Nagindas Khandwala College



Revised Syllabus
And
Question Paper Pattern
Of Course
Of
Bachelor of Mass Media (BMM) Programme

(Department Of Mass Media) First Year Semester I

Under Autonomy

(To be implemented from Academic Year- 2017-2018)

Bachelor of Mass Media (BMM) Programme

Under Choice Based Credit, Grading and Semester System
Course Structure

FYBMM

(To be implemented from Academic Year- 2017-2018)

FYBMM – SEMESTER I							
Course Code	Hrs. of Course Instruction		Exam Duration	CIE	see	Marks Total	Credits
	/Week	/Week	(Hours)				
1611UMMMC	Core: Mass Communication	3	2 1/2 Hours	25	75	100	3
1612UMMEC	Core: Effective Communication Skills 1	3	2 ^{1/2} Hours	25	75	100	3
1613UMMHS	Core: Landmark Events in 20 th Century World, India and Maharashtra	3	2 ^{1/2} Hours	25	75	100	3
1614UMMIE	Core: Introduction to Economics	3	2 ^{1/2} Hours	25	75	100	3
1615UMMIS	Core: Introduction to Sociology	3	2 ^{1/2} Hours	25	75	100	3
1616UMMIC	DCE Allied: Introduction to Computers	3	2 ^{1/2} Hours	25	75	100	3
	TOTAL	21					18

Course Code :	Course	Hrs. of Exam Instruction Duration		Maximum Marks			Credits
	/ week	/ week	(Hours)	CIE	SEE	Total	
1611UMMMC	Mass Communication	3	2 ½ hrs	25	75	100	3

6 1								
Sr. No.	Modules / Units							
1	Mass Communication							
	Meaning and need for Mass Communication							
	Forms of Communication: Intra Personal Communication, Interpersonal Communication,							
	 Group Communication, Public Communication, Mass Communication: Electronic, Satellite, 							
	Interactive, Digital Communication etc.							
	Elements and process of communication							
	 Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model. 							
	Defleur's Model of the Taste-differentiated Audience Model, Hub Model							
	Functions of Mass Communication							
	Barriers of Mass Communication							
2	Impact of Mass Media							
	Introduction to Mass Media.							
	 Content and Nature of Mass Media, Impact & Description Mass Media – The Indian Context: reach, access and nature of audience. 							
	Differentiate between Mass Communication & Differentiate betwee							
	Means & Tools of Mass Communication:							

	1. Traditional & Delta Media: Types, importance of traditional media
	1. Traditional Gamp, Folk Wedia. Types, importance of traditional media
	2. Print: Books, Newspapers, Magazines
	3. Broadcast: Television, Radio
	4. Films
	5. Internet
	6. Advertising, Public Relations
	7. Other outdoor media
3	Mass Communicators
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)
	the form of case study from the above areasy
4	The New Mass Media
	 Media Convergence: conceptual framework, technological dimension, economic dimension, Socio-cultural dimension and its implications to 'Mass Communication'. Developments in the Economy, Society, and Culture and its impact on current communication media. Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity." Impact of social media on Mass Communication
5	Impact of Mass Media on Society
	 Education Children Women Culture Youth Development

Reference Books

Mass Communication

- 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
- Towards a Sociology of Mass Communication: Denis Mcquail
- Perspective Human Communication: Aubrey B Fisher.
- Communication Technology & Development: I P Tiwari
- The Process of Communication: David K Berlo
- Cinema & Television: Jacques Hermabon & Kumar Shahan
- Mass Media Today: Subir Ghosh
- You & Media: Mass Communication & Society: David Clark
- Mass Culture, Language & arts in India: Mahadev L Apte
- The Communication Revolution: Narayana Menon
- Communication Facts & Ideas in Business: L. Brown (Prentice Hall)
- Introduction to Communication Studies: John Fiske
- India's Communication Revolution: ArvindSinghal and Everett Rogers
- Many Voices One World: Report of the McBride Commission
- Here's the News: Paul de Maesener
- The Myth of Mass Culture: Alan Swing wood
- Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai)
- Communication-concepts & Process: Joseph A Devito 26.Lectures on Mass Communication: S Ganesh.

