



# **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**

*Credit based System for Holistic Development*

*Syllabus for*

**Program B.A.M.M.C  
(Bachelors of Multimedia and  
Communication)**

**(Program code: VESUAMC)**

**As per NEP 2020  
with effect from Academic Year 2025 - 2026**

## **Program Outcomes (PO):**

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

- PO1 The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
- PO2 The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
- PO3 This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- PO4 Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- PO5 Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
- PO6 Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- PO7 Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- PO8 This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
- PO9 Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- PO10 They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
- PO11 Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

\* subjects are 100% practical & viva subjects and no theory

**DEPARTMENT OF BAMMC - SYLLABUS RESTRUCTURE 2024-25 Term 2**  
**Applicable from the Academic Year 2025-26**

**SY BAMMC - SEM 3**

	Subject Name	Modules	Credits	
1	<p><b>Course title: ELECTRONIC MEDIA</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Electronic Media</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to:  <b>LO1</b> - Students will understand fundamentals of Electronic Media  <b>LO2</b> - Students will gain knowledge of Sound &amp; Visuals  <b>LO3</b> - Students will be made aware of Formats of Radio &amp; Television  <b>LO4</b> - Student will learn the art of Digital Story-telling and Writing for Broadcast Media</p>	<p>Module 1: Introduction to Electronic Media</p> <ul style="list-style-type: none"> <li>• Introduction to Electronic Media, Short history of DD &amp; AIR</li> <li>• Introduction to Prasar Bharati</li> <li>• Community Radio and Its importance (Relevance to Covid-19)</li> </ul> <p>Module 2: Introduction to Sound &amp; Visuals</p> <ul style="list-style-type: none"> <li>• Types of Sounds, Studio Set-Ups, Types of Recording, Outdoor Recording, Tools of Recording, Foley Sounds, Types of Microphones and working, Sound Mixers &amp; Working</li> <li>• Types of Camera positions, Camera Shots, Shot Sequences, Shot Length, Lightening &amp; Its importance, TV Studio set-ups, Studio and On Location Shoots, ENG and EFP</li> </ul> <p>Module 3: Formats of Radio &amp; Television</p> <ul style="list-style-type: none"> <li>• Radio Formats: News, Documentary, Feature, Talk Show, Music Shows, Radio Drama, Radio Interviews &amp; Sports</li> <li>• T.V. Formats: News, Documentary, Feature, Talk Shows, TV soaps, Docu-drama, Sports, Reality, Animations</li> <li>• Fiction, Non-Fiction &amp; Creative Fiction</li> </ul> <p>Module 4: Digital Story-telling and Writing for Broadcast Media</p> <ul style="list-style-type: none"> <li>• Story Idea</li> <li>• Development and Presentation</li> </ul>	4	MJR MAN

