



**Vivekanand Education Society's  
College of Arts, Science and Commerce  
(Autonomous)**

**Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.**

*Accredited by NAAC "A Grade" in 3<sup>rd</sup> Cycle - 2017  
Best College Award – Urban Area, University of Mumbai (2012-13)  
Recipient of FIST Grant (DST) and STAR College Grant (DBT)*

Affiliated to the  
**University of Mumbai**

**Syllabus for**

**Program: B.A.M.M.C. (Bachelors of Arts in  
Multimedia and Mass Communication)**

**(Program code: VESUAMC)**

**As per Choice Based Semester and Grading System (CBSGS)  
with effect from Academic Year 2022 - 2023**

## Program Outcomes (PO):

A learner completing Bachelor of Arts Multimedia and Mass Communication will be able to:

- PO1 Demonstrate analytical skills in applying appropriate arts principles and methodologies to solve a wide range of problems.
- PO2 Design, carry out research and analyze results by accounting for uncertainties in different quantities measured using various social/ scientific instruments.
- PO3 Demonstrate professional behavior of being unbiased, and truthful in all aspects of work as an individual as well as team.
- PO4 Be generally imbued with realization of human values.
- PO5 Develop a sense of social service.
- PO6 Become a responsible and dutiful citizen.
  
- PO7 Develop a critical temper and creative ability.

## F.Y. B.A.M.M.C

### (SEMESTER I)

<b>Course Code</b>	<b>Title</b>	<b>Credits &amp; Lectures per Semester</b>	<b>Lectures per Week</b>
VESUAMC - 101	Effective communication –I	<b>3 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 102	Foundation course –I	<b>2 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 103	Visual communication	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 104	Fundamentals of mass communication	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 105	Current Affairs	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 106	History of Media	<b>3 Credits 48 Lecs</b>	<b>4</b>

**(SEMESTER II)**

<b>Course Code</b>	<b>Title</b>	<b>Credits &amp; Lectures per Semester</b>	<b>Lectures per Week</b>
VESUAMC - 201	Effective communication –II	<b>3 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 202	Foundation course –II	<b>2 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 203	Content Writing	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 204	Introduction to Advertising	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 205	Introduction to Journalism	<b>4 Credits 48 Lecs</b>	<b>4</b>
VESUAMC - 206	Media Gender & Culture	<b>3 Credits 48 Lecs</b>	<b>4</b>

## F.Y.B.A.M.M.C

### (SEMESTER I)

<b>Course Code</b>	<b>Title</b>	<b>Credits &amp; Lectures per Semester</b>	<b>Lectures per Week</b>
VESUAMC - 101	<b>Effective Communication I</b>	<b>3 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction to Communication</b>	<b>12 Lectures</b>	
	<b>Reading : English, Hindi or Marathi</b>	<b>12 Lectures</b>	
	<b>Thinking and Presentation</b>	<b>12 Lectures</b>	
	<b>Translation</b>	<b>12 Lectures</b>	
VESUAMC - 102	<b>Foundation Course I</b>	<b>2 Credits 48 Lecs</b>	<b>4</b>
	<b>Overview of Indian Society</b>	<b>08 Lectures</b>	
	<b>Concept of Disparity - I</b>	<b>08 Lectures</b>	
	<b>Concept of Disparity - II</b>	<b>08 Lectures</b>	
	<b>The Indian Constitution</b>	<b>08 Lectures</b>	
	<b>Significant Aspects of Political Processes</b>	<b>08 Lectures</b>	
	<b>Growing Social Problems in India</b>	<b>08 Lectures</b>	
VESUAMC - 103	<b>Visual Communication</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction to Visual Communication</b>	<b>8 Lectures</b>	
	<b>Theories of Visual Communication</b>	<b>10 Lectures</b>	

	<b>Impact of Colors</b>	<b>10 Lectures</b>	
	<b>Channels of Visual Communication</b>	<b>10 Lectures</b>	
	<b>Language and Culture in the age of Social Media</b>	<b>10 Lectures</b>	
VESUAMC - 104	<b>Fundamentals of Mass Communication</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction and Overview</b>	<b>08 Lectures</b>	
	<b>History of Mass Communication</b>	<b>10 Lectures</b>	
	<b>Major Forms of Mass Media</b>	<b>10 Lectures</b>	
	<b>Impact of Mass Media on Society</b>	<b>10 Lectures</b>	
	<b>The New Media and Media Convergence</b>	<b>10 Lectures</b>	
VESUAMC - 105	<b>Current Affairs</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>Current National Stories</b>	<b>10 Lectures</b>	
	<b>Polity and Governance</b>	<b>08 Lectures</b>	
	<b>International Affairs</b>	<b>10 Lectures</b>	
	<b>Maharashtra Issues</b>	<b>10 Lectures</b>	
	<b>Technology</b>	<b>10 Lectures</b>	
VESUAMC - 106	<b>History of Media</b>	<b>3 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction</b>	<b>10 Lectures</b>	

