

AC 26/2/2015

Item no. 4.11

UNIVERSITY OF MUMBAI



Revised Syllabus

Program- B.M.M.

Course: Mass Media

Sem III & IV

(As per Credit Based Semester and Grading System
w.e.f. the academic year 2015–2016)

MEDIA STUDIES

- Ch.1 a. Relevance of Media Studies in Contemporary Times.
b. Historical perspectives to media studies
- Ch.2. The Mid 20th Century Media Evolution Theory
- Agenda Setting
 - Uses and Gratification
 - Two Step How
 - Mc. Luhan – Medhini is the message
 - Foucault – Power & Authority
 - Propaganda Model
- Ch.3 Media and Globalisation
- Division and contradiction in the Global Information Infrastructure
 - Racist Ideologies and the Media (Stuart Ha)
 - Media and Diaspora
 - New Media Theory
 - Cognitive Theory
- Ch.4 Media and its commercial Impact.
- Advertising Magazine Culture and the new man
 - Trends in Media
 - Feminist Strategies of Detection
 - Media Power and Political Culture
- Ch.5 Constituents of Media
- Language
 - Religion
 - Discourse
 - Technology
- Ch.6 Challenges to contemporary Media
- Media and Consumerism
 - Intellectual Property and New Media
 - Young people as consumers of Advertising Art.

Bibliography

1. Media Studies – Eoin Devereux
 - Media & Diaspora Pg. 363 and 369.
 - Media Power and Political Culture – Four factors of change pg. 216
2. Paul F. Lazarfeld, ‘Remarks on Administrative and Critical Communications Research’
Studies in Philosophy and Social Change P 2-16
3. Marshall McLuhan – Understanding Media: the extension of man p8 11 & 15-21, 31-3, 68-9.
4. Norman Fasiclough – Media Discourse pg.53-74
5. M.E. Brown (ed) Television and Women’s Culture P.117 – 33.
6. R.C. Aven (ed.) Channels of Discourse Reanimbled P.327-51.
7. Joke – Cultural Studies (1993) P.493-506.
8. S. Nixon, Hard books – Masculinities, Spectatorship and Contemporary consumption P.103, 116-22, 131-37, 143-44.
9. Television and Post Modernism, Jim Collins, media studies – A Reader (ed) Paul Marris& Sui Thomham (Edinnurgh University Press).
10. New Technologies and Domestic Consumption – Eric Hersch (same as no.9)
11. M. Nava, changing cultures : Feminism, Youth and Consumerism P. 171-82.

Bachelors in Mass Media
INTRODUCTION TO ADVANCE COMPUTERS
SEMESTER III

Syllabus

Objectives:

- To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- To train them with the software knowledge required in the above mentioned Industries.

I Basics of Online Marketing (5 Classroom Lectures)

- Building an online marketing foundation.
- Planning and Building the Website.
- Content Marketing.
- Blogging.
- Social Media Marketing.
- Web Analytics. (Google Analytics).
- Search Engine optimization / How Google Works.
- Online Advertising / Search Engine Marketing. (Google Adwords).
- Email Marketing / Webinar.
- Online Public Relation.
- Managing Multitasking Web Marketing.

II Basics Of Animation (2 Class room Sessions + 5 Lab sessions)

- Understanding Animation (Adobe Flash may be used).
- Working with Fills and Outline, Layers and Pen tool.
- Understanding Layers and Symbols.
- Working with Text and Mask Layers.
- Creating Frame by Frame Animation.
- Motion Tweening and Motion Editor.
- Classic tweening and Shape tweening.
- Working with Sound and Video and Publishing a Movie.

III HTML 5 with CSS (3 Class room sessions + 6 Lab sessions)

- Introduction to the Web.
- Introduction to HTML5.
- Formatting Text Using Tags.
- Creating Hyperlinks and Anchors.
- Introduction to CSS3.
- Formatting Using Style Sheets.
- Displaying Graphics and CSS3 Animation.
- Creating Navigational Aids and Division Based Layout.

- Creating Tables.
- HTML Forms.
- HTMLS Audio and Video.

IV Web Designing (2 Class room Sessions + 4 Lab sessions)

- Getting Started with Web Designing (Dreamweaver CS 6 may be used).
- Working with Lists, Tables, Links and Frames.
- Forms, CSS, Behaviors and Snippets.
- Working with Multimedia Objects.
- Testing a Website.
- Working with Dynamic Websites.

