

# **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 II***

**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 II							
Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1621UMMEC	Core: Effective Communication skills-II	3	2 <sup>1/2</sup> Hours	25	75	100	3
1622UMMPC	Core: Political concepts and Indian political system	3	2 <sup>1/2</sup> Hours	25	75	100	3
1623UMMIL	Core : Introduction to Literature	3	2 <sup>1/2</sup> Hours	25	75	100	3
1624UMMPMK	Core: Principles of Marketing	3	2 <sup>1/2</sup> Hours	25	75	100	3
1625UMMPSY	Core: Media Psychology	3	2 <sup>1/2</sup> Hours	25	75	100	3
1626UMMPMG	DCE Allied: Principles of Management	3	2 <sup>1/2</sup> Hours	25	75	100	3
	<b>TOTAL</b>	<b>21</b>					<b>18</b>

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1621UMMEC	Effective Communication Skills - II	3	2 1/2 Hours	25	75	100	3

Sr.No.	Modules / Units
1	<b>Editing</b>
	<ul style="list-style-type: none"> <li>(English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.</li> </ul>
2	<b>Summarization</b>
	<ul style="list-style-type: none"> <li>(English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content.</li> </ul>
3	<b>Interpretation of technical data</b>
	<ul style="list-style-type: none"> <li>Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.</li> </ul>
4	<b>Letter writing</b>
	<ul style="list-style-type: none"> <li>(English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.</li> </ul>
5	<b>Copywriting</b>
	<ul style="list-style-type: none"> <li>(English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)</li> </ul>
6	<b>Report writing</b>
	<ul style="list-style-type: none"> <li>➤ (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report – hard news and soft news)</li> </ul>

<b>7</b>	<b>Types of translation and Practical Exercises:</b>
	<ul style="list-style-type: none"> <li>➤ Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.</li> </ul>

<b>Reference Books</b>	
<b>Effective Communication Skills – II</b>	
<ul style="list-style-type: none"> <li>• <i>Business Communication - Rhoda A.Doctor and AspiH.Doctor</i></li> <li>• <i>Communication Skills in English – Aspi Doctor</i></li> <li>• <i>Teaching Thinking - Edward De Bono</i></li> <li>• <i>De Bono’s Thinking Course – Edward De Bono</i></li> <li>• <i>Serious Creativity – Edward De Bono</i></li> <li>• <i>The Mind Map Book – Buzan Tony</i></li> <li>• <i>Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson</i></li> <li>• <i>A Textbook of Translation - by Peter Newmark, Newmark</i></li> </ul>	

Course Code	Course	Hrs. of Instruction /Week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1622UMMPC	Political Concepts and the Indian Political System	3	2 1/2 Hours	25	75	100	3

Sr. No.	Modules / Units
1	<b>Concepts</b>
	<ul style="list-style-type: none"> <li>• Definition and Elements of State and factors building a Nation</li> <li>• Democracy: Principles. Factors needed to ensure success of democracy. Challenges .To be explained with suitable case studies.</li> <li>• Non-Democratic forms of government: Characteristics</li> </ul>
2	<b>Indian Constitution</b>
	<ul style="list-style-type: none"> <li>• Features of the Constitution</li> <li>• Preamble and Philosophy of the Constitution</li> <li>• Fundamental Rights and reasonable restrictions. Case studies of both-implementation and violations to be discussed under each head.</li> <li>• Fundamental Duties</li> <li>• Directive Principles of State Policy. Differences between Fundamental Rights and Directive Principles.</li> </ul>
3	<b>Political Dynamics (India)</b>
	<ul style="list-style-type: none"> <li>• Major National and Regional Parties-The founding principles, leaders and objectives .The current manifesto.</li> <li>• Caste and Reservation –Case studies-The demand of the Jats and the Patil communities.</li> <li>• Role of Religion in Indian Politics.</li> <li>• Local Self Government.</li> <li>• Electoral System and Reforms</li> <li>• Coalition governments-Meaning, advantages and disadvantages.</li> </ul> <p>Case study- A comparative study of the working of UPA and NDA as coalitions</p>

