

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: SYBAMMC

**Program: BA in Multimedia and
Mass Communication
(BAMMC)**

Program Code:

Course Code:

**Choice Based Credit System (CBCS)
with effect from academic year 2022-23**



PROGRAM OUTCOMES

PO	PO Description A student completing Bachelor's Degree in Art (BAMMC) program will be able to:
PO 1	Understand all the aspects of media
PO 2	Develop communication skills.
PO 3	Experience practical knowledge about the media industry
PO 4	Understand the about the research in media
PO 5	New opportunities in media
PO 6	Hand on technical aspects and software used in media.
PO 7	Will learn Writing and oral communication in various forms of media
PO 8	Keep up with the Trend and growth in Media
PO 9	Will be ready to enter the industry with skills required.

PROGRAM OUTLINE

YEAR	SEMESTER	COURSE	COURSE TITLE	CREDITS
SYBAMMC	IV	BAMMC WEM-402	Writing and Editing for Media	
SYBAMMC	IV	BAMMC MLE-403	Media Laws and Ethic	
SYBAMMC	IV	BAMMC CMM-406	Computer and Multimedia 2	
SYBAMMC	IV	BAMMC FCO-405	Film Communication - 2	
SYBAMMC	IV	BAMMC MMR-404	Mass Media Research	
SYBAMMC	IV	BAMMC EM-4011	Electronic Media - 2	
			TOTAL	20



PROGRAM SPECIFIC OUTCOMES

PSO	Description
PSO 1	To Provide the ability to understand writing styles that fit various media platforms
PSO 2	To help the learner acquire information gathering skills and techniques.
PSO 3	To understand similarities and differences in writing for all forms of media including internet and digital.
PSO 4	The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
PSO 5	The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
PSO 6	To Provide acquire basic proficiency in proof-reading and editing



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Writing and Editing for Media				Course Code: BAMMC	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences. 6. Provide acquire basic proficiency in proof-reading and editing. 					
INDEX					
Unit	Description				Periods
1	WRITING FOR PRINT MEDIA				12
2	WRITING FOR BROADCAST MEDIA				10
3	DIGITAL MEDIA: A Surprise Opportunity				14
4	Evaluation of Content.				12
	Total				48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Writing for Media</p> <ul style="list-style-type: none"> • What makes News? (Determinants of News) • Art and Basic tools of writing • Steps and elements of writing- editorial, features and review. • Writing for newspaper and magazine • Writing a news story/ feature story/ article/ editorials (differences) • Leads, Nut shelling, and story structure. • Writing Style and Stylebook • Public Relation and Corporate writing, various forms • Writing for advertisements • Leads and Inverted Pyramids, Summary leads, Inverted Pyramid: uses and origin, other types of leads. • Writing for classified ads. 	12
2	<p>Writing for Broadcast Media</p> <ul style="list-style-type: none"> • Radio and Television: Challenges, Strengths, and weaknesses. • Writing for television and radio programs. • Script Writing formats. • Writing for interviews, live news, and daily news. • Radio Jockeying/ Online Radio and New trends. • Storyboarding for television commercials. 	10
3	<p>DIGITAL MEDIA: A Sunrise Opportunity</p> <ul style="list-style-type: none"> • Difference between newspaper writing and writing for web, headline writing, deck heads, subheads, lists and hyperlinked content. • How to Produce well written web pages, written content for web, digital spaces, and digitally distributed media. • Development of web specific style guides, convergence of text and video on digital. • Emerging fields of personal publishing, including blogging and micro-blogging, (or publishing on linkedIn) • Dealing with breaking news and fake news in real time. • Writing for advertisements through Email and SMS. • Writing blogs 	14
4	<p>Editing</p>	12

	<p>Evaluation of Content</p> <ul style="list-style-type: none"> • Checking Spellings and Grammar. • Check News/Magazine copies for headlines (types/appeal) subheads, use of graphics and illustration, for construction and information flow in newspapers. • Rewriting leads • Achieving fitment with spacing requirements, at any newspaper, magazine or webpage. • Checking advertising agency copies, Checking Headline/ Sub headline (types, appeal) and maintaining sequence and flow in body copy. • Online Editing: Editing Requirements, Content, Layout, Clarity, Style, Conciseness, Online Headlining- Website Design. 	
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Text books:

Himalaya Publications

Vipul Publications

Sheth Publications

Reference Books:

1. James Glen Stovall, Writing for the Mass Media, Sixth Edition, published by Dorling Kindersley (India)
2. Artwick, Claudette G., Reporting and Producing for Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The Associated Press Stylebook. . Associated Press (current edition)
4. Chicago Guide to Fact-Checking (Chicago Guides to Writing, Editing and Publishing) by Brooke Borel
5. Fundamentals of Writing: How to Write Articles, Media Releases, Case Studies, Blog Posts and Social Media Content by Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting for Today's Media. NY: McGraw-Hill
7. An Introduction to Writing for Electronic Media-Scriptwriting Essentials Across the Genres Authors: Robert B. Musburger
8. The Basics of Media Writing-A Strategic Approach by Scott A. Kuehn - Clarion University of Pennsylvania, USA and Andrew Lingwall- Sage Publications
9. Writing for Journalists (Media Skills) by Wynford Hicks
10. Feature Writing for Journalists (Media Skills) by Sharon Wheeler

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**

Details of Conduct of Practical Examination (Evaluation Scheme):



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 and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions
- 2 Debate
- 3 Elocution
- 4 Quiz
- 5 Assignment

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

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:

- There shall be _____ questions each of 15 marks. On each unit there will be _____ 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 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Single question, No</i>	<i>07</i>	

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internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description A student completing Bachelor's Degree in B.A.M.M.C. program in the subject of <u>Media laws and ethics</u> will be able to:
PSO 1	To refresh the knowledge of Indian constitution and to understand the social responsibility of media towards the masses.
PSO 2	To understand the social media decorum.
PSO 3	To learn about various regulatory bodies that govern various aspects of media.
PSO 4	To learn various laws that are related to the mass media.
PSO 5	To understand certain ethical responsibilities of a media person.
PSO 6	To learn the emerging unethical problems in new media and techniques that can help solving it.



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Media laws and ethics				Course Code: BAMMC MLE-403	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To provide the learners with an understanding of laws those impact the media. 2. To sensitize them towards social and ethical responsibility of media. 					
INDEX					
Unit	Description				Periods
1	Constitution and Media				7 / 9
2	Regulatory bodies				9 / 10
3	Media laws				10
4	Media laws				13 / 10
5	Media ethics and Social responsibility				9
	Total				48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Core values of Constitution</p> <ul style="list-style-type: none"> • Refreshing Preamble unique features of the Indian Constitution • Introduction to Preamble and Constitution <p>Freedom of Expression</p> <ul style="list-style-type: none"> • Article 19 (1) (a) • Article 19(2) <p>Judicial Infrastructure</p> <ul style="list-style-type: none"> • Hierarchy of the courts • Independency of the judiciary • Legal terminologies <p>Social Responsibility of media</p> <ul style="list-style-type: none"> • Social Responsibility Theory • Emerging Issues in Social Responsibility • Theory in today's era <p>Social Media</p> <ul style="list-style-type: none"> • Threat of Fake News and facts verification • Social media decorum 	7 / 9
2	<p>Press Council of India</p> <ul style="list-style-type: none"> • Brief history: Statutory status • Structure • Powers and limitations <p>TRAI</p> <ul style="list-style-type: none"> • Role of Telecom Regulatory Authority of India <p>IBF</p> <ul style="list-style-type: none"> • Indian Broadcasting Foundation • Broadcasting Content Complain Council • Broadcasting Audience Research Council 	9 / 10