	<b>Language Press</b>	<b>10 Lectures</b>	
	<b>Documentaries and Films</b>	<b>10 Lectures</b>	
	<b>Broadcasting</b>	<b>10 Lectures</b>	
	<b>Media Icons</b>	<b>08 Lectures</b>	

**(SEMESTER II)**

<b>Course Code</b>	<b>Title</b>	<b>Credits &amp; Lectures per Semester</b>	<b>Lectures per Week</b>
VESUAMC - 201	<b>Effective Communication II</b>	<b>3 Credits 48 Lecs</b>	<b>4</b>
	<b>Writing</b>	<b>12 Lectures</b>	
	<b>Editing</b>	<b>12 Lectures</b>	
	<b>Paraphrasing &amp; Summarizing</b>	<b>12 Lectures</b>	
	<b>Interpretation of Technical Data</b>	<b>12 Lectures</b>	
VESUAMC - 202	<b>Foundation Course II</b>	<b>2 Credits 48 Lecs</b>	<b>4</b>
	<b>Globalization &amp; Indian Society</b>	<b>08 Lectures</b>	
	<b>Human Rights</b>	<b>08 Lectures</b>	
	<b>Ecology</b>	<b>08 Lectures</b>	
	<b>Understanding Stress and Conflict</b>	<b>08 Lectures</b>	
	<b>Managing Stress and Conflict in Contemporary Society</b>	<b>08 Lectures</b>	
	<b>Contemporary Societal Challenges</b>	<b>08 Lectures</b>	
VESUAMC - 203	<b>Content Writing</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>Foundation</b>	<b>8 Lectures</b>	
	<b>Editing Skills</b>	<b>10 Lectures</b>	
	<b>Writing Tips and Techniques</b>	<b>10 Lectures</b>	

	<b>Presentation Tools and Techniques</b>	<b>10 Lectures</b>	
	<b>Writing for the Web</b>	<b>10 Lectures</b>	
VESUAMC - 204	<b>Introduction to Advertising</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction to Advertising</b>	<b>18 Lectures</b>	
	<b>Integrated Marketing Communication and tools</b>	<b>10 Lectures</b>	
	<b>Creativity in Advertising</b>	<b>14 Lectures</b>	
	<b>Types of Ad Agencies, Departments, Careers and Latest Trends in Advertising</b>	<b>06 Lectures</b>	
VESUAMC - 205	<b>Introduction to Journalism</b>	<b>4 Credits 48 Lecs</b>	<b>4</b>
	<b>History of Journalism in India</b>	<b>10 Lectures</b>	
	<b>News and its Process</b>	<b>08 Lectures</b>	
	<b>Principles and Format</b>	<b>10 Lectures</b>	
	<b>Careers in Journalism</b>	<b>10 Lectures</b>	
	<b>Covering an Event</b>	<b>10 Lectures</b>	
VESUAMC - 206	<b>Media, Gender &amp; Culture</b>	<b>3 Credits 48 Lecs</b>	<b>4</b>
	<b>Introduction to Cultural Studies</b>	<b>12 Lectures</b>	
	<b>Culture and Media</b>	<b>12 Lectures</b>	
	<b>Gender and Media Culture</b>	<b>12 Lectures</b>	



	<b>Globalization and Media Culture</b>	<b>12 Lectures</b>	

## Detailed Syllabus: Unit wise / Module wise with number of lectures

### (SEMESTER I)

**Course title: Effective Communication I**

**Course code: VESUAMC - 101**

**Objective:** To make students aware of the basic concepts of Communication in the field of Mass Media.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To make the students aware of functional and operational use of language in media..
- LO2 To equip or enhance students with structural and analytical reading, writing and thinking skills.
- LO3 To introduce key concepts of communications

Unit no.	Details of topics	No of lectures
1	<p><b>Introduction to Communication :</b></p> <ul style="list-style-type: none"><li>• The concept of communication Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.</li> <li>• Types of communication Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication.</li> <li>• Oral communication and media Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion, <b>Public speaking, personality development, body language and hand gestures.</b></li> <li>• Listening Skills Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve</li></ul>	12 Lectures