V Basics Of Audio / Video Editing (4 Class room Sessions + 10 Lab Sessions)

- Introduction to Adobe Audition.
- Working with Audio Editing.
- Working with Multi-track Editor and Recording Audio.
- Working with Audio Effect.
- Introduction to Digital Video Editing.
- Starting with Adobe Premiere Pro CS6.
- Capturing Clips and Using Tools.
- Video Editing.
- Animating, Effects, Transitions and Exporting Video.
- Working with Audio.
- Creating Titles and Superimposing.
- Previewing & Rendering Output.

VI Basics Of 3D Animation (6 Class room Sessions + 6 Lab Sessions)

- Overview.
- Working with Objects.
- Transforming and Grouping.
- Shapes and Modifiers.
- Compound Objects.
- Low Poly Modeling.
- High Poly Modeling.
- Creating Models with Nurbs.
- Patch Modeling and Surface Tool.
- Modifying Objects.
- Integration of Various Modeling Techniques.
- Creation of Morph Targets.

Reference Books:

- Basics Of Online Marketing :
 - The 36-Hour Course – Online Marketing by Lorrie Thomas From Mcgraw Hill
 - Web Marketing that Works – Adam Franklin and Toby Jenkins by Wiley.
 - 13 Pillars of Internet Marketing E book By David Bain.
 - Understanding Digital Marketing By Damian Rayan & Calvin Jones.
 - Social Media Marketing – All in one for Dummies.
 - Advanced Web Metrics with Google Analytics.
 - Advanced Google Adwords – by Brad Geddes.
 - Brad Callens - Google Adwords Secrets
- Basics Of Flash CS6 With Animation :
 - The Missing Manual by Chris Grover.
 - Adobe Flash Professional CS6 Classroom in a Book - Adobe Creative Team
- Basics Of Audio / Video Editing :
 - Adobe Premier CS 6: Classroom In A Book
 - Adobe After Effects Digital Classroom
 - Adobe Audition CS6 Classroom In A Book
- Dreamweaver : Adobe Dreamweaver CS6 Bible.
 - HTML 5 with CSS 3:
 - HTML 5 For Web Designers by Jeffrey Zeldman
 - HTML 5 Animation by Billy Lambert & Keith Peters
- Basics Of 3D Animation :
 - Autodesk 3Ds Max Essentials by Randi L. Derakhshani & Dariush Derakhshani

Sybex

Sybex

Internal Assessment: Group Project/Individual Project/Book Review/Class Test/Case Study/Presentation Power Point/Audio-Visual Presentation/Oral Presentation }

UNDERSTANDING CINEMA (SEM III)**100 MARKS PAPER****TO BE ADMINISTERED AT SEMESTER III OF BACHELOR OF MASS MEDIA**

Please Note: This one paper cannot guarantee any creation of Film-makers. However, the paper takes a holistic approach giving sufficient insight to the students seeking diverse careers and certain specific knowhow of films in the short span of Three (3) months. Thus it is also necessary to retain the title of this paper as **Understanding Cinema** (to mean in the process of learning) and by its name it has given credits and jobs to a large number of students already working in the industry.

SUGGESTED GUIDELINES AND OBJECTIVES OF THE PAPER:

1. **This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.**
 - a. From A Personal Point Of View
 - b. From A Social Point Of View
 - c. From A Business Point Of View (in context of Box Office Success)
2. **The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)**
3. **The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.**
4. **Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.**
5. **The students should study cinema by watching through an open-ended list of movies.**

(Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)

- 6. The teacher must briefly address diverse films in the course of their lecture** (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms - to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

COURSE MODULES:

MODULE 1: (12 lectures)
Introduction to Cinema as a Medium, Language of Cinema, Cinema Narratives, Evolution of Cinema covering Hollywood as well as Indian Cinema from the early beginnings to its status today.

MODULE 2: (10 lectures)
Introduction to Genres, Understanding Diverse Film Genres, with a special mention to Italian Neorealism, French New Wave and Indian Parallel Cinema.

MODULE 3: (10 lectures)
In the Indian Context: Contribution and Impact of Regional Cinema.

MODULE 4: (10 lectures)
In the Indian Context: Contribution and Impact of Regional Cinema.

MODULE 5: (10 lectures)

- Basic Introduction to the TECHNOLOGY used in Cinema.
- Introduction to few important TECHNIQUES employed by different film makers.
- Introduction to the BUSINESS with prevailing practices in the production and marketing of films.