Course Code:	Course	Hrs. of Instruction	Exam Duration	Max	Credits		
	/ week	/ week	(Hours)	CIE	SEE	Total	
1612UMMEC	Effective Communication Skills 1	3	2 ½ hrs	25	75	100	3

Modules / Units
The concept of communication
Process and Barriers
Reading (English, Marathi or Hindi)
Types of reading (skimming and scanning) Types of reading (skimming and scanning)
Types of reading (same with examples Newspaper / Magazine
article, TV, feature and documentary, radio bulletins, advertising
copy, press release in English, Hindi and Marathi)
Recognizing aspects of language particularly in media
Vocabulary 100 media words
Grammatical structure – spelling, structure of sentences, Active /
Passive voice, tenses.
r ussive voice, tenses.
Writing (English, Marathi or Hindi)
 Letter Writing – Application Letter, Resume, Personnel
Correspondence, Informal, Paragraph writing
Introduction to feature and script writing
Oral Communication
Presentation, anchoring, viva voce, interview, public speaking, skits/ plays,
panel discussions, voice over, elocution, debates and group discussion
Thinking and Listening Skills
Thinking and Listening Skills Types of thinking (rational and logical)
Types of thinking (rational and logical)

	Egocentricity
	• Prejudices
	Adversary Thinking
	• Extremes
	Types of listening, Barriers to listening
6	Introduction of Translation & Views of Translation
	Concept and importance of translation, External view of translation — Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.
	Internal view of translation –
	1. Translator as a learner,
	 Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context, Relevance, Multiple Encoding.
	3. The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/Structural Environment, Independence/Dependence/Interdependence, Relationship/Content Driven.
7	Processing in Translation
	 Input and Processing: Input – Visual, Auditory and Kinetic; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).
	 The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.
8	Interviews/Press Conference:
	Types of Media Interview : Accident or Incident, General, Talk Show, Ambush, Remote, Edited
	 Internal Assessments – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/Presentation and Reading & Dral components be included.

Reference Books

Effective Communication Skills 1

- Business Communication Rhoda A.Doctor and AspiH.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

		Hrs. of	Exam	Ma	ximum M	Iarks	
Course Code	Course	Instruction /Week	Duration (Hours)	CIE	SEE	Total	Credits
1613UMMHS	Land mark events of 20 th century World, India & Maharashtra	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	THE World Wars and role of media
	 Causes and the result of the warsBrief outline Allied and Fascist/Nazi /Japanese use of media in war propagandaPosters /Radio broadcasts and commercials Case studies: Holocaust; Japanese War crimes-medical experiments-The bombing of Nagasaki and Hiroshima
2	Birth of cold war-Impact
	 Meaning of Cold War and Causes for a bipolar world-Economic (Marshal and Molotov plans) Military alliances-NATO and Warsaw. Case study-Impact of cold war in American election campaigns. Theatres of Cold war-Korea OR Vietnam. Brinkmanship in Cuba. The rise of Taliban in Afghanistan-American role. Factors that ended Cold War-collapse of Soviet Union-Peristroika and Glasnost. The formation of CIS. Case study: Collapse of Berlin Wall
3	UNO Formation
	 Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee problem-Role of photo journalists.) Formation of Israel-Zionist Movement/Aliyabet.
4	Red star over China-reign of Mao-tse- tung-The Great Leap, The Hundred Flowers Movement. The Cultural Revolution
	 Pol Pot- Cambodia Killing fields-human rights violation. Case studies: Iran Iraq war; End of Saddam Hussein
5	Nelson Mandela's contribution to removal of Apartheid.

