2	<p>Advertising as a communication Tool</p> <ul style="list-style-type: none"> • Advertising as a Communication Tool: Communication Process & Advertising, Communication Theories applied to advertising. • Advertising as a Marketing Tool: Concept of Marketing & advertising, Marketing Mix-5 P's in marketing • Advertisements and Its Effects. 	15



3	<p>PR Writing</p> <ul style="list-style-type: none"> • Public Relations Writing: Types of PR writing style- Corporate Profiles, Folders, Brochures- Annual Reports. • Writing, editing and production of corporate publications: - House journals, booklets, brochures, leaflets and folder. • PR AND Ad. Campaign - Copy writing for institutional advertisements, PR Campaign and Ad Campaign. 	15
4	<p>PR Events and Research</p> <ul style="list-style-type: none"> • PR Writing: press releases, feature writing, corporate features, development stories, Editorial writing • Organizing PR Events: - Organizing press conferences, Exhibitions, Open house, Special events. • Research for PR:-Opinion Survey, Media Survey, Content analysis, Audience-research. 	15
<p><i>List of Topics for the practical's :</i></p> <ol style="list-style-type: none"> 1. Continuous assignments 2. Oral and practical presentations 3. Group/individual projects 4. Open book test 5. Group interactions 6. Quiz 		
<p><i>References:</i></p> <ul style="list-style-type: none"> • The PR Masterclass, Alex Singleton • Strategic Planning for Public Relations, Ronald D Smith • The Global PR Revolution, Maxim Behar • The Business of Persuasion, Harold Burson • Contagious, Johan Berger. 		



Programme: BAMMC				Semester: II	
Course: Modern history- II				Course Code: BH.UAMMCMIN202	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • This course examines the intersection of modern history and media, exploring how historical events, movements, and figures have shaped and been shaped by various forms of media and communication. • To understand the interplay between modern history and media and how they influence each other. 					
INDEX					
Unit	Description				Periods
1	Development of press during British period				15
2	Global Mass media post Independence				15
3	Indian Media Post Independence				15
4	Television - Rise of Doordarshan & Other Private Players				15
	Total				60



Detailed syllabus		
Unit s	Detailed descriptions	Lecture period /unit
1	<p>Unit 1: Press Development post British period</p> <ul style="list-style-type: none"> • Indian freedom struggle and role of media • Independence and role of newspaper • Growth of regional language newspapers during freedom struggle • History of Indian newspaper in English • Development of press post-independence 	15
2	<p>Unit 2: Global Print Media post Independence</p> <p>A. Types of Print Media</p> <ul style="list-style-type: none"> • A brief understanding of the features and functions of: Newspapers, Magazines, Books, Journals, Leaflets, Brochures, Flyers & Posters. <p>B. Types of Newspapers</p> <ul style="list-style-type: none"> • Frequency: Dailies, Weeklies, Annuals, Divided – Annuals. • Geographical Distribution: Local, Regional, National and International. • Versions: Print, Online, e-paper. • Size: Broadsheet, Berliner, Tabloid. 	15
3	<p>Unit 3: Indian Media Post Independence</p> <p>A. Role of Press in Post-Independence India</p> <ul style="list-style-type: none"> • Times of India (Times News Paper/ Bennet Coleman), The Daily telegraph, Deccan Herald, Amar Ujala, The express, Bhaskar Group • Role as Watch dogs & Nation Building Wars of 1948, 1962 (Sino-Indian) , 1971(Indo-Pak) the Emergency of 1975 & Freedom of Press • Growth of regional Press & news papers • The press Objectionable Matters Act, Working journalist act (1955) <p>B. Modern History of broad casting</p> <ul style="list-style-type: none"> • Radio - A brief understanding of the characteristics of radio such as: audio medium, wireless medium, inexpensive, simple to use, wide reach, mobility, and live medium 	15