<b>4</b>	<b>Political Dynamics (Maharashtra)</b>
	<ul style="list-style-type: none"> <li>● Regional Imbalance-the Vidharbha Movement.</li> <li>● Dominant Caste-The demands of the Maratha community.</li> <li>● The Dalit movement in Maharashtra and its present status</li> </ul>
<b>5</b>	<b>Politics and Media</b>
	<ul style="list-style-type: none"> <li>● Media and formation of Public opinion. Paid news.</li> <li>● Political Campaigning and advertising in new media.-Case studies-Madison world, O&amp;M, Dentsu—Their roles in the election campaign of 2013.</li> </ul>

<b>Reference Books</b>	
<b>Political Concepts and the Indian Political System</b>	
	<ul style="list-style-type: none"> <li>● <i>Oxford Concise Dictionary of Politics</i>, Iain Mclean / Alistair McMillan, Oxford University Press</li> <li>● <i>Politics</i>, 2nd Edition, Andrew Heywood, Ane Books.</li> <li>● <i>Dictionary of Politics</i>, D. Robertson, Penguin Books India.</li> <li>● <i>An Introduction to Political Theory</i>, Gauba, O. P., Macmillan</li> <li>● <i>Political ideas and concepts : An introduction</i>, Heywood Andrew, Macmillan, Houndmills</li> <li>● <i>Political ideologies : An introduction</i>, Heywood Andrew, Macmillan, Houndmills</li> <li>● <i>Oxford Companion to Politics of the World</i>, Krieger Joel Joseph William A Kahler Miles Nzongola – Ntalaja Georges Stallings Barbara B. Weir Margaret, OxfordUniversity Press New York.</li> <li>● <i>Political Theory</i>, Das Hari Hara and Chaudhari B. C., National Publishing House.</li> <li>● <i>Introduction to the Indian Constitution</i>, BasuD.D., Wadhwa Publications.</li> <li>● <i>An Introduction to the Constitution of India</i>, Pylee M V, Vikas Publishing House.</li> <li>● <i>Introduction to the Constitution of India</i>, Sharma, Brij Kishore, Prentice-Hall of India.</li> <li>● <i>Our Constitution</i> KashyapSubhash, National Book Trust.</li> <li>● <i>Indian Policy for Preliminary Examination</i>, Lakshmikant, Tata McGraw Hill.</li> <li>● <i>Indian Government and Politics</i>, Narang A.S., Gitanjali Publishing House, New Delhi.</li> <li>● <i>Introduction to Media and Politics</i>, Sarah Oates, Sage publishers.</li> <li>● <i>Principles of Modern Political Science</i>, J.C. Johari, Sterling publishers.</li> <li>● <i>Democracy in India</i>, JayalNiraja Gopal, Oxford University Press.</li> </ul>