NOTE: A special mention to be made to the contribution and role of Digital technologies in Modern Film making process.

MODULE 6: (08 lectures)
Introduction and basic discussion to cover a broad range of films: Documentaries, Commercial Ads, Corporate Films, Short Films, Newsreels, Public Service Ads and others.

SYSTEM OF MARKING:

- A. This syllabus is suggested keeping in mind the credit based system of Mumbai University.
 - B. The examination pattern should be strictly as per the guidelines of Mumbai University under the new credit based system sparing sufficient weightage for Internal Marks examination through assignment of practical exercises.
 - C. As per the view of this Sub Committee, It would be only appropriate to administer this paper by 60:40 ratio where 60 marks should be for theory and 40 marks for practical session.
- PLEASE NOTE:** The Sub Committee strongly suggests that the 40 marks for internals (or 25 marks as in the present system) should be entirely retained for practicals. This is quintessential for this paper and therefore the faculty for this paper (Visiting faculty from Industry as well as Academicians) should be very judicious in assigning the projects for the same.
- D. Atleast one question from each module should be included for the term end Question paper giving equal weightage to all modules.

Suggested Bibliography

1. Classical Hollywood Cinema, Film Style and Mode of Production to 1960
- D. Bordwell, J. Staiger and K. Thompson
2. Hollywood Cinema: An Introduction – R. Maltby and I. Craven
3. The Hollywood Studio System – D. Gomery
4. Narration in Fiction Film – D. Bordwell
5. Narrative Comprehension in Film – E. Brannigan
6. Bollywood – Ashok Banker
7. Our Films Their Films – S. Ray
8. Fingerprinting Popular Culture: The Mythic and the Iconic in Indian Cinema

- VinayLal and AshisNandy (Ed.)

PLEASE NOTE:The faculty for this paper can use all other possible sources to resource material for the students.

Cultural studies SYBMM Semester - III

Objectives:

- To create awareness on cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media.
- To understand the cultural concepts and its impact on the media

No. of Lectures: 48

Chapter No.1

Introduction to cultural studies:

(12)

(a) Evolution, Need and significance of cultural studies.

- Key concepts in cultural studies- Representation, materialism, Non-reductionism, Articulation, Power, Popular culture, Texts and readers , subjectivity and Identity

(b) Theories and its relevance in media

- Diffusionism- Kroeber
- Cultural materialism- Raymond Williams
- Functionalism- Malinowski, and R. Brown
- Social interaction- G.H.Mead and Cooley
- Popular and mass culture, circuit of culture, encoding and decoding - Stuart Hall
- Culture and industry – John Fiske

Chapter- II

(12)

(a) Construction of culture

- Social
- Economic
- Political
- Religion
- Technology

(b) Re- representation and media culture

- Language
- Gender
- Race
- Class
- Ethnicity
- Kinship and terminology

Chapter- 3

(12)

Globalisation and cultural studies

- (a) Popular culture- trends, transformation and its impact on society
- (b) Commodification of culture and its impact on lifestyle
- (c) Changing values, ideologies and its relevance in the contemporary society
- (d) Global economic flow, global cultural flows, homogenization and fragmentation, glocalization, creolization, globalization and power
- (e) Digital media culture

Chapter -4

Cultural expressions and media

(12)

- Oral traditions- folklore
- Fashions and fad
- Cuisine
- Festivals
- Sports
- Art and Architecture.

References:

- Meenakshi Gigi Durham and Douglas M.Kellner , Media and cultural studies, Blackwell publishing house,2012
- Chris Baker, "The sage Dictionary of Cultural Studies", Sage Publication.
- Chris Baker, "Theory and Cultural Studies", Sage Publication,2003
- Pramod Nair, "Introduction to Cultural Studies", Viva Books, 2011.
- Keesing Roger and Strathern Andrew: Cultural Anthropology-A Contemporary Perspective, Harcourt Brace,1998

- Ed.During, Simon: The Cultural Studies Reader
- Scupin Raymond: Cultural Anthropology, Wadsworth, 2002
- Nanda and Warms: Cultural Anthropology, Wadsworth, 2002.
- S.L. Joshi and P.C. Jain: Social Anthropology, Rawat Publications, 2001
- Richard Schaefer: Sociology-A Brief Introduction, Tata Mc-Graw Hill Publishing Company Ltd., 2006.
- Johan Hartley and Terence Hawkes: Popular Culture and High Culture-History & Theory.