	Listening; Listening as an Important Skill in Work Place.	
2	<p><b>Reading - English, Hindi or Marathi</b></p> <ul style="list-style-type: none"> <li>• Types of Reading Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling</li> <li>• Various Aspects of Language Recognizing various aspects of language particularly related to media , Vocabulary 100 media words</li> <li>• Grammar and Usage Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. ( Kindly provide practice session- Test , Quiz etc.)</li> </ul>	12 Lectures
3	<p><b>Thinking and Presentation</b></p> <ul style="list-style-type: none"> <li>• Thinking Types of thinking (rational ,logical, critical , lateral etc ) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking</li> <li>• Presentation Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation</li> </ul>	12 Lectures
4	<p><b>Translation</b></p> <ul style="list-style-type: none"> <li>• Intro to Translation Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation</li> <li>• Interpretation Interpretation: Meaning, Difference between interpretation and translation</li> <li>• Role of a Translator</li> </ul>	12 Lectures

	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	
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**References:**

- **Word Power Made Easy by Norman Lewis**
- **Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar**
- **Wren and martin for English Grammar**

## Course title: Foundation Course I

Course code: VESUAMC - 102

**Objective:** To make students aware of the basic concepts of Indian Society and Indian Constitution in the field of Mass Media.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To introduce students to the overview of the Indian Society..
- LO2 To help them understand the constitution of India.
- LO3 To acquaint them with the socio-political problems of India

Unit no.	Details of topics	No of lectures
1	<b>Overview of the Indian Society:</b> <ul style="list-style-type: none"><li>• Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.</li></ul>	08 Lectures
2	<b>Concept of Disparity - I</b> <ul style="list-style-type: none"><li>• Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.</li></ul>	08 Lectures
3	<b>Concept of Disparity - II</b> <ul style="list-style-type: none"><li>• Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.</li></ul>	08 Lectures
4	<b>The Indian Constitution</b> <ul style="list-style-type: none"><li>• Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.</li></ul>	08 Lectures
5	<b>Significant Aspects of Political Processes</b> <ul style="list-style-type: none"><li>• The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.</li></ul>	08 Lectures
6	<b>Growing Social Problems in India</b> <ul style="list-style-type: none"><li>a. Substance abuse- impact on youth &amp; challenges for the future</li></ul>	08 Lectures

	b. HIV/AIDS- awareness, prevention, treatment and services	
	c. Problems of the elderly- causes, implications and response	
	d. Issue of child labour- magnitude, causes, effects and response	
	e. Child abuse- effects and ways to prevent	
	f. Trafficking of women- causes, effects and response.	

**References:**

- **Foundation Course I - Rishabh Publication**
- **Foundation Course I - Vipul Prakashan**
- **Foundation Course I - Sheth Publication**

**Course title: Visual Communication****Course code: VESUAMC - 103****Objective:** To make students aware of the basic concepts of Colors and Channels of Visual Communication in the field of Mass Media.**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1 To provide students with tools that would help them visualize and communicate.
- LO2 Understanding Visual communication as part of Mass Communication
- LO3 To acquire basic knowledge to be able to carry out a project in the field of visual communication

Unit no.	Details of topics	No of lectures
1	<b>Development of Visual Communication:</b> <ul style="list-style-type: none"> <li>• History and development of Visuals</li> <li>• Need and importance of visual communication</li> <li>• Visual Communication as a process and as an expression, Language and visual communication</li> <li>• Visible concepts               <ul style="list-style-type: none"> <li>• Plans and organisational charts</li> <li>• Maps</li> <li>• Chronologies</li> </ul> </li> <li>• Invisible Concepts               <ul style="list-style-type: none"> <li>• Generalisation Theories</li> </ul> </li> <li>• Feelings or attitudes</li> </ul>	08 Lectures
2	<b>Theories of Visual Communication</b> <ul style="list-style-type: none"> <li>• <b>Sensual Theories</b></li> <li>• Gestalt</li> <li>• Constructivism</li> <li>• Ecological</li> <li>• <b>Perceptual Theories</b></li> <li>• Semiotics</li> <li>• Cognitive</li> </ul>	10 Lectures
3	<b>Impact of Colors</b> <ul style="list-style-type: none"> <li>• Color theory</li> <li>• Psychological implications of color</li> <li>• Colors and visual pleasure</li> <li>• Elements of Design</li> </ul>	10 Lectures
4	<b>Channels of Visual Communication</b> <ul style="list-style-type: none"> <li>• Painting &amp; Photography</li> <li>• Film &amp; Television, Documentaries, Script writing &amp; visualization</li> <li>• Comics &amp; Cartoons, Digital Images, Animation &amp; VFX</li> <li>• News Papers, Advertisements, Photo Journalism</li> <li>• Folk &amp; Performing Arts , Theatre</li> </ul>	10 Lectures
5	<b>Language and Culture in the age of Social Media</b> <ul style="list-style-type: none"> <li>• Ethics</li> </ul>	10 Lectures