Course Code :	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1623UMMIL	Introduction to Literature	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	<b>Introduction to Literature</b>
	<ul style="list-style-type: none"> <li>➤ Concept of Literature.</li> <li>➤ Forms of literature-               <ol style="list-style-type: none"> <li>1. Poetry &amp; its types</li> <li>2. Prose- Fiction-Types of Fiction</li> <li>3. Drama- Elements of drama                   <ol style="list-style-type: none"> <li>(a) Plot</li> <li>(b) Characters- Types of characters</li> <li>(c) Setting</li> <li>(d) Script</li> </ol> </li> </ol> </li> <li>• History of English Literature               <ol style="list-style-type: none"> <li>(a) Pre-Romantic and Romantic</li> <li>(b) Victorian</li> <li>(c) Modern and Post-modern</li> <li>(d) Post Colonial and Feminist</li> </ol> </li> </ul>
2	<b>Poetry from Elizabethan age to Romantic Revival</b>
	<ul style="list-style-type: none"> <li>• John Donne: The Good Morrow and William Blake: The Tyger and the Lamb</li> <li>• William Wordsworth: Tintern Abbey / Solitary Reaper</li> <li>• ST Coleridge: Kubla Khan, John Keats: Ode to Nightingale and Autumn</li> <li>• Shakespeare's Sonnets – Any 1</li> <li>• John Milton</li> <li>• Alexander Pope</li> <li>• Poetry from Twentieth Century               <ol style="list-style-type: none"> <li>(a) TS Eliot / W B Yeats: The Love Song of J. Alfred Prufrock</li> <li>(b) Indian Poets</li> </ol> </li> </ul>
3	<b>Short Stories (One short story of each writer)</b>
	<ul style="list-style-type: none"> <li>• SHORT STORIES:               <ol style="list-style-type: none"> <li>1. Anita Desai</li> <li>2. Ruskin Bond</li> <li>3. Anton Chekhov</li> <li>4. Munshi Premchand</li> </ol> </li> </ul>
4	<b>Novel (Any 2 Authors for Exams. Remaining for Assignments)</b>
	<ul style="list-style-type: none"> <li>• Jane Austin: Pride and Prejudice</li> </ul>

	<ul style="list-style-type: none"> <li>• RK Narayan: Guide / Bachelors of Arts</li> <li>• Anita Desai: Voices in the City</li> <li>• Amitav Ghosh: The Shadow Lines</li> <li>• Rabindranath Tagore: The Home and the world</li> <li>• Upamanu Chatterjee</li> <li>• Mark Twain</li> <li>• Margaret Atwood: Surfacing</li> <li>• Salman Rushdie: Midnight's Children</li> <li>• Ernest Hemingway: Old Man of the Sea, Farewell to Arms</li> </ul>
<b>5</b>	<b>Drama</b>
	<ul style="list-style-type: none"> <li>• The Merchant of Venice – William Shakespeare</li> <li>• Tennessee Williams-Streetcar named Desire</li> <li>• Julius Caesar-William Shakespeare</li> <li>• George Bernard Shaw-Arms and the Man</li> </ul>

<b>Reference Books</b>	
<b>Introduction to Literature</b>	
	<ul style="list-style-type: none"> <li>• <i>The Law and Literature: Shakuntala Bharvani</i></li> <li>• <i>Introduction to literature: Gilbert Muller, John Williams</i></li> <li>• <i>History of English Literature: M.H Abrams</i></li> </ul>



Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1625UMMPHY	Media Psychology	3	2 ½ hrs	25	75	100	2

Sr. No	Modules /Units
1	<b>Evolution Of Psychology</b>
	<ul style="list-style-type: none"> <li>Definition of psychology. <ol style="list-style-type: none"> <li>Branches of psychology- Overview of the fields.</li> <li>Media psychology- Definition, scope &amp; objectives.</li> <li>Psychology and media- An uneasy relationship.</li> </ol> </li> <li>Research methods in media psychology.</li> </ul>
2	<b>Role Of Psychology In Media</b>
	<ul style="list-style-type: none"> <li>Memory- Definition- Information processing model, LOP, short term memory, long term memory and forgetting. Thinking - Definition - Lateral thinking and creative thinking. Perception – Visual and depth perception, social perception and role of colours</li> <li>Cognitive and behavioural effects of media. (Focus on print, interactive medium and web advertising).</li> </ul>
3	<b>Psychological Effects And Influence Of Media</b>
	<ul style="list-style-type: none"> <li>Personality theories (Trait theory, Cognitive theory, Psychoanalytical theory and behaviour theory.) and their relevance in mass media.</li> <li>Social influence. (Definition, Conformity, Compliance, Obedience &amp; Indoctrination)</li> <li>Effects of media violence.</li> <li>Effects of pro-social media.</li> </ul>
4	<b>Developmental Psychological Issues With Respect To Media</b>
	<ul style="list-style-type: none"> <li>Learning Theories- <ol style="list-style-type: none"> <li>Classical conditioning and Operant conditioning.</li> <li>Cognitive Learning.</li> <li>Observation learning.</li> <li>Social cognition- Script and schema.</li> <li>Motivation- Definition- Types- Need hierarchy theory.</li> </ol> </li> <li>Young children and media- socialization through media.</li> <li>Media use and influence during adolescence.</li> </ul>