Semester III

Subject : **INTRODUCTION TO CREATIVE WRITING**

Paper : I

Objectives:

- To encourage students to read stories, poems, plays
- To develop further and build upon the writing and analytical skills acquired in Semesters I & II
- To acquaint students with basic concepts in literary writing.
- To prepare students to write for media.

Syllabus :

SECTION – I

A Brief Introduction to Creative Writing

Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews (05 sessions).

- Formal structure of the short story:** (06 sessions)
 - Theme
 - Plot
 - Character
 - Point of view
 - Setting

Analyse some short stories preferably contemporary on the basis of each of these formal aspects.

2. **Formal aspects of Poetry:** (06 sessions)
- Theme
 - Diction
 - Tone
 - Imagery
 - Symbolism
 - Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.
3. **Formal aspects of Drama** (06 sessions)
- Theme
 - Plot
 - Character
 - Dialogue
- Analyse on play preferably contemporary on the basis of each of these formal aspects.
4. **Publication Aspects** (06 sessions)
- Understanding the intended readership
 - Revising editing and proof-reading.
 - Exploring the market for a suitable publisher
 - Preparing the manuscript as hard and soft copy
 - Intellectual property rights.
 - The financial aspects of publication

SECTION II

5. **Scripting, Screenplay, and dialogue writing focusing on** (15 sessions)
- Radio
 - Television
 - Short film / documentary / ad film

These are to be discussed with special reference to

- a. The storyboard
- b. The two-column script
- c. Interactive scripts
- d. Narration scripts in the screenplay format

6. **Writing for the internet, with special reference to** (06 sessions)
 - a. Alerts
 - b. Blogs
 - c. News on the net

Evaluation

Sections I & II to be tested in the semester end examination (75 marks)

Assignments / Projects (25 marks)

Suggested Projects :

- Film Review
- Book Review
- Adapting a short story to a screenplay
- Writing an original screenplay / script for radio or television

Reference:

1. Arco, Peterson, S. *How to write short stories*. Peterson's, 2002.
2. Axelrod, R.B. et al. *The St. Martin's Guide to Writing: Instructor's Resource Manual*. New York: St. Martin's Press, 1994.
3. Bell, Julia. Editor. *The Creative Writing Coursebook: 40 Authors share Advice and Exercises for Fiction and Poetry*. Pan, Macmillan, 2001.
4. Brooks, Cleanth & Robert Penn Warren. eds *Understanding Poetry*, Fourth Edition, Holt, Rinehart and Winston. 1976.
5. Ciardi, J. and M. Williams. *How does a poem mean?* Boston: Houghton Mifflin Co., 1959, 1975.
6. DevAnjana, Anuradha Marwah and Swati Paul (eds), *Creative Writing: A Manual for Beginners*. Delhi: Pearson, 2008
7. Gardner, John. *The Art of Fiction: Notes on Craft for Young Writers*. Vintage Books, 1991.
8. Grenville, Kate. *The writing book: A workbook for Fiction Writers*. Allen and Unwin, 1999.
9. Kanar, Carol. *The confident Writer: Instructor's Edition*. Boston: Houghton Mifflin Co., 1998.
10. Kness, Nancy. *Beginnings, Middles and Ends (The Elements of Fiction Writing)*.
11. McCrimmon, James M. *Writing with a Purpose*. Boston: Houghton Mifflin Co., 1980.
12. Muller, Gilbert H. & John A Williams. *The McGraw-Hill Introduction to Literature*. Second Edition, McGraw-Hill, Inc. 1995.
13. Ritter, Robert, M. Editor. *The Oxford Dictionary for Writers and Editors*. OUP, 2000.
14. Roberts, Edgar, V. *Writing Themes about Literature*. New Jersey: Prentice Hall Inc. 1982.
15. Singleton, John and M. Luckhurst. Eds. *The Creative Writing Handbook*. Plagrave, Macmillan,

1999.