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		<ul style="list-style-type: none"> <li>● Web Series vs Daily Soaps Writing</li> <li>● Scripting Writing &amp; Types</li> <li>● Storyboarding &amp; Types</li> <li>● Preparation of Audio &amp; Video Briefs</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. "Electronic Media I" by Nimit R. Sachde, Viraj Bandekar &amp; Sanskruti Sachade (Sheth Publication)</li> <li>2. "Basics of T.V. &amp; Radio" by Nimit R. Sachde (Sheth Publication)</li> <li>3. "Broadcast Journalism: Techniques of Radio and Television News" by Andrew Boyd</li> <li>4. "Television Production" by Jim Owens</li> <li>5. "Modern Radio Production" by Carl Hausman</li> <li>6. "Writing for Television, Radio, and New Media" by Robert L. Hilliard</li> </ol>				
2	<p><b>Course title:</b> <b>UNDERSTANDING FILMS &amp; PERFORMING ARTS I</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Understanding Films &amp; Performing Arts</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will understand fundamentals of Films <b>LO2</b> - Students will gain knowledge of Film Movements <b>LO3</b> - Students will be made aware of Natyashastra <b>LO4</b> - Student will learn the art of Acting &amp; Theatre</p>	<p>Module 1: Introduction to Films</p> <ul style="list-style-type: none"> <li>● Understanding the Language of Cinema</li> <li>● Director- The Captain &amp; Writer- the Backbone</li> <li>● Member of Film Crew and Team and their roles and responsibilities</li> <li>● Visual and Editing Aspects of Film, Space of the Screen</li> <li>● Sound Aspects of the Film</li> <li>● Timeline of Cinema - Early Years, Silent Years, Sound Years, Development Stages, Parallel Cinema Years</li> <li>● Transition from Documentaries to Films</li> </ul> <p>Module 2: Film Movements</p> <ul style="list-style-type: none"> <li>● Major Cinema Movements, Their Film Makers and Application examples of current era</li> <li>● Art Vs Commercial Cinema</li> <li>● Indian News Wave of Cinema</li> <li>● Golden Era of Cinema</li> <li>● Parallel Cinema</li> <li>● Indian Meaningful Cinema</li> </ul> <p>Movie Suggestions: - Sholay, Dadasaheb Phalke Biography, The Pioneering Spirit- V. Shantaram, Pinjra, Apur Sansar, Sikkim, Do Bigah Zameen, Shree 420, Sahib Bibi Aur Gulhaam, Pyasa, Chachi 420, Hum Aapke Hai Kaun, DDLJ, Pather Panchali, Nayakam, Dil Se, Mera Naam Joker, Citizen Kane, Bicycle Thieves, Intern, Silent of the</p>	4	MJR MAN

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		<p>Lambs, Titanic, Parasite etc.</p> <p>Module 3: Natyashastra</p> <ul style="list-style-type: none"> <li>● History &amp; Authorship</li> <li>● Structure and Scope</li> <li>● Origin of Drama</li> <li>● Rasa's (Aesthetic Moods)</li> <li>● Bhava's (Emotions)</li> <li>● Abhinaya (Acting Techniques)</li> <li>● Structure of Drama</li> <li>● Theatre, Architecture &amp; Design</li> <li>● Music &amp; Dance</li> <li>● Importance of Performing Arts</li> </ul> <p>Module 4: Acting &amp; Theatre</p> <ul style="list-style-type: none"> <li>● Practical Theatre Skills - Voice Modulation, Voice and Speech Training, Body movements and expressions</li> <li>● Character Development</li> <li>● Improvisation and Spontaneity</li> <li>● Acting for Camera Vs Stage</li> <li>● Screen work and Script Performance</li> <li>● Theatrical Performance</li> <li>● Applied Theatre</li> <li>● Specific Areas of studies</li> <li>● Acting Styles</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. "How to Read a Film" by James Monaco</li> <li>2. "Encyclopaedia of Indian Cinema" by Ashish Rajadhyaksha &amp; Paul Willemen</li> <li>3. "Natyashastra of Bharatamuni" (Translated by Manomohan Ghosh or Adya Rangacharya)</li> <li>4. "Acting: The First Six Lessons" by Richard Boleslavsky</li> </ol>				
3	<p><b>Course title: PUBLIC RELATIONS &amp; MEDIA MANAGEMENT</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Public Relations &amp; Media Management</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will be introduced</p>	<p>Module 1: Introduction to PR &amp; Theories</p> <ul style="list-style-type: none"> <li>● Introduction to Public Relations &amp; Tracing in Growth in India</li> <li>● Internal PR vs External PR</li> <li>● Introduction to Corporate Communication. Difference between PR &amp; CC</li> <li>● PR, Propaganda, Public Opinion &amp; Publicity Difference</li> </ul>	4	MNR