<b>5</b>	<b>Social Psychology Of Media</b>
	<ul style="list-style-type: none"> <li>• Attitude formation - Theories, cognitive dissonance, role of media in attitude formation. <ol style="list-style-type: none"> <li>1. Persuasion.</li> <li>2. Prejudice.</li> </ol> </li> <li>• Gender representation in media. (internal assessment) <ol style="list-style-type: none"> <li>1. Representation of minority groups.</li> <li>2. Media representation of disability.</li> <li>3. Media representation of mental health.</li> <li>4. Audience participation and reality T.V.</li> </ol> </li> </ul>

<b>Reference Books</b>
<b>MEDIA PSYCHOLOGY</b>
<ul style="list-style-type: none"> <li>• <i>Ciccarelli, S.K. &amp; Meyer, G.E.(2006). Psychology. Pearson Education inc.andDorling Kindersley Publishing Inc. New Delhi; first Indian reprint 2008. 2. David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.</i></li> <li>• <i>David, G. (2003). Media Psychology . Lawrence Erlbaum Associates Inc. New Jersey.</i></li> <li>• <i>Baron, R. A., Branscombe, N.R., &amp; Byrne, d. Bhardwaj, G. (2008). SocialPsychology. (12th ed). New Delhi: Pearson Education, Indian subcontinent adaption 2009.</i></li> <li>• <i>Feldman, R.S. (2008). Understanding Psychology. (8thed.).McGraw- Hill Publication, New York.</i></li> <li>• <i>Lahey, B.B. (2007). Psychology: An Introduction. (9th ed.). McGraw- Hill Publications, New York.</i></li> <li>• <i>Karen, E.D. ( 2012 ). Oxford Handbook of media Psychology. ( 1st ed.). Oxford Library of Psychology.</i></li> </ul>

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1624UMMPMK	Principles of Marketing	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	<b>Marketing – An Overview:</b>
	<ul style="list-style-type: none"> <li>Introduction, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling</li> </ul>
2	<b>Marketing Environment</b>
	<ul style="list-style-type: none"> <li>Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment.</li> </ul>
3	<b>Developing the concept of marketing mix</b>
	<ul style="list-style-type: none"> <li>Managing the product types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.</li> </ul>
4	<b>New product strategies</b>
	<ul style="list-style-type: none"> <li>Innovation, Market entry, Product line extension</li> </ul>
5	<b>Pricing strategies &amp; methods</b>
	<ul style="list-style-type: none"> <li>Introduction, Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions, Pricing Policies and Strategies, Pricing Methods</li> </ul>
6	<b>Integrated Marketing Communications</b>
	<ul style="list-style-type: none"> <li>Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process</li> </ul>

<b>7</b>	<b>Market Segmentation</b>
	<ul style="list-style-type: none"> <li>• Bases for market segmentation of consumer goods, Industrial goods and services – Market Targeting and positioning strategies</li> </ul>
<b>8</b>	<b>Recent Trends in Marketing</b>
	<ul style="list-style-type: none"> <li>• Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing</li> </ul>

<b>Reference Books</b>
<b>Principles of Marketing</b>
<ul style="list-style-type: none"> <li>• <i>Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.</i></li> <li>• <i>Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.</i></li> <li>• <i>Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.</i></li> <li>• <i>Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.</i></li> <li>• <i>Marketing Management - A South Asian Perspective by Philip Kotler &amp; Kevin Lane Keller, 15th Edition</i></li> </ul>

Course Code:	Course	Hrs. of Instruction / week	Exam Duration (Hours)	Maximum Marks			Credits
				CIE	SEE	Total	
1626UMMPMG	Principles of Management	3	2 ½ hrs	25	75	100	3