	<p>ASCI</p> <ul style="list-style-type: none"> • Advertising Standard Council of India • Mission • Structure • Consumer Complaint Council <p>NBA</p> <ul style="list-style-type: none"> • News Broadcasters Association • Structure • Mission • Role 	
3	<p>Copyright and IPR</p> <ul style="list-style-type: none"> • What is copyright, Intellectual Property Rights • Exceptions • Major Amendments • Recent Case studies <p>Recent Case studies</p> <ul style="list-style-type: none"> • Definition • Civil, Criminal • Exceptions • Recent case studies <p>Defamation</p> <ul style="list-style-type: none"> • Information Technology Act 2000 • Amendment 2008 • Section 66A • Section 67 • Case Studies <p>IT Act</p> <ul style="list-style-type: none"> • Information Technology Act 2000 • Amendment 2008 • Section 66A • Section 67 • Case Studies <p>Contempt</p> <ul style="list-style-type: none"> • Contempt of Court • Contempt of Parliament 	10

	<p>More Acts</p> <ul style="list-style-type: none"> • Drugs and Magic Remedies (Objectionable Advertisements) Act • Emblems and Names (Prevention of Improper Use) Act 	
4	<p>Right to privacy</p> <ul style="list-style-type: none"> • Evolution • Right to Privacy a Fundamental Right <p>Morality and Obscenity</p> <ul style="list-style-type: none"> • Indecent Representation of Women’s Act • 19.2, IPC 292 , 293 • Change in perception with time <p>Unfair Practices</p> <ul style="list-style-type: none"> • Unfair Trade Practices and the Competition Act 2002 <p>OSA</p> <ul style="list-style-type: none"> • Official Secrets Act • Controversies • Case Studies <p>RTI</p> <ul style="list-style-type: none"> • Right To Information Act 2005 • Brief History • Importance and current status <p>Cable and Television Networks (Regulation) Act</p> <ul style="list-style-type: none"> • About Cable and Television Networks (Regulation) Act 1995 • Amendment of Cable and Television Networks (Regulation) Act 2011 <p>Cinematography Act</p> <ul style="list-style-type: none"> • Cinematography Act 1952 • Proposed amendments in the Act, 2021 	13 / 10

5	<p>Why Ethics?</p> <ul style="list-style-type: none"> • What is ethics? And why do we need ethics? <p>Ethical Responsibility of Journalist</p> <ul style="list-style-type: none"> • Code of conduct for journalist • Conflict of interest • Misrepresentation • Shock Value <p>Ethical Responsibility of Advertiser</p> <ul style="list-style-type: none"> • Violation of ethical norms by advertiser • Case studies <p>Fake News</p> <ul style="list-style-type: none"> • Post -truth and challenges of fighting fake news • Techniques of fact verification <p>Stereotyping</p> <ul style="list-style-type: none"> • Stereotyping of minorities, women, senior citizens, regions, LGBT <p>Subliminal Advertising</p> <ul style="list-style-type: none"> • What is Subliminal Advertising? • Indian & Global Examples 	9
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Text books:

Media Laws and Ethics by Vipul Prakashan

Media Laws and Ethics by Sheth Publications

Reference Books:

1. Basu, D.D. (2005). Press Laws, Prentice Hall.

2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.

3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.

4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications

5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co

6. Media Laws: By Dr S R Myneni, Asian Law

List of Topics for the practical's :

- 1. Field Work**
- 2. Oral and practical presentations**
- 3. Test**
- 4. Group Discussion**
- 5. Quiz**

Details of Conduct of Practical Examination (Evaluation Scheme):

BHAVANS AUTONOMOUS COLLEGE, SYLLABUS FOR BAMMC 2022-2023



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 and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions**
- 2 Debate**
- 3 Elocution**
- 4 Quiz**

5 Assignment

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

1. Duration - These examinations shall be of 2 hours duration.

2. Paper Pattern:

- There shall be questions each of 15 marks. On each unit there will be 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 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
Q.1)	Any 1 out of 2	15	Unit I
Q.2)	Any 3 out of 5	15	
Q.3) A)	Any 1 out of 2	08	Unit II
Q.3) B)	Any 1 out of 2	07	
Q.4) A)	Any 1 out of 2	08	
Q.4) B)	Single question, No	07	

internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description A student completing Bachelor's Degree in B.A.M.M.C. program in the subject of _____ will be able to:
PSO 1	To help learners learn the knowledge of software which has become extremely essential to survive and grow in media today.
PSO 2	To help learners to be aware of the minimum requirement of the software when stepping in the industry.
PSO 3	To make learners understand what goes behind the scene and help them choose their stream.
PSO 4	To prepare learner skilled enough for independency during project papers in TY sem.VI.
PSO 5	To help learners work on small scale projects during the academic period.