6	Pro democratic Movements.
	 People's Movement in China-Tianaman Square. The Tank Man and The role of media in bringing world attention. Arab Spring -Causes for rise. Impact. The role of social media
7	India-Challenges and opportunities
	 Partition of India: Refugee problem; Sino Indian War 1962-The Henderson Report. Indo-Pak Wars 1965, (Causes and results) 1971-Formation of Bangladesh India & Movement Cross Border terrorism-Case studies-Kargil war /Parliament attack, 2001 /Attack on Mumbai 26/11/Pathankot and Uri attacks. Media coverage of Kargil, Mumbai attack and Pathankot.
8	Maharashtra" Formation of State 1960.The role of media
	Game changers in the State::VinobaBhave- Bhudan Movement, Maharshi D. K. Karve Women's University, Baba Amte, Anna Hazare's fight for good governance.

Reference Books (Suggested Readings)

History

- Arvind Ganachari-Nationalism and social reform in a colonial situation-Lalpaze
- Publications, new delhi, 2001
- AsimaSahu-Women's Liberation and Human Rights-Pointer Publishers, Jaipur, 2000
- Bambri C.P –Indian politics since Independence, Shirpa Publications
- BipinChandra, Mridula Mukherjee, Aditya Mukherjee-India since Independence, Revised and updated. Penguin Books, New Delhi, 2000
- Bipin Chandra-India's struggle for Independence, Penguin Books, 2001-
- ChiranjeeviNirmal-Human Rights in India-historical, social and Political Persptives, OxfordUniversityPress, New Delhi. 1997
- Norman Lowe-Mastering Modern world History,4 th edition, Norman Lowe, Palgrave Macmillan
- Palmer and Perkins,-International Relations-Revised Indian Edition,A.I.T.B.S Publishers,NewDelhi,2002.
- Pavitran,K.S- Non Alignment:Unipolar world and beyond,BCC,New Delhi,2007
- Pyleem.v-India's Constitution,vikas Publication
- Saxena K.P-Reforming UN:The challenge and relevance-Sage Publications, New Delhi, 1993
- Shashi MotilalandBijyayalakshmi-Human Rights, Gender and Environment-Allied Publihers, New Delhi, 2006
- Sirsikar V.M-Politics of Modern Maharashtra-Orient Longman,1994

		Hrs. of	Exam	Max	imum M		
Course Code	Course	Instruction /Week	Duration (Hours)	CIE	SEE	Total	Credits
1614UMMIE	Introduction to Economics	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
	Micro Economics
1	Nature and Scope of micro economics
	 Meaning, nature, scope, significance and limitations. Positive and normative economics with the help of examples from problems in media industry. Basic concepts in economics- scarcity and welfare.
2	Consumer Behaviour and demand analysis
	 Marshal's Approach and equi-Marginal utility with the help of media related examples. Law of Demand- Determinants of Demand, Elasticity of demand and its types – Price, Income, Cross and promotional. Sales Promotion and Advertisement expenditure in media as a special example of promotional elasticity of demand.
3	Production Function
	 Short run and long run, Economies and Diseconomies of scale, Scope and International Economies with the help of examples from Print and visual media.
4	Cost Concept
	 Total, Fixed, Variable, Marginal, Average, Opportunity, Social and Private, Explicit and Implicit Costs. Numericals for calculation of Total, Average and Marginal Costs. Revenue and Break Even Analysis.
5	Market Structure
	Features of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly with the help of examples from Radio, TV and Film industry.

	Macro Economics
1	Meaning and Scope of macro economics
	 National Income concepts – GNP, GDP,NNP, NDP, Per capita Income. Circular flow of income, Trade Cycle- Features and Phases with the help of examples from growth of media industry.
2	Money and Inflation
	 Meaning and functions of money, Money Supply Constituents, Velocity of circulation of money, RBIs approach to money supply, Demand for money, Inflation – meaning, causes, effects and measures to control inflation. Commercial Banks, Central Bank and Monetary Policy.
3	Brief understanding of Government
	 Fiscal policy – sources of public revenue, areas of public expenditure- Union Budget – Social Expenditure, Millennium Development goals.
4	Overview of Indian Economy
	 Structure (Growth of media and entertainment as a service industry) and macro economic scenario- salient features – challenges and economic issues-poverty and unemployment-infrastructure- population-India's position in world economy-share in world GDP, trade and capital flows
5	Introduction to external sector
	 Balance of payments, Exchange rate, Trade policy-free trade and protectionism – FDI (With special reference to FDI in Indian media and entertainment industry)-FII (with special reference to investment opportunities in Indian media industry)- World Institutions-IMF, World Bank and WTO (with special reference to media related intellectual property rights) - India in a globalized world.