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	<p>to PR theories</p> <p><b>LO2</b> - Students will gain knowledge of Practical Applications of PR</p> <p><b>LO3</b> - Students will be made aware of News Media Management</p> <p><b>LO4</b> - Student will learn the art of Media Management</p>	<ul style="list-style-type: none"> <li>● PR vs Advertisement vs Branding &amp; Marketing</li> <li>● Grunting's 4 Theories of PR</li> </ul> <p>Module 2: Practical Applications of PR</p> <ul style="list-style-type: none"> <li>● PR in Healthcare, Corporate, Entertainment &amp; Lifestyle and Fashion, Politics</li> <li>● Writing Press Release for different Sectors</li> <li>● Tools for Public Relations (Media &amp; Non-Media)</li> <li>● Digital PR, Ethics in PR</li> <li>● Crisis Communication</li> </ul> <p>Module 3: News Media Management</p> <ul style="list-style-type: none"> <li>● Introduction to News Media management</li> <li>● Newsroom Management and Editorial Control</li> <li>● Proprietary concerns</li> <li>● Types of ownership</li> <li>● General Hierarchy of Media Enterprises</li> <li>● Inter-relationship between departments</li> <li>● Foreign Direct Investment</li> <li>● Cross Media Ownership</li> <li>● Commercialization of Media</li> <li>● Major Media Players in Contemporary Times</li> </ul> <p>Module 4: Media Management</p> <ul style="list-style-type: none"> <li>● Business Models in Indian News Media</li> <li>● Introduction to Advertising Agencies</li> <li>● Types of Advertising Agencies</li> <li>● Structure of an Ad Agency</li> <li>● Departments in Advertising Agencies</li> <li>● Advertising Agency Management</li> <li>● Financial and Operational Management</li> <li>● Evaluation of Success in Media</li> <li>● Revenue forecasting and planning</li> <li>● Advertising the newspaper / website channel</li> <li>● Becoming a digital media brand</li> <li>● HR in Media Management</li> </ul>		
<p>Reference Books:</p> <p>1. "Public Relations: Principles and Practices" by Sangeeta Sharma &amp; R.R. Sahu</p>				

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2. "Public Relations Management in India" by J.N. Kaul 3. "Advertising and Promotion: An IMC Perspective" by George Belch & Michael Belch 4. "Media Management in India" by Dibakar Panigrahy				
4	<b>Course title: CONTENT CREATION</b>  <b>Course code:</b> <b>Objective:</b> To make students aware of Content Creation  <b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will be introduced to Foundations of Content Writing <b>LO2</b> - Students will gain knowledge of Content Production & Distribution	Module 1: Foundations of Content Writing <ul style="list-style-type: none"> <li>Definition, Importance, and Evolution of Content in the Digital Age.</li> <li>Types of Content: Written, Visual, Audio, and Multimedia Content.</li> <li>History of Social Media Platforms</li> <li>Content Writing basic techniques</li> <li>Basics of SEO</li> </ul> Module 2: Content Production & Distribution <ul style="list-style-type: none"> <li>Visual Content</li> <li>Audio Content</li> <li>Platform-Specific Content</li> <li>Community Building and Audience Engagement.</li> <li>Create and Present Content for Different Platforms</li> </ul>	2	OE
Reference Books: 1. "Content Writing Handbook" by Kounal Gupta 2. "Everybody Writes" by Ann Handley 3. "SEO 2023" by Adam Clarke 4. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki & Peg Fitzpatrick				
5	<b>Course title: MEDIA STUDIES</b>  <b>Course code:</b> <b>Objective:</b> To make students aware of media theories and ways of mass communications  <b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will be introduced to Media Theories <b>LO2</b> - Students will gain knowledge of Media Communications	Module 1: Media Theories <ul style="list-style-type: none"> <li>Frank Dance Model of communication</li> <li>Reception Theory (Stuart Hall)</li> <li>Bias of Communication (with respect to Harold Innis)</li> <li>Technological Determinism</li> <li>Spiral of Silence Model</li> <li>Hypodermic Magic Bullet Theory</li> <li>Agenda Setting Theory</li> <li>Paul Lazarsfeld-Two step flow</li> <li>Cultivation Theory</li> <li>Developmental Theory</li> <li>Limited Effects Theory</li> <li>Gamification Theory</li> </ul>	2	VSC