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Computers multimedia-02				Course Code: BAMMC CMM-406	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping 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 prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period.					
INDEX					
Unit	Description				Periods

1	Photoshop: Advanced Image Editing	12
2	Adobe Illustrator: Vector based Drawing software	7
3	InDesign: Layout Software	8
4	Premiere Pro: Audio-visual: Advanced application	10 / 8
5	Adobe Dreamweaver: Web designing software	11 / 13
	Total	48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Working with multiple images</p> <ul style="list-style-type: none"> Mixing Selection marquee, Lasso, Magnetic lasso, featherSlice tool, Erase tool Pen tool and image tracingClone tool, Stamp tool <p>Image Effects</p> <ul style="list-style-type: none"> Editing Burning, Dodging Smudge, Sharpen, Blur Eyedropper, choosing color Swatches, Color pick Filters <p>Working with Layer</p> <ul style="list-style-type: none"> Layer basics Changing background, GradientMoving linking aligning layers Applying Transformations Masking layers, Masts and extractionsLayer effects, Adjustment layers <p>Wonders of Blend Modes</p> <ul style="list-style-type: none"> Blend modes, Advanced blending optionsLayer blends <p>Fully Editable Text</p> <ul style="list-style-type: none"> Text as art, Glyphs, Creative text Type mask tool, Image in text to path and Direct selectionPath selection (black arrow) Creating Professional design using all the tools 	12

<p>2</p>	<p>Introduction to Adobe Illustrator</p> <ul style="list-style-type: none"> • Illustrator Interface, Tool Box, Panels and Bars • Importing files in illustrator, Different file formats <p>Using text</p> <ul style="list-style-type: none"> • Artistic and paragraph text, Formatting Text, • Embedding Objects into text, • Wrapping Text around Object, Linking Text to Objects <p>Creating Simple designs</p> <ul style="list-style-type: none"> • Text based logo replication, Shape based logo replica • Creating new symbols, Fill color, Outline color, Weight and opacity <p>Applying effects</p> <ul style="list-style-type: none"> • Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips <p>Exporting in Illustrator</p> <ul style="list-style-type: none"> • Exporting, Types of export, Exporting for other soft wares 	<p>7</p>
<p>3</p>	<p>Introduction to Adobe InDesign</p> <ul style="list-style-type: none"> • List the menus, List the tools, Palates • Benefits of using In Design <p>Text Edits in InDesign</p> <ul style="list-style-type: none"> • Application of In Design • Format of text, Character and Paragraph Bars • Purpose of text selection, Aligning text in different design formats <p>Using palettes</p> <ul style="list-style-type: none"> • Text alignment with embedded images • Using palettes for different types of publications made in InDesign, 	<p>8</p>

	<ul style="list-style-type: none"> Magazine in InDesign, Paragraph styles Newspaper in InDesign <p>Color correction in InDesign</p> <ul style="list-style-type: none"> Paragraphs type palate, Text wrap palate Embedding images in proper formats, Color correction on the image Adjusting according to the color tone of the publication <p>Exporting files</p> <ul style="list-style-type: none"> Types of files, Exporting for different publications/templates, Newspaper, magazine etc 	
4	<p>Introduction to editing</p> <ul style="list-style-type: none"> Editing importance, Great editing examples Editing for different formats (film/ad/news/etc.) <p>Exploring Premiere Pro</p> <ul style="list-style-type: none"> How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) <p>Right application of various file formats</p> <ul style="list-style-type: none"> Understanding different file formats (AVI/MPEG/MOV /H264, etc.) Importing raw footage for edits, performing video checks while editing Using inbuilt transitions <p>Using color grading</p> <ul style="list-style-type: none"> What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing <p>Exporting and Rendering</p> <ul style="list-style-type: none"> Exporting in different formats Choosing right formats for exporting 	10 / 8