16. Sova, Dawn, B. *How to write articles for Newspapers and Magazines*. Peterson's, 2002.

Books on Script Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- [The Complete Book of Scriptwriting](#) by [J. Michael Straczynski](#)
- [Successful Scriptwriting](#) by [Jurgen Wolff](#)
- [Successful Scriptwriting](#) by [Kerry Cox](#)
- [Writers on Comics Scriptwriting, Vol.2](#) by [Andrew Kardon](#)
- [Film Scriptwriting, Second Edition: A Practical Manual](#) by [Dwight V Swain](#)
- [Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules](#) by [Ken Dancyger](#)
- [Trip to Quiapo: Scriptwriting Manual](#) Ni [Ricky Lee](#) by [Ricky Lee](#)
- [Alternative Scriptwriting: Writing Beyond the Rules](#) by [Ken Dancyger](#)
- [Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition](#) by [John Morley](#)
- [Global Scriptwriting](#) by [Ken Dancyger](#)
- [Alternative Scriptwriting](#) by [John Greyson](#)
- [Radio Scriptwriting](#) by [Sam Boardman-Jacobs](#)
- [Basics Animation: Scriptwriting \(Basics Animation\)](#) by [Paul Wells](#)
- [The Scriptwriting Pack](#) by [Ross Smith](#)
- [How to Make Money Scriptwriting](#) by [Julian Friedmann](#)
- [Scriptwriting for Effective Telemarketing](#) by [Judy Mckee](#)
- [Alternative Scriptwriting 2nd Edition](#) by [Ken Dancyger](#)
- [Scriptwriting for Animation \(Media Manuals\)](#) by [Stan Hayward](#)
- [Scriptwriting for the Screen](#) by [Charlie Moritz](#)
- [Scriptwriting Updated](#) by [Linda Aronson](#)
- [Screen Adaptation : A Scriptwriting Handbook, 2nd Edition](#) by [Kenneth Portnoy](#)
- [Scriptwriting for the Screen \(Media Skills\)](#) by [Charlie Moritz](#)
- [Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules](#) by [Ken Dancyger](#)
- [The Complete Book of Scriptwriting](#) by [J. Michael Straczynski](#)
- [Complete Book of Scriptwriting Rev Edition](#) by [J. Michael Straczynski](#)
- [Humbridge: an Everyday Story of Scriptwriting Folk](#) by [Anthony Parkin](#)
- [Writers on Comics Scriptwriting Volume 2](#) by [Tom Root](#)
- [Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage](#) by [Ronald Wolfe](#)
- [Gardner's Guide to Animation Scriptwriting : The Writer's Road Map \(Gardner's Guide series\)](#) by [Marilyn Webber](#)
- [Video Scriptwriting : How to Write for the \\$4 Billion Commercial Video Market](#) by [Barry Hampe](#)
- [Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering,Factual Information, First Edition](#) by [John Morley](#).
- [Aristotle in Hollywood: Visual Stories That Work \(Studies in Scriptwriting\)](#) by [Ari Hiltunen](#)
- [An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres](#) by [Robert B. Musburger, PhD](#)
- [The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows](#) by [Donna Matrazzo](#).

- Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production (Bfi Teaching Film and Media Studies) by Mark Readman

Books on Screenplay Writing

(retrieved from http://www.librarything.com/search_works.php?q=Scriptwriting)

Publication details available on website

- Screenplay : The Foundations of Screenwriting by Syd Field
- Writing the Character-Centered Screenplay by Andrew Horton
- Writing Your Screenplay by Lisa Dethridge
- 500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend by Jennifer Lerch
- How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay by Christopher Keane
- Screenplay Workbook: The Writing Before the Writing by Jeremy Robinson
- Screenplay: Writing the Picture by Robin U. Russin
- The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and Television by Cynthia Whitcomb
- Writing the romantic comedy : how to craft a screenplay that will sell by Billy Mernit
- Laughing Out Loud: Writing the Comedy-Centered Screenplay by Andrew Horton
- Writing the Character-Centered Screenplay, Updated and Expanded edition by Andrew Horton
- The Perfect Screenplay: Writing It and Selling It by Katherine Herbert
- Writing the Screenplay: TV and Film, 2/E by Alan A. Armer
- The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley
- The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno
- Writing a Screenplay by John Costello
- The Technique of Screenplay Writing by Eugene Vale
- Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes

Useful Websites: (Retrieved from [http:// education-portal.com/articles/25 Helpful Websites for Creative Writers.html](http://education-portal.com/articles/25%20Helpful%20Websites%20for%20Creative%20Writers.html))

General Writing

Writer's Digest

NoviceWriters.net

Writing Fix

Writer's FM

Writing Prompts

The Story Starter

CreativeWritingPrompts.com

[Fifteen Minutes of Fiction](#)

[Imagination Prompt Generator](#)

[Bonnie's Online Story Spinner](#)

Writing Mechanics

[Grammar Girl](#)

[SparkNotes Searchable Database](#)

[The Owl](#)

[Web English Teacher](#)

[AutoCrit Editing, Wizard](#)

Getting Published

[First Writer](#)

[Agent Query](#)

[Literary Marketplace](#)

[Duotrope's Digest](#)

[Funds for Writers](#)

Additional:

[40 of the Best Websites for Young Writers](#)

[The Ultimate Writers Guide to improving Your Blogging Skills](#)

www.museindia.com

www.languageinindia.com

Suggested Syllabus Revision for SYBMM Sem III

Introduction to Public Relations

Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations.
2. To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
3. To equip students with basic skills to write & develop Press Release & other PR communication.
4. To design a PR campaign.