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		<ul style="list-style-type: none"> <li>● McLuhan 's concept of Global village in the age of Netflix</li> </ul> <p>Module 2: Media Communications</p> <ul style="list-style-type: none"> <li>● Media Studies as a social science. Media effect and behavior.</li> <li>● Four Eras of Media Theory</li> <li>● Origin and Meaning of Propaganda</li> <li>● Henry Jenkins-Participatory culture</li> <li>● Internet as Public sphere and Habermas to Twitter</li> <li>● Media Representation and Identity - Feminism /Racism/ethnicity Caste/ class/ tribal/ queer representations</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley Baran &amp; Dennis Davis</li> <li>2. "Media and Cultural Studies: Keyworks" by Meenakshi Gigi Durham &amp; Douglas Kellner</li> <li>3. "Understanding Media: The Extensions of Man" by Marshall McLuhan</li> <li>4. "Introduction to Media and Communication" by Anubhuti Yadav</li> </ol>				
6	Modern Indian Language	Central Syllabus from College	2	AEC
7	FP	FP	2	FP
8	CC	CC	2	CC

### SY BAMMC - SEM 4

	Subject Name	Modules	Credits	
1	<p><b>Course title: MASS MEDIA RESEARCH</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Mass Media Research</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to:  <b>LO1</b> - Students will be introduced to Research in Media  <b>LO2</b> - Students will gain knowledge of Design &amp; Data Collection  <b>LO3</b> - Students will be made aware of Analysis in research  <b>LO4</b> - Student will learn the Application of Research</p>	<p>Module 1: Research in Media:</p> <ul style="list-style-type: none"> <li>● Relevance and Scope</li> <li>● Role of Research in Media</li> <li>● Steps involved in research</li> <li>● Qualitative and Quantitative Research</li> <li>● Research Problem</li> </ul> <p>Module 2: Design &amp; Data Collection:</p> <ul style="list-style-type: none"> <li>● Concept, Types and Uses</li> <li>● Research Designs: Exploratory, Descriptive, Causal</li> <li>● Primary Data Collection</li> <li>● Secondary Data Collection</li> <li>● Literature Review</li> <li>● Sampling</li> <li>● Data Tabulation</li> </ul>	4	MJR MAN

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		<p>Module 3: Analysis:</p> <ul style="list-style-type: none"> <li>● Definition and Uses</li> <li>● Quantitative and Qualitative Approach</li> <li>● Steps in content analysis</li> <li>● Quantification System</li> </ul> <p>Module 4: Application of Research:</p> <ul style="list-style-type: none"> <li>● Readership and Circulation Survey</li> <li>● TRP</li> <li>● RRP</li> <li>● Audience Research</li> <li>● Exit Polls</li> <li>● Advertising consumer research, Semiotics</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. "Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches" by Arthur Asa Berger</li> <li>2. "Mass Media Research: An Introduction" by Roger D. Wimmer &amp; Joseph R. Dominick</li> <li>3. "Research Methodology: Methods and Techniques" by C.R. Kothari &amp; Gaurav Garg</li> <li>4. "Communication Research Methods" by Gerianne Merrigan &amp; Carole Huston</li> </ol>				
2	<p><b>Course title:</b> <b>UNDERSTANDING FILMS &amp; PERFORMING ARTS II</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Understanding Films &amp; Performing Arts</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to:  <b>LO1</b> - Students will be introduced to Film Making  <b>LO2</b> - Students will gain knowledge of Film Culture  <b>LO3</b> - Students will be made aware of History &amp; Development of Dance  <b>LO4</b> - Student will learn the Foundations of Music Theory</p>	<p>Module 1: Film Making</p> <ul style="list-style-type: none"> <li>● Introduction to Production</li> <li>● Stages of Pre-Production, Production &amp; Post Production</li> <li>● Aspects of Production Systems: Financial, Administrative &amp; Creative</li> <li>● Film &amp; Censorship</li> <li>● ROI Systems in Film Industry: Distribution, Promotion, Marketing &amp; Brand Internet</li> <li>● Log Keeping in Film Making: Log Sheet, Budget Sheet, Call Sheet, Shoot List etc.</li> </ul> <p>Module 2: Film Culture</p> <ul style="list-style-type: none"> <li>● Introduction to Film Institutes, Film Bodies and Trade Associations such as FTII, NFAI, Films Divisions, DFF, IFFI, CBFC, IFTDA, SGI, WICA etc.</li> <li>● What is Film Festival?</li> <li>● Major Film Festivals in India &amp; Abroad</li> <li>● Nature and Types of Film Awards</li> <li>● Major Film Awards in India &amp; Abroad</li> </ul>	4	MJR MAN