	<ul style="list-style-type: none"><li>• Impact of Language and culture, Images and messages, Signs &amp; Symbols (GIF, etc.)</li><li>• Audience Behavior</li><li>• Citizen Journalism, Going Viral</li><li>• Visual stereotyping in social media</li></ul>	
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**References:**

- Handbook Of Visual Communication Edited By Ken Smith/Sandra Moriarty/Gretchen Barbatsis & Keith Kenny
- Visual Communication Theory And Research By Shahira Fahmy, Mary Angela Bock & Wayne Wanta
- Visual Communication By Ralph E Wileman



## Course title: Fundamentals of Mass Communication

Course code: VESUAMC - 104

**Objective:** To make students aware of the basic concepts of Major forms of Media and Impact of New media on Indian society in the field of Mass Media.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India
- LO2 To study the evolution of Mass Media as an important social institution
- LO3 To develop a critical understanding of Mass Media

Unit no.	Details of topics	No of lectures
1	<b>Introduction and Overview:</b> <ul style="list-style-type: none"><li>• Meaning and importance of Mass Communication</li><li>• Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc.</li><li>• Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran.</li></ul>	08 Lectures
2	<b>History of Mass Communication</b> <ul style="list-style-type: none"><li>• From oral to communication (kirtan, Davandi, Powada, Nagara)</li><li>• From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape</li></ul>	10 Lectures
3	<b>Major Forms of Mass Media</b> <ul style="list-style-type: none"><li>• Traditional &amp; Folk Media:</li><li>• Print: Books, Newspapers, Magazines</li><li>• Broadcast: Television, Radio</li><li>• Films</li><li>• Internet</li></ul>	10 Lectures
4	<b>Impact of Mass Media on Society</b> <ul style="list-style-type: none"><li>• <b>Social Impact</b> (With social reformers <b>who</b> have successfully used mass communication)</li><li>• <b>Political Impact</b> (With political leaders who have successfully used mass communication)</li><li>• <b>Economic Impact</b> (With how economic changes were brought about by mass communication)</li><li>• <b>Developmental Impact</b> (With how the government has successfully used mass communication)</li></ul>	10 Lectures

	<ul style="list-style-type: none"> <li>• <b>Impact of mass media on</b> -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</li> </ul>	
5	<b>The New Media and Media Convergence</b> <ul style="list-style-type: none"> <li>• Elements and features of new media, Technologies used in new media,</li> <li>• Major challenges to new media Acquisition-personal, social and national,</li> <li>• Future prospects.</li> </ul>	10 Lectures

**References:**

- Mass Communication Theory: Denis Mcquail
- Mass Communication: Rowland Lorimer
- The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
- Mass Communication Effects: Joseph Klapper
- Mass Communication & Development: Dr. Baldev Raj Gupta
- Mass Communication in India: Keval J Kumar
- Mass Communication Journalism in India: D S Mehta
- The Story of Mass Communication: Gurmeet Singh
- Perspective Human Communication: Aubrey B Fisher.

## Course title: Current Affairs

Course code: VESUAMC - 105

**Objective:** To make students aware of the basic concepts of Governmental policies and International Affairs of the Nation

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To provide learners with overview on current developments in various fields.
- LO2 To generate interest among the learners about burning issues covered in the media
- LO3 To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news

Unit no.	Details of topics	No of lectures
1	<b>Current National Stories</b> <ul style="list-style-type: none"><li>• Three political stories of national importance. (The Government of India. These include national policies, important cabinet decisions, government directives)</li><li>• Political leaders: newsmakers of the season (Brief profile of any three) Focus on the newly elected Prime Minister, President or any opposition party head who have been change makers in their respective countries.</li><li>• One dominating economic /business news Focus on economic events that can affect the Indian economy or people</li><li>• One dominating environment news stories Environmental problem, awareness and initiative taken by the government and private organizations.</li><li>• One story of current importance from any other genre. (<ul style="list-style-type: none"><li>• International</li><li>• First in the World and India (invention and discovery- current year).</li><li>• Accident and natural calamities, cyclones, terrorist attacks, Tsunamis</li><li>• Entertainment- Art, culture, theatre, Dance, national awards</li></ul></li></ul>	08 Lectures
2	<b>Policy and Governance</b> <ul style="list-style-type: none"><li>• Constitution of India, Ministries of Government of India (Constitution of India), Autonomous government bodies</li><li>• Ministry of Home Affairs, Enforcement Organizations, Internal Security, Police</li><li>• Communal tensions: The tensions in J&amp;K, North East Review of latest episodes of communal tensions</li><li>• The tensions in J&amp;K: Background, Political players, Update on the current situation</li><li>• Review of any three Central Government projects and policies</li></ul>	10 Lectures