Reference Books (Suggested Readings)

History

- Vipul Publications Business Economics 1 Saeaswathy Swaminathan
- Manan Prakashan Business Economics 1 Johnson, Mascarehnas, Chatterjee

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks CIE SEE Total			Credits
1615UMMIS	Introduction to	3	2 ½ hrs	25	75	100	3
	Sociology						

Sr. No.	Modules / Units
1	Introduction to sociology
	 Definition and features Sociological imagination Sociological perspectives - Functionalist, Conflict, Symbolic Interaction and Feminist perspective. Sociological Thought Emile Durkheim- Social facts, Division of Labour, Durkheim Theory and Typology of Suicide Karl Marx – Historical Materialism, Theory of social change and class struggle, Alienation Max Weber – Weber's Theory of Bureaucracy, Weber's theory of Social Action, Weber's theory of Authority (Traditional, Regional, Charismatic)
2	Society and Social Interaction
	 Definition of society, features, Types of Society- Rural and Urban, civil society Social Interaction: Definition, Need for social interaction, Forms of social interaction: Co-operation, Competition, Conflict, Assimilation, Accommodation, integration
3	Social Institution
	 Definition Need for social institutions Types: Family, Marriage, education, religion, economy, polity, and media

4	Contemporary and legal issues - marriage, family, education Media with				
	reference to sociology of news				
	Definition of news				
	•Types of news				
	News values				
	Sociological significance of news				
5	Culture and Media				
	Culture: meaning, elements, types, features				
	Concepts related to culture (popular culture, sub-culture, ethnocentrism,				
	acculturation, cultural relativism, culture shock, cultural lag)				
	Discussion of Core Indian values				
	Establish the link between culture and media				
	Globalization and culture				
6	Social stratification				
	• Definition				
	•Segments: caste, class, gender, and age, religion and regional				
	 Contemporary and legal issues of caste reservation, gender identity, 				
	religion and regional				
7	Socialization				
	•Meaning				
	•Need				
-	Agencies of socialization with particular reference to Media				
8	Social group and Social Control				
	•Social Group - Meaning, need and importance, Types (primary, secondary,				
	formal, informal, in-group and out-group, Reference group)				
	Social control-Meaning, Functions, Formal and informal means of control				
-	over media.				
9	Social change and social movements				
	Social change - meaning, factors of social change, role of Social media in				
	news, impact of social change with special reference to media and				
	communication				

10	Social movements - Definition, features, types of social movement, elements, stages of social movement, some examples. Social Problems in India
	 Poverty Unemployment and Youth Unrest Population Explosion Urbanisation and Migration Crime against women Child abuse and child labour Drug Addiction, Alcoholism

Reference Books

Introduction to Sociology

- Sociology -C. N. Shankar Rao- S. Chand
- Principles of Sociology R.N. Sharma Media Promoters & Publishers Pvt. Ltd
- Sociology- Anthony Giddens -Wiley India Edition
- Culture Change in India: Identity and Globalisation -Yogesh Sharma Rawat Publications
- Family, Kinship and marriage in India Edited by Patricia Oberoi Oxford India Papers
- Caste in Modern India and other Essays M.N.Srinivas Media Promoters & Publishers Pvt. Ltd
- Modernisation of Indian Tradition Yogendra Singh Rawat Publications
- Perspective on Stratification Social K.L. Sharma Rawat Publications
- Issues In Women's Development Anjali Kurane Rawat Publications
- Indian Society and Culture Vinita Pandey Rawat Publications
- Indian Social System Ram Ahuja Rawat Publications
- Sociology John.J. Macionis Pearson Education
- Contemporary Sociological theory Ruth. A. Wallace Pearson Education
- Society In India Ram Ahuja Rawat publications
- Social Issues of India Smarak Swain, IRS New Vishal Publication
- Media, Gender, and Popular Culture in India Tracking Change and Continuity-SanjuktaDasgupta, Dipankar Sinha, Sudeshna Chakravarti - Sage Publication
- Journalism in the Age of Social Media J Alejandro Reuters Institute
- Social Problems in India Ram Ahuja Rawat Publication