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		<p>Module 3: History &amp; Development of Dance</p> <ul style="list-style-type: none"> <li>• Dance Styles: Past to Present</li> <li>• Dance Treaties &amp; Literature</li> <li>• Nritya, Nritya and Natya</li> <li>• Cultural &amp; Historical Studies of Dance</li> <li>• Basic Dance Techniques</li> <li>• Movement Vocabulary, Dance Aesthetics &amp; Choreography</li> <li>• Performance Skills</li> </ul> <p>Module 4: Foundations of Music Theory</p> <ul style="list-style-type: none"> <li>• Fundamentals</li> <li>• History &amp; Evolution</li> <li>• Instrumental Music</li> <li>• Voice Modulation</li> <li>• Music Appreciation &amp; Analysis</li> <li>• Music Composition</li> <li>• Music Technology</li> <li>• Music Business</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>1. "The Five C's of Cinematography" by Joseph V. Mascelli</li> <li>2. "Film Communication II" by Nimit R. Sachde &amp; Takshak Shegokar (Sheth Publication)</li> <li>3. "Encyclopedia of Indian Cinema" by Ashish Rajadhyaksha &amp; Paul Willemen</li> <li>4. "Natya Shastra" by Bharata Muni (Various English translations available, e.g., by Manomohan Ghosh)</li> <li>5. "The Oxford Illustrated Companion to South Indian Classical Music" by Ludwig Pesch</li> </ol>				
3	<p><b>Course title:</b> <b>INTRODUCTION TO FINANCE IN MEDIA &amp; MARKETING</b></p> <p><b>Course code:</b></p> <p><b>Objective:</b> To make students aware of Finance in Media &amp; Marketing</p> <p><b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will be introduced to basics of finance <b>LO2</b> - Students will gain knowledge of Types of Budgets &amp; Costs <b>LO3</b> - Students will be made aware of Types of Costs in</p>	<p>Module 1: Introduction to basics of finance</p> <ul style="list-style-type: none"> <li>• Understanding Finance in Media: Importance, scope, and role of finance in media businesses.</li> <li>• Basic Financial Concepts: Revenue, profit, loss, expenditure, capital, and assets.</li> <li>• Sources of Finance in Media: Public and private funding, investors, sponsorship, advertising revenue, subscriptions, crowdfunding.</li> <li>• Financial Statements Overview: Introduction to balance sheets, profit &amp; loss accounts, and cash flow statements.</li> </ul>	4	MNR