	<ul style="list-style-type: none"> • Radio Broadcasting Radio Equipment: Transmitter and receiver; Radio frequency: AM (Amplitude Modulation) & FM (Frequency Modulation); Satellite Radio: definition and impact. • Radio Broadcasting in India – AIR. Establishment, post-independence, private radio. • Types of Radio Broadcasting A brief understanding of Public, Private and Community radio broadcasting. • Online and Amateur Radio (HAM Radio). Definition and impact. 	
<p>4</p>	<p>Unit 4: Television - Rise of Doordarshan & Other Private Players</p> <p>A. Brief history of Television (India).</p> <ul style="list-style-type: none"> • Television Broadcasting in India. Television broadcasting in India from 1959 to present. Types of Television Broadcasting A brief understanding of different types of television broadcasting such as: terrestrial, cable. • Television Post Emergency: From Print to TV; The Shift • Doordarshan & its separation in 1976 • Regional & Minority TV • Major Projects by DD for Infotainment & Edutainment • SITE (Satellite Instructional TV Experiment) 1975 • 1982 Color TV broadcasting (Asian Games) • Kheda Communication Project & Antenna TV • Advent of Soaps & Other entertainment • LPG and Rise of Privet Channels • TV, Nation Building & the Future <p>B. Notable Coverages & Icons</p> <ul style="list-style-type: none"> • The 1975 Emergency • 1982 Asian Games • First TV Serial of India • Rise of English Content Wave (1995) • 1993 Riots & Bomb Blasts • 1999 Kargil War 	<p>15</p>



List of Topics for the practical's :

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:

- "The Emergency: A Personal History" by Coomi Kapoor
- "The Media of Mass Communication" by John Vivian
- "Media and Communication in the Digital Age: Theories, Concepts, and Cases" by John V. Pavlik and Shawn McIntosh
- "A History of News" by Mitchell Stephens
- "The Printing Revolution in Early Modern Europe" by Elizabeth L. Eisenstein
- "The Media and Modernity: A Social Theory of the Media" by John B. Thompson
- "Media History: A Global Perspective" by Tom O'Malley and David Kenny



Programme: BAMMC				Semester: II	
Course: <u>Theatre and Mass Communication I</u>				Course Code: BH.UAMMCVSEC201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					

Course outcomes:		
<ul style="list-style-type: none"> • Students will learn the individual and team understanding on Theatrical Arts • Students will learn to take Ownership of Space, Time, Story-telling Characterization and Kinesthetic • Students will learn Building up confidence for stage performance and Public speaking. • Students will learn awareness of the role and place in society, Their Responsibilities and possibilities 		
INDEX		
Unit	Description	Periods
1	Study of the origin of theatre, history and growth.	15
2	Acting, Stage craft and theatre technique	15
3	Preparing Mind, Body and Voice	15
4	Reading Plays And Analysing The Characterisitcs.	15
	Total	60



Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>a. Study of the origin of theatre, history and growth.</p> <p>b. Theatre as a medium of Mass Communication.</p> <p>c. Theatre as a benefit to improving language skills.</p> <p>d. Study of traditions and forms</p> <ul style="list-style-type: none"> • Study of Indian traditional theatre and its forms: <ul style="list-style-type: none"> i) Introduction to Natyashastra ii) Nayak-Nayika Bhed, Vidushak-Natya, Drishya Kavya iii) Natya- Nritya- Sangeet with an example of sangeet natya iv) Study of Indian Playrights (Bhasa, Yayati) and Folks (Dashavtar, Naman, Yakshagana, Ram Leela, Tamasha, Bhawai, Pandavani) • Study of Indian Experimental theatre • growth of Indian regional and modern experimental theater 	15
2	<p>Acting, Stage craft and theatre technique</p> <p>a) Mental Physical & Vocal Preperation</p> <ul style="list-style-type: none"> • Recalling Experiences, Daily Observations, Study of News, Stories & Poems etc. • Observation, Ideation and Improvisation. • Body language, Mime, Farce, and Physical Theatre • Understanding of the stage, Intonation and Voice Modulation <p>b) Introduction to Theatre architecture and Stage Design</p> <p>c) Costume Design & Make-up :- Elements of colors, Texture, shapes and lines.</p>	15