	<ul style="list-style-type: none"> • Managing quality while exporting, Rendering and maintain file format, • Improving quality and time to render techniques 	
5	<p>Introduction to Dreamweaver</p> <ul style="list-style-type: none"> • Basic Knowledge of CSS and HTML • Workspace overview • Document toolbar, Document window, Panelgroups, Files pane, Property inspector, Tag selector • Defining website in Dreamweaver <p>Working with DW</p> <ul style="list-style-type: none"> • Creating Dreamweaver template • Page layout in DW • CSS layouts: advantages and disadvantages Creating HTML pages, insert content and formCreating Forms in DW <p>Linking pages</p> <ul style="list-style-type: none"> • Using DW to accomplish basic web page development, Page properties Title, Background image, BG color, Text color, links <p>Using Tables</p> <ul style="list-style-type: none"> • Cell padding, cell spacing, Border • Table basics: Color BG in cell, Invisible tables,Changing span • Making image into clickable link 	11 / 13
<p>Text books:</p> <p>Computer Multimedia 02 by Vipul Prakashan</p> <p>Computer Multimedia 02 by Himalaya Publication</p> <p>Computer Multimedia 02 by Sheth</p>		

Reference Books:

Photoshop Bible, McLeland ,Willey Publication

Adobe Illustrator Classroom in a book: Adobe House

InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe

Adobe Premiere Pro: Practical Video Editing

Dreamweaver: Web designing made easy: Todd Palamar

List of Topics for the practical's :**Internal exercise:**

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

Details of Conduct of Practical Examination (Evaluation Scheme):



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 and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

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- 2 Debate
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- 4 Quiz
- 5 Assignment

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

1. Duration - These examinations shall be of **__2__ hours** duration.
2. Paper Pattern:
 - There shall be **___** questions each of **_15_** marks. On each unit there will be **_____** questions.
 - All questions shall be compulsory with internal choice within some questions.

Paper Pattern:

Question	Options	Marks	Questions Based on
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	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
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Q.2)	Any 3 out of 5	15	<i>Unit II</i>
Q.3) A)	Any 1 out of 2	08	
Q.3) B)	Any 1 out of 2	07	
Q.4) A)	Any 1 out of 2	08	
Q.4) B)	Single question, No	07	

internal choice

TOTAL

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Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description A student completing Bachelor's Degree in B.A.M.M.C. program in the subject of _____ will be able to:
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PSO 2	This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
PSO 3	To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.
PSO 4	To prepare learners skilled enough for independency during project papers in TY semester VI.
PSO 5	To help learners work on small scale projects during the academic period.



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Film Communication II				Course Code: BAMMC FCO-405	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films. 					
INDEX					
Unit	Description				Periods
1	Regional cinema				12
2	Hindi cinema				12

3	Cinema now	08
4	Film making	08
5	Film culture	08
	Total	48
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<ul style="list-style-type: none"> Regional Films and Film makers – Marathi (V. Shantaram) Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc. 	12
2	<ul style="list-style-type: none"> 2.1 Popular Hindi Commercial Films (Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.) 	12
3	<ul style="list-style-type: none"> Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture The emerging era of animation and animated movies in India 	10
4	<p>Film Production to Film Exhibition</p> <ul style="list-style-type: none"> 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet Overview of ROI systems in Film Industry 	06
5	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI,	08

	<p>WICA, etc.</p> <p>5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad</p> <p>5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad</p>	
<p>Text books:</p> <p>Film Communication II by Sheth publication</p> <p>Film Communication II by Vipul prakashan</p>		
<p>Suggested screenings:</p> <ul style="list-style-type: none"> • Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc. Pinjra • Apur Sansar/Megha Dhake Tara • Sholay/Amar Akbar Anthony • Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge • Bajirao Mastani/Manikarnika/Bahubali • URI Film 		
<p>Details of Conduct of Practical Examination (Evaluation Scheme):</p>		



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 and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions
- 2 Debate
- 3 Elocution
- 4 Quiz
- 5 Assignment