3	<b>International Affairs</b> <ul style="list-style-type: none"> <li>• Security Council</li> <li>• Issues that Currently engage the SC</li> <li>• Role of UN &amp; General Assembly</li> <li>• Issues that currently engage the UNO</li> <li>• 4 Conflicts/issues of International Importance</li> </ul>	10 Lectures
4	<b>Maharashtra Issues</b> <ul style="list-style-type: none"> <li>• Political parties reach and challenges, political leaders</li> <li>• An update on the current political dynamics of Maharashtra</li> <li>• News relating to the marginalized and displaced tribes <b>Naxalite and farmer issues</b></li> <li>• The latest news on floods and drought, unemployment, health issues, etc</li> <li>• 2 ongoing state projects</li> </ul>	10 Lectures
5	<b>Technology</b> <ul style="list-style-type: none"> <li>• Mobile Applications for Journalists</li> <li>• Artificial Intelligence and Content Automation Tools</li> <li>• Augmented Reality and Virtual Reality in Media</li> <li>• Digital Gaming Industry in India</li> <li>• <b>India's performance in sports, Three players who broke records in the current year international and national</b></li> </ul>	10 Lectures

**References:**

- Manorama Yearbook published by Malayala Manorma
- Competition Success Review
- Competition Master
- Yogana published by Publication Division, Ministry of Information and Broadcasting
- The Virtual Reality Primer- Casey Casey Larijani
- The Secret of Viral Content Creation- Priyanka Agarwal

**Course title: History of Media****Course code: VESUAMC - 106****Objective:** To make students aware of the basic concepts of History of Documentary and Films, Evolution of Press in India, History of Radio and TV.**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1 Learner will be able to understand Media history through key events in the cultural history
- LO2 To enable the learner to understand the major developments in media history
- LO3 To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

Unit no.	Details of topics	No of lectures
1	<b>Evolution of Press in India</b> <ul style="list-style-type: none"> <li>• Newspaper – the rise of the voice of India during British rule</li> <li>• India’s Freedom Struggle and Role of Media</li> <li>• Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India</li> <li>• Press during the Emergency Period</li> </ul>	08 Lectures
2	<b>History of Indian Language Press in India</b> <ul style="list-style-type: none"> <li>• Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers)</li> <li>• Regional Press and its popularity of Indian regional languages in various regions</li> <li>• Vernacular Press Act 1876</li> </ul>	10 Lectures
3	<b>History of Documentaries and Films</b> <ul style="list-style-type: none"> <li>• Genesis of documentaries and short films, (screening of few documentaries is essential- like <i>Hindustan Hamara, Zalzala, The Vanishing Tribe</i>)</li> <li>• Role of Documentarians - P V Pathy, D G Tendulkar, H S Hirlekar, Paul Zils and Fali Bilimoria Anandpatwardhan,</li> <li>• Evolution of film making in India -brief history, Photography to moving films</li> <li>• Origin of Hindi cinema</li> <li>• Origin of Short films to what it is today, role of you tube and WhatsApp</li> <li>• Great masters of world cinema</li> </ul>	10 Lectures
4	<b>History of Radio and TV in India</b> <ul style="list-style-type: none"> <li>• Radio &amp; Television as Mass Media</li> <li>• Radio and Television Broadcasting</li> <li>• The beginning of Radio and Television Shows</li> </ul>	10 Lectures

	<ul style="list-style-type: none"> <li>• A New Era in Broadcasting in India</li> <li>• Satellite Television &amp; Privatization in Broadcasting</li> <li>• Advertising in India</li> <li>• Internet Protocol Television</li> </ul>	
5	<b>Role of Media Icons in the History of Media</b> <ul style="list-style-type: none"> <li>• Raja Rammohan Roy</li> <li>• Bal GangadharTilak</li> <li>• M.K.Gandhi</li> <li>• B.R. Ambedkar</li> <li>• KP Kesava Menon</li> <li>• K.C MammenMapillai</li> <li>• Maulana Abdul Kalam Azad</li> </ul>	10 Lectures

**References:**

- Mass Communication In India Paperback – By Keval J. Kumar
- Journalism In India: History, Growth, Development By K. C. Sharma
- Media’s Shifting Terrain: Five Years That Transformed The Way India
- Communicates By Pamela Philipose
- Indian News Media: From Observer To Participant By Usha M. Rodrigues & Maya Ranganathan

**(SEMESTER II)**

**Course title: Effective Communication II**

**Course code: VESUAMC - 201**

**Objective:** To make students aware of the advanced concepts of Communication in the field of Mass Media.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1 To make the students aware of use of language in media and organization
- LO2 To equip or enhance students with structural and analytical reading, writing and thinking skills
- LO3 To introduce key concepts of communications