Topic Outline

Sr. No	Topic	No. of Lectures
1.	a. Definition of Public Relations (PR) A. Nature B. Scope C. Stakeholders b. Evolution of PR. With special focus on India.	06
2.	PR, Propaganda, Public Opinion & Publicity.	02
3.	PR and Marketing PR & Advertising, PR and Branding	06
4.	Objectives, Functions of PR, Skills needed to be a PR Professional.	04
5.	a. In-house PR and PR Consultancy: Advantages & Disadvantages b. Internal and External PR : With focus on Corporate Communications	04
6.	Corporate Image Management	02
7.	PR Tools: I. Media tools a. Press release b. Press conference c. Others II. Non Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others III. Content Development in PR a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media	08

8.	New age PR:Digital PR (To be taught with contemporary cases)	04
9.	PR process with emphasis on developing a PR campaign	04
10.	Crisis communication (With case studies) a. Preparing a crisis plan b. Handling crisis	04
11.	Social responsibility & PR (With case studies)	02
12.	Ethics in PR: Code of conduct(With case studies)	02

References

- Excellence in Public Relations and Communication Management
 - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.
- Crisis Communications: A Casebook Approach
 - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
- Strategic Planning for Public Relations
 - Ronald D. Apr Smith; Lawrence Erlbaum Associates.
- Corporate Public Relations: A New Historical Perspective
 - Marvin N. Olasky; Lawrence Erlbaum Associates.
- Public Relations Writing: Principles in Practice
 - Donald Treadwell, Jill B. Treadwell; Sage Publications.
- Media Writing: Print, Broadcast, and Public Relations
 - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.
- New media and public relations
 - Sandra C. Duhé; Peter Lang.
- Online Public Relations
 - David Phillips, Philip Young; Kogan Page.
- Effective Public Relations
 - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- PR and Media Relations
 - Dr. G.C. Banik; Jaico Publishing House.
- Public Relations techniques that work

- Jim Dunn; Crest Publishing House.
- Principles of Public Relations
 - C.S. Rayudu and K.R. Balan; Himalaya Publishers.
- Public Relations for your business
 - Frank Jefkins; Jaico Publishing House.
- The fall of advertising and the rise of PR
 - Al Ries, Laura Ries; Harper Collins.
- Public Relations : The profession and the practice
 - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.
- A Handbook of Public Relations and Communication
 - Lesly Philip; McGraw Hill Education.
- This is PR – The realities of Public Relations
 - Newsom, Turk, Kruckeberg; Thomas Asia.

Mass Media Research

Objectives:

- **To introduce students to debates in Research approaches and equip them with tools to carry on research**
- **To understand the scope and techniques of media research, their utility and limitations**

SL.No	Particulars	Sessions
1.	Relevance, Scope of Mass Media Research and Role of research in the media	3
2.	Steps involved in the Research Process	3
3.	Qualitative and Quantitative Research	3
4.	Discovery of research problem, identifying dependent and independent variables, developing hypothesis.	6

5.	Concept, types and uses of Research Designs: a. Exploratory b. Descriptive and c. Causal.	3
6.	Data – Collection Methodology : a. Primary Data – Collection Methods i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations b. Secondary Data Collection Methods c. Literature review	6
7.	Designing Questionnaire and measurement techniques: a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales	6
8.	Sampling process	6
9.	Data Tabulation and Research report format	3
10.	Application of research in mass media	3
11.	Introduction to Semiology a. The semiotic approach to the construction of meaning b. Barthes Primary level and secondary level signification. c. Semiotic analysis	6
12.	Content Analysis: a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis	6

Reference Books:

1. Kothari; Research Methodology; Wiley Eastern Ltd.
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
4. Gunter, Brrie; Media Research Methods; (2000); Sage
5. Wimmer and Dominick; Mass Media Research
6. De Fleur; Milestones in Mass Communication Research