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	<p>Media <b>LO4</b> - Student will learn the Media Budgeting &amp; Measurements</p>	<ul style="list-style-type: none"> <li>● Financial Planning in Media: Investment decisions, financial forecasting, and risk assessment in media enterprises.</li> <li>● Case Studies: Financial models of leading media companies (TV, print, digital, OTT).</li> </ul> <p>Module 2: Types of Budgets &amp; Costs</p> <ul style="list-style-type: none"> <li>● Understanding Budgets in Media: Purpose, components, and importance of budgeting in media organizations.</li> <li>● Types of Budgets:             <ol style="list-style-type: none"> <li>1) Operational Budget: Routine expenses like salaries, administration, and logistics.</li> <li>2) Capital Budget: Investment in new technology, infrastructure, and equipment.</li> <li>3) Production Budget: Cost estimation for content creation (films, TV shows, digital content).</li> <li>4) Marketing &amp; Promotion Budget: Allocation of funds for advertising, PR, and brand positioning.</li> </ol> </li> </ul> <p>Module 3: Types of Costs in Media</p> <ul style="list-style-type: none"> <li>● Fixed &amp; Variable Costs: Rent, salaries vs. production expenses.</li> <li>● Direct &amp; Indirect Costs: Cost of content creation vs. overhead costs.</li> <li>● Hidden Costs: Unexpected expenses in media projects.</li> <li>● Budgeting Techniques &amp; Tools: Cost estimation, break-even analysis, and return on investment (ROI).</li> </ul> <p>Module 4: Media Budgeting &amp; Measurements</p> <ul style="list-style-type: none"> <li>● Introduction to Media Budgeting</li> <li>● Introduction to Media Scheduling</li> <li>● Introduction to Media Mix &amp; Client Briefs</li> <li>● Factors to consider while selecting Print, Broadcast, OOH &amp; Digital Media</li> <li>● Metrics of Media: Reach, Frequency with types, Distribution, AOTS, TV metrics,</li> </ul>		
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		Radio Metrics, Print Metrics, OOH Metrics, Bench-marking Metrics, Plan Metrics <ul style="list-style-type: none"> <li>Evaluating Media Buys Basics only.</li> </ul>		
Reference Books: <ol style="list-style-type: none"> <li>"Media Economics: Applying Economics to New and Traditional Media" by Colin Hoskins, Stuart McFadyen, and Adam Finn</li> <li>"Financial Management" by I.M. Pandey</li> <li>"Marketing Management" by Philip Kotler, Kevin Lane Keller (Indian Edition)</li> <li>"Entertainment Industry Economics: A Guide for Financial Analysis" by Harold L. Vogel</li> </ol>				
4	<b>Course title: CONTENT CREATION</b>  <b>Course code:</b> <b>Objective:</b> To make students aware of Content Creation  <b>Learning Outcomes (LO):</b> On successful completion of this course students will be able to: <b>LO1</b> - Students will be introduced to Foundations of Content Writing <b>LO2</b> - Students will gain knowledge of Content Production & Distribution	Module 1: Foundations of Content Writing <ul style="list-style-type: none"> <li>Definition, Importance, and Evolution of Content in the Digital Age.</li> <li>Types of Content: Written, Visual, Audio, and Multimedia Content.</li> <li>History of Social Media Platforms</li> <li>Content Writing basic techniques</li> <li>Basics of SEO</li> </ul> Module 2: Content Production & Distribution <ul style="list-style-type: none"> <li>Visual Content</li> <li>Audio Content</li> <li>Platform-Specific Content</li> <li>Community Building and Audience Engagement.</li> <li>Create and Present Content for Different Platforms</li> </ul>	2	OE
Reference Books: <ol style="list-style-type: none"> <li>"Content Writing Handbook" by Kounal Gupta</li> <li>"Everybody Writes" by Ann Handley</li> <li>"SEO 2023" by Adam Clarke</li> <li>"The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki &amp; Peg Fitzpatrick</li> </ol>				
5	<b>Course title: MEDIA LAWS &amp; ETHICS</b>  <b>Course code:</b> <b>Objective:</b> To make students aware of Media Laws & Ethics  <b>Learning Outcomes (LO):</b>	Module 1: Regulatory Bodies of Media <ul style="list-style-type: none"> <li>Press Council of India</li> <li>Telecom Regulatory Authority of India</li> <li>News Broadcasting and Digital Association</li> </ul>	2	SEC