	Course	Hrs. of	Exam	Max	ximum M	larks	Credits
Course Code		Instruction /Week	Duration (Hours)	CIE SEE	SEE	Total	
1616UMMIC	Introduction to Computers	3	2 ^{1/2} Hours	25	75	100	3

Sr.No.	Modules / Units
1	Computer Basics
	 Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker. Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer? Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc. Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.
2	Networking Basics
	 Introduction to networks, Types of networks (peer to peer, client server, LAN,WAN, VPN, etc.), Intranet and Internet. Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, transfer of footage through OB Vans.
3	Introduction to Internet
	 Domain names, webservers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals). Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges—copyright issues, technology issues, political issues, social issues; economic issues – ethical issues Importance of internet in media, effect of internet on journalism, Newsroom and the internet, internet and research, journalists and the internet.
4	Text and Documents Editing and Presentation Microsoft Word
	 Creating, Typing, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Editing documents) Page Breaks, Headers & Editing documents

	 Language Tools (spelling, grammar thesaurus) Inserting images, cut, copy, paste, Creating Tables Mail merge, Use of keyboard shortcuts.
5	Microsoft Excel
	 Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet Entering data, Formulae, functions, Editing sheets, Formatting. Finding, replacing and filling data. Use of Keyboard shortcuts.
6	Power Point
	 Introduction to presentations, create, modify and save the slide master. Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, smart arts, pictures, organization charts, etc. Inserting images, videos and sounds, Animation (preset amp; custom) Setting up slide show, timings on clicks, hyperlinks, etc. Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts
7	Photoshop
	 Introduction to graphics, difference between vector and bitmap images, CMYK and RGB Image size, canvas size, Resolution and DPI. Learning tools (most of the tools in the toolbox). Different graphic formats (PSD, JPG, GIF, etc.). Touching up photographs, by Adjustment, Filters, Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films.
8	Page Layout (In Design)
	 Introduction to different, Tools, menus, Inserting a photograph / graphics for print, Creating blurbs, Using drop caps, etc, Creative page layouts in different media (flyers, brochures, books, newspapers, etc.), Basics of newspaper layout, folds, importance of placement of news above and below the fold, preparing a dummy newspaper.
9	Introduction to Corel Draw
	 Corel Draw Terminology and Concepts Drawing Ellipses, Circles, Arcs, and Pie Shapes Drawing Lines in CorelDraw Drawing Rectangles, Squares, Polygons and Stars Cloning objects, applying colour and tone effects

<u>Distribution of Marks for Continuous Internal</u> <u>Examination (CIE)</u>

Evaluation Process	Marks
Class test (20 marks converted to 10 marks)	10
Project, Presentation, Assignment (10 marks)	10
Active Class Participation and Attendance	05
Total	25

Internal Question Paper Pattern

Q.No.1	State True or False/ Fill in the Blanks / Match the Column	5 Marks
Q.No.2	Answer in one sentence 5x1	5 Marks
Q.No.3	Answer any two out of given three.	10marks
	a)	
	b)	
	c)	

Paper Patten for Semester End Exams.

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question OR	15 Marks
Q2. B	 Full Length Question 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. There will be an Internal Choice. 	15 Marks
Q3. A	Full Length Question OR	15 Marks
Q3. B	Full Length Question 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. There will be an Internal Choice.	15 Marks
Q4. A	Full Length Question OR	15 Marks
Q4. B	 Full Length Question 15 marks questions can be split to 8/7 or 10/5 or 5/5/5 marks each. There will be an Internal Choice. 	15 Marks
Q5	Short Note (Any 3 out of 5)	15 Marks

Note:

1. The question can be asked from any part of the syllabus however the teacher is expected to cover the whole syllabus.