Syllabus revision Committee:

1. Dr M HanifLakdawala (Convenor)
2. Prof Anita Mandrekar
3. Prof Shikha Dutta

munotes.in

BMM (SEMESTER - IV)

INTRODUCTION TO JOURNALISM

Objectives:

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

1. Changing face of journalism from Guttenberg to new media4
 2. Journalism in India:
 - Earliest publications
 - The rise of nationalist press
 - Post 1947
 - The emergency 1975
 - Post Emergency
 - Post liberalization of the economy boom in magazines niche journalism6
- How technology advancement has helped media?
3. New media with special reference to rise the Citizen Journalism 4
 4. Definition of News; Hard News / Soft News and blend of the two.....4
 5. The news process from the event to the reader.....2
 6. Criteria for news worthiness2
 7. News Reports; Features; Editorials2
 8. Components of a news story
 - Finding a new angle
 - Writing a lead

• Types of Lead	
• Inverted pyramid format	8
9. Role of Journalism with special emphasis on its role to educate	
• Interpretation	
• Transmission of values	
• Development	
• Entertainment	2
10. Principles of Journalism	
• Objectivity	
• Accuracy	
• Without fear or favour	
• Balance	2
11. Basic difference in writing for the print, television and online journalism	2+2
12. Jobs in journalism.....	2
13. Latest trends and issues in journalism.....	2
14. Short notes on	
Press council of media students	2
Audit bureau of circulation.....	2

Suggested readings

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

SEMESTER IV

Subject :Print Production And Photography

Paper: III

Objectives: To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.

Photography

Basic Photography:

1. History of Photography
2. Loading the film and shooting
3. Operation of a film camera
4. Care and maintenance of camera equipment

Basic Principles:

1. Properties of light, reflection, transmission, refraction, Different type of light sources and their sources and properties, controlling light, Types of light, forms of light.
2. Types of Cameras, virtual image formation, Lens (various types of lenses) – Wide Angle, Tele, Normal, Zoom)
3. Photosensitive material, Celluloid, Film & ISO, Types of film, Colour film – C41 process.

Exposure:

1. Mechanism of aperture, shutter, ISO.
2. Correct exposure.

Concepts of composition

Digital Capture

Various types of Digital Capture and Image.

Total sessions: 35 of 50 minutes each.

Print Production

Major landmarks in history and development of ‘print technology’

Basic print: processes, contact, projection, composition, inprinter, special effect printer.

Print machines and image carriers

+ Letterpress, offset, silkscreen, digital print

DTP

Future trends in print technology

Awareness of Photo-editing softwares (Possibilities and Limitations)

Softwares:

Adobe Photoshop, Adobe Lightroom, Colour Correction, Processing, High Dynamic Range, Illustrator.

Internal Assessment :Group Project / Individual project / Book review, Class test, Casetsudy, Presentation, Powerpoint, Audio-Visual presentation, Oral presentation

Total sessions: 13 of 50 minutes each.

References:

1. Mitchell Beazley – The Art of Colour Photography – Octopus Publishing Group Ltd.
2. John Hedgecoe – John Hedgecoe’s Creative Photography – Collins and Brown
3. M. Beazley- John Hedgecoe’s Workbook of Darkroom Techniques – Red International Books Ltd.
4. Steve Bavister – Digital Photography – Collin’s & Brown Ltd 2000
5. John Hedgecoe – John Hedgecoe’s Basic Photography – Collins and Brown

ORGANISATIONAL BEHAVIOUR.

OBJECTIVES.

- To impart knowledge of the basic concepts and facets of organisational behaviour.
- To highlight the role of psychological factors & process at work.
- To foster management skills among students.

1. **Nature of Organisational behaviour.** (4)

- Definition of Organisation & Types.
- Concept of OB & its scope.
- Models of Organisational Behaviour.

2. **Organisational structure & its Environment.** (6)

- Organisation and its environment.
- Formal Organisation: Design & Structure.
- Divisions of work and task interdependence.

3. **Organisation Culture.** (6)

- Sources of Organisational Culture.
- Types of Organisational Culture.
- Manifestation & Managing Organisational Culture.
- Work force diversity - Gender , Ethnic & Community issues & personality factors.

4. Motivation. (8)

- Theories of Motivation – Need & Process Theory.
- Application of Motivation Theories.

5. Group Dynamics in Organisation. (6)

- Concepts of group & types of group.
- Group norms & Group cohesion.
- Concept of team work.