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	<p>On successful completion of this course students will be able to:</p> <p><b>LO1</b> - Students will be introduced to Regulatory Bodies of Media</p> <p><b>LO2</b> - Students will gain knowledge of Important Laws in Media</p>	<ul style="list-style-type: none"> <li>Indian Broadcasting Foundation (including BARC, BCCC)</li> <li>Advertising Standard Council of India</li> <li>Ethical Responsibility of Journalist</li> <li>Ethical Responsibility of Advertisers</li> <li>Social Media Decorum &amp; Fake News</li> </ul> <p>Module 2: Important Laws in Media</p> <ul style="list-style-type: none"> <li>Copyright Act</li> <li>Defamation</li> <li>Information Technology Act</li> <li>Contempt of Court &amp; Contempt of Parliament</li> <li>Drugs and Magic Remedies (Objectionable Advertisements) Act, Emblems and Names (Prevention of Improper Use) Act</li> <li>Right to Information Act</li> <li>Right to Privacy</li> <li>Morality &amp; Obscenity, Indecent Representation of Women's Act</li> <li>Official Secrets Act</li> <li>Unfair Trade Practices</li> <li>Stereotyping in Media</li> </ul>		
<p>Reference Books:</p> <ol style="list-style-type: none"> <li>"Media Laws &amp; Ethics" by Nimit R. Sachde (Sheth Publication)</li> <li>"Mass Media Laws and Regulations in India" by K.S. Venkateswaran</li> <li>"Press Laws and Ethics of Journalism" by S.P. Agrawal &amp; Vir Bala Aggarwal</li> <li>"Media Law and Ethics" by M. Neelamalar</li> <li>"Handbook of Journalism and Mass Communication" by Vir Bala Aggarwal &amp; V.S. Gupta</li> </ol>				
6	Modern Indian Language	Central Syllabus from College	2	AEC
7	FP	FP	2	FP
8	CC	CC	2	CC

Note: 2 Credits = 2 Lectures and 2 Modules only

4 Credits = 4 Lectures and 4 Modules only

\* subjects are 100% practical & viva subjects and no theory

## 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 40% marks in the first part & by conducting the Semester End Examinations with 60% marks in the second part for 4 & 2 credit subjects.

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. For 4 Credit Subjects

**Theory - Internal assessment 40%**

**40 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, Short films, Documentaries.</li></ul>	35
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

**Theory - External examination - 60%**

**60 marks**

### Semester End Theory Assessment

Duration - Each paper shall be of 2 hours duration.

Theory question paper pattern :-

- . There shall be one compulsory questions, one based on Case Study or Practical Application
- a. Each question shall carry 15 marks.

\* subjects are 100% practical & viva subjects and no theory

- b. Each question should be subdivided into four sub questions a, b and c , d with internal choice in each.

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

### **B. For 2 Credit Subjects**

**Theory - Internal assessment 40%**

**20 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, Short films, Documentaries.</li> </ul>	15
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

**Theory - External examination - 60%**

**30 marks**

\* subjects are 100% practical & viva subjects and no theory

## Semester End Theory Assessment

Duration - Each paper shall be of 1.5 hours duration.

Theory question paper pattern :-

- There shall be one compulsory questions, one based on Case Study or Practical Application and be of 15 marks.
- Question 2 carries 8 marks with internal choice.
- Question 3 carries 7 marks with internal choice.

Question no.	Details	Marks
<b>Q1.</b>	<b>Based on Case Study &amp; Practical Application Question Only (Compulsory)</b>	<b>15</b>
<b>Q2.</b>	<b>Based on Unit I, II, III</b>	<b>8</b>
	a) Attempt the following OR b) Attempt the following	8
		8
<b>Q3.</b>	<b>Based on Unit II,III,IV</b>	<b>7</b>
	a) Attempt the following OR b) Attempt the following	7
		7

### C. For 4 Credit Practical Subject.

<b>Practical - External Assessment - 100%</b>	<b>100 Marks</b>
<b>Evaluation Type: Viva &amp; Black Book</b>	

\* subjects are 100% practical & viva subjects and no theory



## Overall Examination and Marks Distribution Pattern

### SEMESTER III

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC - FP	VESUA MC - CC	Grand Total
Theory	60	60	60	30	30	30	50	50	330
Internals	40	40	40	20	20	20			220

### SEMESTER IV

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC - CEP	VESUA MC - CC	Grand Total
Theory	60	60	60	30	30	30	50	50	330
Internals	40	40	40	20	20	20			220

\* subjects are 100% practical & viva subjects and no theory