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

1. Duration - These examinations shall be of 2 hours duration.
2. Paper Pattern:

- There shall be ____ questions each of 15 marks. On each unit there will be ____ 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 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	

Q.4) B)	Single question, No	07	
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internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description
	A student completing Bachelor's Degree in B.A.M.M.C. program in the subject of <u>Mass Media Research</u> will be able to:
PSO 1	To understand the basics of Mass Media Research
PSO 2	To understand different types and methods of Research Design
PSO 3	To learn the right application of Research
PSO 4	To understand the importance of Semiotics



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Mass Media Research				Course Code: BAMMC MMR-404	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
1: TO introduce students to debates in research approaches and equip them with tools to carry on the research.					
2: To understand the scope and techniques of media research, their utility and limitations.					
INDEX					
Unit	Description				Periods
1	Introduction to Mass Media Research				12/14
2	Research Design				04
3	Data Collection Methodology				18
4	Content Analysis				05/03
5	The Semiotics of Mass Media				04
	Total				48

Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	<p>Introduction to Mass Media Research</p> <ul style="list-style-type: none"> • Relevance, Scope of Mass Media Research. • Role of Research in Media • Steps Involved in Research Process • Qualitative and Quantitative Research. • Discovery of Research Problem, identifying dependent and independent variables, developing Hypothesis. • Control and Extraneous variables. • Quantitative Variable: Discrete and Continuous • Qualitative Variable: Binary, Nominal And Ordinal 	12/14
2	<p>Research Design</p> <ul style="list-style-type: none"> • Content, Types and Uses • Research Design: <ul style="list-style-type: none"> a) Exploratory b) Descriptive and c) Casual 	04
3	<p>Data- Collection Methodology</p> <ul style="list-style-type: none"> • Primary Data Collection Methods: <ul style="list-style-type: none"> I. Depth Interviews II. Focus Group III. Surveys IV. Observations V. Experimentations. • Secondary Data Collection Methods • Literature Review • Designing Questionnaire and Measurement Techniques. <ul style="list-style-type: none"> a) Types and basics of questionnaire b) Projective Techniques c) Attitude measurement Scales • Sampling Process • Data Tabulation and Research report Format • Ethnography 	18

4	Content Analysis <ul style="list-style-type: none"> • Definition and Uses • Qualitative and Quantitative Approach • Steps in Content Analysis • Devising means of a quantification system • Limitations of content analysis. 	05/03
5	Application of Research <ul style="list-style-type: none"> • Readership and Circulation Survey • TRP • RRP • Audience Research • Exit Polls • Advertising Consumer Research 	05
6	The Semiotics of the Mass Media <ul style="list-style-type: none"> • What is semiotics of Media? • Why is Semiotics important? • What are the codes in Semiotics? • Semiotics and Media 	04

Text books:

Himalaya Publishing House

Vipul Prakashan

Sheth publication

Reference Books:

1. Research Methodology; Kothari: Wiley Eastern Ltd.

2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP

3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.

4. Media Research Methods: Gunter, Brrie; (2000); Sage

5. Mass Media Research: Wimmer And Dominick

6. Milestones In Mass Communication: Research De Fleur

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**

Details of Conduct of Practical Examination (Evaluation Scheme):



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 and Short Notes	20
2	One Assignment	20
	TOTAL	40

Assignment types can include:

- 1 Group Discussions
- 2 Debate
- 3 Elocution
- 4 Quiz
- 5 Assignment

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

1. Duration - These examinations shall be of **__2__** **hours** duration.
2. Paper Pattern:
 - There shall be **___** questions each of **_15_** marks. On each unit there will be **_____** 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 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>

Q.2)	Any 3 out of 5	15	<i>Unit II</i>
Q.3) A)	Any 1 out of 2	08	
Q.3) B)	Any 1 out of 2	07	
Q.4) A)	Any 1 out of 2	08	
Q.4) B)	Single question, No	07	

internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200



PROGRAM SPECIFIC OUTCOMES

PSO	Description
PSO 1	To acquaint the students with the history and growth of radio and television.
PSO 2	To develop a critical understanding of the TRP ratings and their importance for networks
PSO 3	To develop understanding of the existing and emerging trends in the Electronic media
PSO 4	To develop essential skills in students to prepare them for their prospective careers in Electronic media.