	d) Lighting :- Light Sources And Designing Lights	
3	<p>Preparing Mind, Body and Voice</p> <p>A. MIND</p> <ul style="list-style-type: none"> Recalling experiences, talking about daily observations, collecting news clips, stories, poems, etc. <p>B. BODY</p> <ul style="list-style-type: none"> Simple rhythmic steps to instill grace and agility, mind, etc <p>C. VOICE</p> <ul style="list-style-type: none"> Narration of Poems, understanding meter and tempo, weaving stories, using intonation and modulation. 	15
4	<p>Reading Plays And Analysing The Characterisitcs.</p> <ul style="list-style-type: none"> Yayati (Girish Karnad) Taj Mahal ka Tender (Ajay Shukla) Ashad ka ek din (Mohan Rakesh) Kanyadaan and Shantata! Court chalu aahe (Vijay Tendulkar) 	15

List of Topics for the activities :

1. Presentations
2. Group Projects
3. Practical/Applied Class Assignments & Projects (Individual and Groups)
4. Weekly activity sessions
5. Writing Assignments

References:

- The Cambridge Guide to Theatre by Martin Banham
- The Oxford Companion to American Theatre by Gerald Martin Bordman
- History of Indian theatre by ML varadpandey
- Contemporary Theatre of India by Chaman Ahuja
- The Indian Theatre by Hemendra Das Gupta.



Programme: BAMMC				Semester: II	
Course: <u>Creative Writing</u>				Course Code: BH.UAMMCOE201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
03	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
<p>Course outcome:</p> <ul style="list-style-type: none"> To acquaint the learners with ideas related to creative writing including the art, the craft and the basic skills required for a creative writer. To help learners to understand the principles of creative writing and the distinction between the literary genres. To hone the creative and critical faculties of learners. To enable learners to put into practice the various forms of creative writing that they have studied through the course 					
INDEX					
Unit	Description				Periods
1	Fundamentals of Creative Writing				15
2	Elements of Creative Writing				15
3	Traditional Forms of Creative Writing				15
4	New Trends in Creative Writing				15
	Total				60



Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Fundamentals of Creative Writing</p> <ul style="list-style-type: none"> • Basics of Creative Writing • Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms • Research for Creative Writing 	15
2	<p>Elements of Creative Writing</p> <ul style="list-style-type: none"> • Introduction to Plot, Setting, Character, Dialogue, Point of View, Theme • Character Sketch • Dialogue Writing • Literary Devices and Figurative Language • Script Writing • Persuasive Writing (Writing for Commercial Purposes) 	15
3	<p>Traditional Forms of Creative Writing</p> <ul style="list-style-type: none"> • Fiction: short story, novella • Poetry and its elements • Drama • Humour • Children's Books • Biography, Memoir and Autobiography 	15



4	<p>New Trends in Creative Writing</p> <ul style="list-style-type: none"> • Mythological Writing • Anthology • Fairy Tales • Graphic Novel • Flash Fiction • Jingles 	15
<p><i>List of Topics for the activities :</i></p> <ol style="list-style-type: none"> 1. Presentations 2. Group Projects 3. Practical/Applied Class Assignments & Projects (Individual and Groups) 4. Weekly activity sessions 5. Writing Assignments 		
<p><i>References:</i></p> <ul style="list-style-type: none"> • "On Writing: A Memoir of the Craft" by Stephen King • "Writing Down the Bones: Freeing the Writer Within" by Natalie Goldberg • "A Handbook of Creative Writing" by Usha Martin • "The Penguin Book of Indian Writing" edited by Salman Rushdie • "The Way of the Writer: Reflections on the Art and Craft of Storytelling" by Charles Johnson • "Writing the New India: The Hindi Movement in Nineteenth-Century North India" by Vasudha Dalmia • "The Fiction Writer's Handbook" by Shelly Lowenkopf • "How to Write a Book Proposal" by Michael Larsen 		