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
1	<b>Writing :</b> <ul style="list-style-type: none"><li>• Report Writing</li><li>• Organizational Writing</li><li>• Writing for Publicity Materials</li></ul>	12 Lectures
2	<b>Editing</b> <ul style="list-style-type: none"><li>• Editing Basics</li><li>• Principles of Editing</li><li>• Synopsis and Magazine Editing</li></ul>	12 Lectures
3	<b>Paraphrasing and Summarizing</b> <ul style="list-style-type: none"><li>• Paraphrasing</li><li>• Summarizing</li></ul>	12 Lectures
4	<b>Interpretation of Technical Data</b> <ul style="list-style-type: none"><li>• Charts</li><li>• Graphs</li><li>• Maps</li><li>• Infographics</li></ul>	12 Lectures

**References:**

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono’s
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of
- Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

**Course title: Foundation Course II****Course code: VESUAMC - 202****Objective:** To make students aware of the basic concepts of Ecology, Human Rights and Contemporary Society**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1 To introduce students to the overview of the Indian Society
- LO2 To help them understand the constitution of India
- LO3 To acquaint them with the socio-political problems of India

Unit no.	Details of topics	No of lectures
1	<b>Globalization and Indian Society :</b> <ul style="list-style-type: none"><li>Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides</li></ul>	08 Lectures
2	<b>Human Rights</b> <ul style="list-style-type: none"><li>Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution</li></ul>	08 Lectures
3	<b>Ecology</b> <ul style="list-style-type: none"><li>Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment</li></ul>	08 Lectures
4	<b>Understanding Stress and Conflict</b> <ul style="list-style-type: none"><li>Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict</li></ul>	08 Lectures
5	<b>Managing Stress and Conflict in Contemporary Society</b> <ul style="list-style-type: none"><li>Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.</li></ul>	08 Lectures
6	<b>Contemporary Societal Challenges</b> <ul style="list-style-type: none"><li>Increasing urbanization, problems of housing, health and sanitation;</li><li>Changing lifestyles and impact on culture in a globalised world.</li><li>Farmers' suicides and agrarian distress.</li></ul>	08 Lectures



	<ul style="list-style-type: none"><li>• Debate regarding Genetically Modified Crops.</li><li>• Development projects and Human Rights violations.</li><li>• Increasing crime/suicides among youth.</li></ul>	
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**References:**

- Foundation course -II FY BAF Semester 2 by Vipul Prakashan
- Foundation course-Value Education and soft skill-II FYBMS
- Foundation Course -II FYBMS Semester 2 By Rishabh Publication

## Course title: Content Writing

Course code: VESUAMC - 203

**Objective:** To make students aware of the basic concepts of Writing, Editing and Presentation Techniques.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

LO1 To provide students with tools that would help them communicate effectively

LO2 Understanding crisp writing as part of Mass Communication

LO3 The ability to draw the essence of situations and develop clarity of thought

Unit no.	Details of topics	No of lectures
1	<b>Foundation:</b> <ul style="list-style-type: none"><li>• Grammar Refresher</li><li>• Vocabulary Building</li><li>• Common Errors</li><li>• Essentials of good writing</li><li>• Phrase and Idioms</li></ul>	08 Lectures
2	<b>Editing Skills:</b> <ul style="list-style-type: none"><li>• Redundant words</li><li>• Editing sentences</li><li>• Editing captions</li><li>• Editing headlines</li><li>• Editing copy</li></ul>	10 Lectures
3	<b>Writing Tips and Tricks</b> <ul style="list-style-type: none"><li>• Writing tickers/scrolls</li><li>• Writing Social Media Post</li><li>• Writing Brief and Snippets</li><li>• Caption Writing</li><li>• Writing Headlines</li></ul>	10 Lectures
4	<b>Presentation tools and techniques</b> <ul style="list-style-type: none"><li>• Powerpoint Presentation</li><li>• Infographics</li><li>• 3 Minute Presentations</li><li>• Google Advanced Search</li><li>• Plagiarism</li></ul>	10 Lectures
5	<b>Writing for Web</b> <ul style="list-style-type: none"><li>• Content is King</li><li>• Less is More</li><li>• Copywriting</li><li>• Realtime Content</li><li>• Keywords</li></ul>	10 Lectures

### References:

- The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
- Writing for the Mass Media by James Glen Stovall
- A Handbook of Rhetorical Devices by Robert A Harris

## Course title: Introduction to Advertising

Course code: VESUAMC - 204

**Objective:** To make students aware of the basic concepts of Advertising agency, IMC & Creativity in Advertising.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To provide the students with basic understanding of advertising, growth, importance and types
- LO2 To understand an effective advertisement campaigns, tools, models etc
- LO3 To provide students with various advertising trends, and future