Sr. No.	Modules / Units
1	<b>Management</b>
	<ul style="list-style-type: none"> <li>• Concept, Nature, Process &amp; Significance. An overview of functional areas of management &amp; managerial roles</li> </ul>
2	<b>Contribution of Management Thinkers:</b>
	<ul style="list-style-type: none"> <li>• F.W.Taylor</li> <li>• Henri Fayol</li> <li>• Elton Mayo</li> <li>• Peter Drucker</li> </ul>
3	<b>Functions of Management</b>
	<ul style="list-style-type: none"> <li>• Planning, Organizing, Staffing, Directing, Controlling, Reporting Budgeting</li> </ul>
4	<b>Time Management</b>
	<ul style="list-style-type: none"> <li>• Three P's of Time Management, 80/20 rule, Setting S.M.A.R.T goals, 'Eat that Frog' theory, When to delegate?</li> </ul>
5	<b>Leadership</b>
	<ul style="list-style-type: none"> <li>• Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid, Need for different types of leaders for different workforce</li> </ul>
6	<b>Group Dynamics &amp; Team Management</b>
	<ul style="list-style-type: none"> <li>• Theories of Group formation –Formal &amp; Informal groups and their interactions. Importance of Teams –Formation of Teams , Team work, Leading the team, Conflict Management Traditional vis-à- vis Modern view of conflict &amp; Stress Management</li> </ul>
7	<b>Decision-making</b>
	<ul style="list-style-type: none"> <li>• Concept, Nature, Importance, and Process. Types of decisions; Problems in decision-making.</li> </ul>
8	<b>Recent Trend in Management</b>
	<ul style="list-style-type: none"> <li>• Social Responsibility of Management , Management of Change, Management of Crisis, Total Quality Management, International Management</li> </ul>

## Reference Books

### Principles of Management

- *Essentials of Management* Koontz H & W McGraw Hill, New York
- *Principles of Management* Ramaswamy Himayala, Mumbai
- *Management Concept and Practice* Hannagan T. McMillan, Delhi
- *Basic Managerial Skills for All* McGrath, E.H. Prentice Hall of India
- *Management - Text & Cases* VSP Rao Excel Books, Delhi
- *Essentials of Management* Massie Joseph Prentice Hall of India
- *Management: Principles & Guidelines* Thomas N. Duening & John Ivancevich
- *Management Concepts and OB* P.S. Rao & N.V. Shah Ajab Pustakalaya
- *Management Concepts and Strategies* J S Chandran Vikas Publishing House
- *Principles of Management* Tripathi P.C. Tata McGraw Hill
- *Principles of Management: Theory and Practice* Sarangi S K V M P Publishers
- *Principles of Management* Terry G R AITBS
- *The Practice of Management: A Study of the Most Important Function in American Society* :Peter Drucker

## **Distribution of Marks for Continuous Internal Examination (CIE)**

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. a) b) c)	10marks

### **Paper Patten for Semester End Exams.**

Question No.	Particulars	Marks
Q1	Application based (No Choice)	15 Marks
Q2. A	Full Length Question	15 Marks
Q2. B	OR 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	15 Marks
Q3. B	OR 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	15 Marks
Q4. B	OR 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:**

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

**Recommended Question Paper Pattern for the 'Introduction to Literature' (II Semester) should be as follows:**

Q1. Compulsory Question

(a) Short Story

(b) Short Story

OR

(a) Novels

(b) Novels

Q2. (a) Poetry

(b) Poetry

OR

(a) Poetry

(b) Poetry

Q3. (a) Drama

(b) Drama

OR

(a) Drama

(b) Drama

Q4. (a) Theory

(b) Theory

OR

(a) Theory

(b) Theory

Q5. (a) From All over the syllabus

(b) From All over the syllabus

OR

(a) From All over the syllabus (b)from All over the syllabus

**To be noted.**

EVERY QUESTION CARRIES 15 MARKS. Marks distribution as given in the SEE pattern.