Programme: BAMMC				Semester: II	
Course: <u>Effective Communication Skills- II</u>				Course Code: BH.UAMMCAEC201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
02	-	-	02	(Marks)	(Marks:)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • This course aims to develop and enhance effective communication skills for personal and professional success. • Through theoretical concepts, practical exercises, and interactive discussions, students will learn various communication techniques to express ideas clearly, listen actively, build rapport, and adapt communication styles to different situations and audiences. • To understand the importance of effective communication in personal and professional settings. 					
INDEX					
Unit	Description				Periods
1	Listening Skills and reading skills				15
2	Communication network and soft skill development				15
	Total				30
					Detailed syllabus
Units	Detailed descriptions				Lecture period /unit
1	Unit 1: Listening Skills and Reading skills				15



	<p>A. Listening Skills</p> <ul style="list-style-type: none"> • Purpose of Listening • Listening to Conversation (Formal and Informal) • Active Listening- an Effective Listening Skill • Benefits of Effective Listening • Barriers to Listening • Academic Listening (Listening to Lectures) • Listening to Talks and Presentations • Note Taking Tips <p>B. Reading Skills</p> <ul style="list-style-type: none"> • Purpose, Process, Methodologies • Skimming and Scanning • Levels of Reading • Reading Comprehension • Academic Reading Tips 		
2	<p>Unit 2: Communication network and soft skill development</p> <p>A. Communication Network in an Organization:</p> <ul style="list-style-type: none"> • Horizontal (Lateral) Communication • Vertical (Downward) Communication • Vertical (Upward) Communication <p>B. Soft Skills for Leadership and Team Management</p> <ul style="list-style-type: none"> • Qualities of a Good Leader • Leadership Styles • Decision Making • Intrapersonal skills • Interpersonal skills • Problem solving • Critical thinking • Negotiation skill 	15	Comm
<p><i>List of Topics for the activities :</i></p> <ol style="list-style-type: none"> 1. Presentations 2. Group Projects 3. Practical/Applied Class Assignments & Projects (Individual and Groups) 4. Weekly activity sessions 5. Writing Assignments 			



References:

- "How to Win Friends and Influence People" by Dale Carnegie
- "Difficult Conversations: How to Discuss What Matters Most" by Douglas Stone, Bruce Patton, and Sheila Heen
- "The Art of Communicating" by Thich Nhat Hanh
- "Nonviolent Communication: A Language of Life" by Marshall B. Rosenberg
- "Business Communication: Theory and Application" by T. N. Chhabra and Ritu Chhabra
- "Communication Skills for Engineers and Scientists" by Sangeeta Sharma
- "Effective Technical Communication" by M. Ashraf Rizvi
- "Effective Communication: The Ultimate Guide to Improving Your Communication Skills" by Sudhir Dixit



Programme: BAMMC				Semester: II	
Course: <u>Values And Ethics In Media</u>				Course Code: BH.UAMMCVEC201	
Teaching Scheme				Evaluation Scheme (Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)
02	-	-	02	(Marks)	(Marks:)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ul style="list-style-type: none"> • This course explores the ethical and moral considerations in media production, distribution, and consumption. • It examines the role of media in shaping public opinion, the responsibilities of media practitioners, and the ethical dilemmas faced in the digital age. • Students will critically analyse media content and develop a deeper understanding of the impact of media on society. 					
INDEX					
Unit	Description				Periods
1	Introduction to values and ethics				15
2	Ethical Issues in Media Production				15
	Total				30
Detailed syllabus					
Units	Detailed descriptions				Lecture period /unit
1	Unit 1: Introduction to Media Ethics and Values A. Introduction to Media Ethics and Values				15