Unit no.	Details of topics	No of lectures
1	<p><b>Introduction to Advertising:</b></p> <ul style="list-style-type: none"> <li>• .Evolution, importance, Features, benefits, limitation, effects and 5M's of advertising</li> <li>• Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social ( CSR) and Advocacy</li> <li>• Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations</li> <li>• Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising</li> <li>• Stimulus theory, AIDA, Hierarchy ,Means- End Theory</li> </ul>	18 Lectures
2	<p><b>Integrated marketing communication and tools:</b></p> <ul style="list-style-type: none"> <li>• 1.1 Introduction of marketing, Stages of Marketing, Models of Marketing Mix (4 Ps), Steps of Marketing Plan. (To bring a strong foundation of basics of marketing communication along with advertising)</li> <li>• 1.2 Emergence, Role, Tools, Communication process, The IMC Planning Process</li> <li>• Basic concepts, Types of Newspapers advertising , advantages and disadvantage of Newspaper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising</li> <li>• Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising <b>and its</b> Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages</li> <li>• Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity</li> </ul>	10 Lectures

	<ul style="list-style-type: none"> <li>• Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages</li> </ul>	
3	<p><b>Creativity in advertising</b></p> <ul style="list-style-type: none"> <li>• Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals</li> <li>• Logo, Jingle, Company signature, Slogan, tagline, illustration , Creating Radio commercial –Words, sounds , clarity , coherence etc</li> <li>• Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board</li> </ul>	14 Lectures
4	<p><b>Types of advertising agency, department, careers and latest trends in advertising</b></p> <ul style="list-style-type: none"> <li>• Introduction of Ad agency, structure of an agency (It is mandatory to introduce ad agency and various department that functions in an agency)</li> <li>• Types of ad agencies: Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others</li> <li>• Types of ad agencies: Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others</li> <li>• Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others</li> <li>• Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising</li> </ul>	06 Lectures

**References:**

- Advertising Principles and Practices ( 7 th Edition) William D. Wells, John Burnett,
- Sandra Moriarty
- Adland: Global History of advertising by mark Tungate
- Copy paste : How advertising recycle ideas by Joe La Pompe
- Indian Advertising: Laughter & Tears by Arun Chaudhuri

**Course title: Introduction to Journalism****Course code: VESUAMC - 205****Objective:** To make students aware of the basic concepts of History of Journalism, News reporting process and careers in journalism.**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1 To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation &amp; to create awareness

Unit no.	Details of topics	No of lectures
1	<b>History of Journalism in India:</b> <ul style="list-style-type: none"><li>• Changing face of journalism from Guttenberg to new media</li><li>• Journalism in India</li><li>• Earliest publications</li><li>• The rise of nationalist press ,Post 1947</li><li>• The emergency 1975 ,Post Emergency</li><li>• Post liberalization of the economy boom in magazines niche journalism</li><li>• How technology advancement has helped media</li><li>• New media with special reference to rise the Citizen Journalism</li></ul>	08 Lectures
2	<b>News and its process:</b> <ul style="list-style-type: none"><li>• Definition of News</li><li>• The news process from the event to the reader</li><li>• What makes a good story</li><li>• Anatomy of a news story</li><li>• Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc</li></ul>	10 Lectures
3	<b>Principles and Format</b> <ul style="list-style-type: none"><li>• What makes a great journalist: Objectivity, Accuracy, Without fear or favor Balance Proximity</li><li>• Difference between a PR and a journalist</li><li>• Criteria for newsworthiness</li><li>• Hard News / Soft News and blend of the two</li><li>• News Reports, Features Editorials</li></ul>	10 Lectures
4	<b>Career in Journalism</b> <ul style="list-style-type: none"><li>• Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist</li></ul>	10 Lectures
5	<b>Covering an Event</b> <ul style="list-style-type: none"><li>• Background research</li><li>• Finding a news angle</li></ul>	10 Lectures

	<ul style="list-style-type: none"><li>• Writing Headline, captions and lead</li><li>• Capturing the right pictures for a photo feature</li></ul>	
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**References:**

- Writing and Reporting News by Carole Rich; Thomson Wadsworth
- Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
- Recommended reading Nalin Mehta on Indian TV
- M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
- Introduction to Journalism: Essential Technique Richard Rudin

## Course title: Media Gender & Culture

Course code: VESUAMC - 206

**Objective:** To make students aware of the basic concepts of Role and Influence of Media

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1 To discuss the significance of culture and the media industry.
- LO2 To understand the association between the media, gender and culture in the society
- LO3 To stress on the changing perspectives of media, gender and culture in the globalized era