DETAILED SYLLABUS – SEMESTER IV

PREAMBLE

Programme: BAMMC				Semester: IV	
Course: Electronic Media - 02				Course Code: BAMMC EM-4011	
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)
04	-	-	04	(Marks - 40)	(Marks: 60)
Pre-requisites: 12th Pass					
Course Outcomes:					
<ol style="list-style-type: none"> 1. To make the students acquainted with history and growth of two powerful media: Radio and television. 2. To introduce the students to TRP ratings. 3. To make students understand the current and emerging trends in Electronic media. 					
INDEX					
Unit	Description				Periods
1	Evolution and growth of Radio and Television				08
2	Growth of TV networks and Niche Television				10

3	News and TRP	10/08
4	Writing for Television News	10
5	Current and emerging trends in Electronic media	10/12
	Total	48
Detailed syllabus		
Units	Detailed descriptions	Lecture period /unit
1	Evolution and growth of Radio and Television: <ul style="list-style-type: none"> • Satellite radio: evolution and growth • AIR, BBC and Community Radio - Developmental and Educational Role. • Internet Radio and Private FM Channels broadcast on Internet. • Radio and Private FM Channels broadcast on Internet. 	08
2	Growth of TV networks and Niche Television <ul style="list-style-type: none"> • Growth of Private International, National and Regional TV networks and fierce competition for ratings (FDI) • Satellite television broadcast • Television channels for niche audiences: Entertainment, news, sports, science, health and lifestyle 	10
3	News and TRP <ul style="list-style-type: none"> • Breaking news on television and the TRP • How panel discussions can make the public opinion • BARC and RAM 	10/08
4	Writing for Television news <ul style="list-style-type: none"> • Writing a news story • Writing a lead • Use of quotes/bytes • Reporter • Body of a story • Qualities of a good anchor - Voice modulation 	10
5	Current and Emerging trends in Electronic media <p>24*7 news broadcast</p> <ul style="list-style-type: none"> • Features • Audience effectiveness • Advertisements 	10/12

	<ul style="list-style-type: none"> • Dumbing down of news <p>Convergence and multimedia</p> <ul style="list-style-type: none"> • Use of Facebook and Twitter media handles by Radio and TV channels • Bag-pack journalism • Internet TV/Radio <p>Emerging trends</p> <ul style="list-style-type: none"> • Mobile technology • Social media • Web: eg – Netflix, Amazon Prime, Hotstar, Voot, Sony Liv 	
<p>Text books:</p> <p>Electronic Media - 2 by Vipul Prakashan</p> <p>Electronic Media - 2 by Sheth publication</p> <p>Electronic Media – 2 by Himalaya Publishing House</p>		
<p>Reference Books:</p> <ol style="list-style-type: none"> 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 12. Community radio in India: R Sreedher, Puja O Murada 		
<p>List of Topics for the practical’s:</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

Details of Conduct of Practical Examination (Evaluation Scheme):



Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment- 40%- 40 Marks

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<i>Q.3) A)</i>	<i>Single question, No internal choice</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Single question, No internal choice</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	
<i>Q.4) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
	TOTAL	60	

OR

Paper Pattern:

Question	Options	Marks	Questions Based on
<i>Q.1)</i>	<i>Any 1 out of 2</i>	<i>15</i>	<i>Unit I</i>
<i>Q.2)</i>	<i>Any 3 out of 5</i>	<i>15</i>	
<i>Q.3) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	<i>Unit II</i>
<i>Q.3) B)</i>	<i>Any 1 out of 2</i>	<i>07</i>	
<i>Q.4) A)</i>	<i>Any 1 out of 2</i>	<i>08</i>	

Q.4) B)	Single question, No	07	
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internal choice

TOTAL

60

Overall Examination & Marks Distribution Pattern

Semester I & II

Course	101			102			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