	<ul style="list-style-type: none"> • Defining media ethics and values • Historical perspectives on media ethics • Ethical theories and frameworks in media <p>B. Media and Democracy</p> <ul style="list-style-type: none"> • Role of media in a democratic society • Freedom of expression and its limitations • Media ownership and its impact on democracy <p>C. Journalistic Ethics</p> <ul style="list-style-type: none"> • Objectivity, fairness, and accuracy in reporting • Handling anonymous sources and confidential information • Balancing public interest and privacy concerns <p>D. Ethics in Advertising and Public Relations</p> <ul style="list-style-type: none"> • Truth in advertising • Ethical considerations in targeted advertising • Responsibilities of PR practitioners and ethical spin 		
2	<p>Unit 2: Ethical Issues in Media Production</p> <p>A. Media and Social Responsibility:</p> <ul style="list-style-type: none"> • Media's role in shaping public opinion • Media representation and diversity • Responsible reporting of sensitive topics <p>B. Digital Media Ethics:</p> <ul style="list-style-type: none"> • Privacy and surveillance in the digital age • Social media ethics and fake news • Online harassment and cyberbullying <p>C. Media, Advertising, and Ethics:</p> <ul style="list-style-type: none"> • Ethical considerations in advertising • Deceptive advertising practices • Media ethics in product placement and endorsements 	15	Comm



	<p>D. Media Accountability and Professional Standards:</p> <ul style="list-style-type: none"> • Media self-regulation and codes of ethics • Ethical decision-making in media organizations • Case studies and ethical guidelines 	
<p><i>List of Topics for the activities :</i></p> <ol style="list-style-type: none"> 1. Presentations 2. Group Projects 3. Practical/Applied Class Assignments & Projects (Individual and Groups) 4. Weekly activity sessions 5. Writing Assignments 		
<p style="text-align: right;"><i>References:</i></p> <ul style="list-style-type: none"> • "Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins • "Media Ethics: Key Principles for Responsible Practice" by Patrick Lee Plaisance • "Ethics in Media Communications: Cases and Controversies" by Louis A. Day • "Media Ethics: A Philosophical Approach" by Matthew Kieran • "Media Ethics: Truth, Fairness, and Objectivity in Journalism" by Nalini Rajan • "Indian Media in a Globalised World" by Shakuntala Rao • "Media Ethics and Justice in the Indian Context" by Shakuntala Rao and Kiran Prasad • "Media Ethics: Cases and Controversies in India" by Paranjy Guha Thakurta and Sharanya Nayak. 		



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment - 40% - 40 Marks

Sr No	Evaluation type	Marks
1	Internal Class Test with Objective type questions CIA 1: Internal exams in either short notes or MCQ format	20
2	One Project	20
	TOTAL	40

Project types can include:

1. Research
2. Hands-on assignment
3. Hands-on practical

B) External Examination- 60% - 60 Marks Semester End Theory Examination: 60 marks

1. Duration - These examinations shall be of **two** hours duration
2. Paper Pattern:
 - There shall be **four (4)** questions each of 15 marks. On each unit there will be one or two questions.
 - All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1</i>	<i>Any 2 out of 3</i>	15	<i>Unit I</i>
<i>Q.2</i>	<i>Any 2 out of 3</i>	15	<i>Unit II</i>
<i>Q.3</i>	<i>Any 2 out of 3</i>	15	<i>Unit III</i>
<i>Q.4</i>	<i>Any 2 out of 3</i>	15	
	TOTAL	60	



Rubrics of evaluation for ESE

UNIT	Knowledge	Understanding	Analysis & critical understanding	Total marks/ units
1	8	8	4	20
2	8	8	4	20
3	8	8	4	20
Total per objective	24	24	12	60
% Weightage	40	40	20	100%

Rubrics of evaluation for CIA 2 – assignment

Parameters	Max marks	80-100% Excellent	60-80% Good	40-60% Satisfactory	20-40% Poor	0-20% Very poor
Content	10					
Effective presentation and research skills	5					
Language, style and structure	5					
Total	20					