Unit no.	Details of topics	No of lectures
1	<b>Evolution, Need, Concepts And Theories:</b> <ul style="list-style-type: none"><li>• Evolution, features of cultural studies, Need and significance of cultural studies and media</li><li>• <b>Concepts related to culture-</b></li><li>• Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</li><li>• Theories:</li><li>• Stuart Hall : encoding and decoding, Circuit of culture</li><li>• John Fiske: culture and industry</li><li>• Feminism and Post feminism</li><li>• Techno culture and risk – Ulrich Beck</li></ul>	12 Lectures
2	<b>Construction, Commodification, Impact And Recent Trends</b> <ul style="list-style-type: none"><li>• Construction of culture- social, economic, political, religion and technology</li><li>• Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture</li><li>• Media and its impact on the cultural aspect of the society.</li><li>• Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</li><li>• Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in the Contemporary society</li></ul>	12 Lectures
3	<b>Role And Influence Of Media</b> <ul style="list-style-type: none"><li>• The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</li><li>• Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li><li>• Gender equality and media</li><li>• Hegemonic masculinity in media</li><li>• Gender issues in news media (TV, radio, newspapers &amp; online news)</li></ul>	12 Lectures
4	<b>Global, Local, Consumer And The Recent Trends</b> <ul style="list-style-type: none"><li>• Media imperialism</li></ul>	12 Lectures

	<ul style="list-style-type: none"> <li>• Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>• Consumer culture and media in the era of globalisation.</li> <li>• <b>Digital Media culture:</b> Recent trends and challenges</li> <li>• <b>Media and Globalisation:</b> Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li> </ul>	
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**References:**

- Media And Cultural Studies: Meenakshi Gigi Durham And Douglas M.Kellner
- Cultural Studies- Theory And Practice – Chris Barker
- An Introduction To Cultural Studies- Promod K. Nayar
- Culture Change In India- Identity And Globalization – Yogendra Singh
- Indian Media In A Globalized World- Maya Ranganathan Usha M. Rodriguez
- Media Gender And Popular Culture In India- Tracking Change And Continuity – Sanjukthe- Dasgupta



## Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part. Practical Examination will consist of End Sem examination.

**Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.**

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment : It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

### A. Theory - Internal assessment 25%

25 marks

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"><li>• Tests, Assignments,</li><li>• Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.),</li><li>• Class Test (multiple choice questions / objective)</li><li>• TVC, Shortfilms, Documentaries.</li></ul>	20
2.	<ul style="list-style-type: none"><li>• Active participation in routine class activity</li><li>• Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.</li></ul>	05

**B. Theory - External examination - 75%****75 marks****Semester End Theory Assessment**

Duration - Each paper shall be of 2.5 hours duration.

1. Theory question paper pattern :-

- a. There shall be one compulsory questions, one based on each unit
- b. Each question shall carry 15 marks
- c. Each question shall be subdivided into four sub questions a, b and c , d with internal choice in each.

<b>Question no.</b>	<b>Details</b>	<b>Marks</b>
<b>Q1.</b>	<b>Based on Any Unit (Compulsory)</b>	<b>15</b>
<b>Q2.</b>	<b>Based on Unit II , III &amp; IV</b>	<b>15</b>
	a. Attempt the following	7
	b. Attempt the following	8
	<b>OR</b>	
	c. Attempt the following	7
	d. Attempt the following	8
<b>Q3.</b>	<b>Based on Unit III , IV &amp; V</b>	<b>15</b>
	a. Attempt the following	7
	b. Attempt the following	8
	<b>OR</b>	
	c. Attempt the following	7
	d. Attempt the following	8
<b>Q4.</b>	<b>Based on Unit IV , V &amp; VI</b>	<b>15</b>
	a. Attempt the following	8
	b. Attempt the following	7
	<b>OR</b>	
	c. Attempt the following	8
	d. Attempt the following	7
<b>Q5</b>	<b>Based on Unit V , VI &amp; I</b>	<b>15</b>
	Attempt Short Notes (Any 3 out of 5)	15

## Overall Examination and Marks Distribution Pattern

### SEMESTER I

Course	VESUAMC - 101	VESUAMC - 102	VESUAMC - 103	VESUAMC - 104	VESUAMC - 105	VESUAMC - 106	Grand Total
Theory	75	75	75	75	75	75	450
Internals	25	25	25	25	25	25	150

### SEMESTER II

Course	VESUAMC - 201	VESUAMC - 202	VESUAMC - 203	VESUAMC - 204	VESUAMC - 205	VESUAMC - 206	Grand Total
Theory	75	75	75	75	75	75	450
Internalss	25	25	25	25	25	25	150