6. Decision making. (6)

- Decision making – definition & process.
- Group Think, risky shift & Polarisation.
- Techniques for improving decision making- MIS (Management Information System).

7. Leadership. (6)

- Importance & Characteristics of control.
- Qualities of an effective Leader.
- Leadership Style & effective Communication.

8. Dynamics of stress. (6)

- Concept.
- Causes & effect.
- Coping Strategies.

REFERENCE BOOKS.

1. Newstorm, J.W & Davis, K.(2002) Organisational Behaviour, Human Behaviour at Work (11th Edition)., Tata McGraw Hills.
2. Khanka, S.S.(2006)Organisational Behaviour-Text & Cases (5th Edition) S.Chand& Co Ltd.
3. Robbins, S.P.(2012) Organisational Behaviour (15th Edition) Prentice Hall International, Inc.
4. Luthans& Fred (2010) Organisational Behaviour (12th edition) McGraw Hills.

TV Radio-SYBMM Syllabus

Semester IV

Objectives

To acquaint students with the working of two powerful media ie radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

I. Introduction	No. of lectures
- A Short History of Radio & TV in India	6
- All India Radio	
- Doordarshan	
- Prasar Bharti main points	
- Convergence trends	
 II. Introduction to Sound for both TV & Radio	
- Types of Sound: Natural, Ambient, Recorded	10
- The Studio Setup	
- The Sound Equipment: Mixer, Control Panel	
- Tape Recording	
- Digital Recording	
- Outdoor Recording	
- Types of Microphones	
- The Editing suite	
..	

III. Introduction to Visuals

- The Power & Influence of Visuals 6
- The Video-camera: types of shots, camera positions, shot sequences, shot length
- Lighting: The importance of lighting
- Television setup: The TV studio, difference between Studio & on-location shoots

IV. Introduction to Radio Formats 4

Broad guidelines -classifications

- News
- Documentary
- Feature
- Talk Show
- Music shows
- Radio Drama
- Sports broadcasting

V. Introduction to Television Programming 4

Broad guidelines and classification

- News
- Documentary
- Feature
- Talk Shows
- TV serials & soaps

- Sports
- Reality
- Animation

VI. Different Roles

6

- Community Radio-role and importance
- Contribution of All India Radio
- The Satellite and Direct to Home challenge

VII. Other Requirements

6

- Story board
- On-line editing
- Educational TV with reference to Jamia-milia, etc. virtual classrooms

VIII. Broadcast Production

6

- Pre- Production
- Production
- Post- Production

Suggested case studies: BBC Radio

Suggested assignments: Short documentary films

S.Y.B.M.M.**SEM- IV****Teaching Learning Objectives**

1. To introduce Students to the basic steps in advertising
2. To help students understand the creations of an ad campaign
3. To understand the structure of an Ad Agency

Introduction to Advertising Proposed Changes**NO. of Lectures**

- | | |
|--|------|
| <ol style="list-style-type: none"> 1. A brief history of Advertising and the current status of Advertising
The basic characteristics of Advertising
The limitations of advertising
Effects of Advertising on the Economy, on Society
The Ethical Issues in Advertising
The criticism of advertising | (8) |
| <ol style="list-style-type: none"> 2. The Advertising Agency
Structure of an Ad Agency
The role of an Ad Agency
The various departments of an Ad Agency, Account Planning, Research, Art Dept. (Elements of copy writing and Visualisation-layout) Media Dept. and Production Dept.
The functions of each department (in brief) | (10) |
| <ol style="list-style-type: none"> 3. The role of Advertising in the Marketing Mix
(10)
The communication Process
The steps involved in creating an Advertising Strategy
(The Marketing Brief, Pre-Campaign Research, Copy Brief and Media Brief)
Post Campaign Research | |
| <ol style="list-style-type: none"> 4. Concepts IMC – Dagmar – USP – AIDA
(6) | |
| <ol style="list-style-type: none"> 5. The need for Research
(10)
Copy research, pretesting, post testing, concept testing
Product research, Media research | |
| <ol style="list-style-type: none"> 6. The Advertising Budget
(4) | |

How the Agency earns its income

The relationship between the Client – Agency-Media-Consumers

Profect Individual Projects. Students should be given a product or service and asked to Develop the advertising strategy for the same

- Introduction to Advertising – Amita Shankar
- Contemporary Advertising – Loudon & Britta
- Advertising – Pearson Education