



Malad Kandivli Education Society's
NAGINDAS KHANDWALA COLLEGE
 OF COMMERCE, ARTS & MANAGEMENT STUDIES
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management						
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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Prof. (Dr.) Moushumi Datta
 I/c. Principal

**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

First Year

Semester II

Effective Communication Skills- II

Course Code: 1621UMMEC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2016-2017

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE
ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
(AUTONOMOUS)
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester II

Core Course
Effective Communication Skills- II

Objectives:

- To analyse communication problems effectively,
- To describe principles of effective audience-based strategies for public speaking and perform informative speeches.

Course Outcomes: -

After the completion of the course the Learner will be able to:

- CO 1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)
- CO 2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)
- CO 3 Write business letters using the right format to suit requirements (Apply)
- CO 4 Identify key elements and summarise information logically and with clarity (Apply)
- CO 5 Translate newspaper articles (Apply). **(Skill Development)**

Sr.No.	Modules / Units	No of lectures
1	Editing	6
	<ul style="list-style-type: none"> • (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. 	
2	<ul style="list-style-type: none"> • Summarization 	6
	<ul style="list-style-type: none"> • (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. 	
3	<ul style="list-style-type: none"> • Interpretation of technical data 	6
	<ul style="list-style-type: none"> • Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them. 	
4	Letter writing	6
	<ul style="list-style-type: none"> ➤ (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, 	



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	Press Release, Letter to the Editor.	
5	Copywriting	6
	➤ (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)	
6	Report writing	7
	➤ (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)	
7	Types of translation and Practical Exercises:	8
	➤ Actual translation of newspaper clips – Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.	

Reference Books

Effective Communication Skills – II

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



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

First Year

Semester II

Principles of Marketing

Course Code: 1624UMMPMK

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2016-2017

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Syllabus of Course of BMM Program at Semester II

Core Course
Principles of Marketing

Objectives:

- To introduce learners with the marketing concepts and understand its importance.
- To acquaint learners with the modern trends in marketing.

Course Outcomes:

After the completion of the course the Learner will be able to:

- CO1: Understanding the concepts of marketing. (Understanding)
 CO2 Identify the impact of marketing on brands. (Understanding)
 CO3: Apply the various theoretical concepts through case studies. (Apply)
 CO4: Demonstrate Consumer Buying Behaviour (Apply)
 CO5: Develop marketing plan for products through assignments. (Create) **(Skill Development, Employability, Entrepreneurship)**

Sr. No.	Modules / Units	
1	Marketing – An Overview:	5
	<ul style="list-style-type: none"> • Introduction, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling 	
2	Marketing Environment	5
	<ul style="list-style-type: none"> • Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment. 	
3	Developing the concept of marketing mix	6
	<ul style="list-style-type: none"> • 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. 	
4	New product strategies	5
	<ul style="list-style-type: none"> • Innovation, Market entry, Product line extension 	
5	Pricing strategies & methods	6
	<ul style="list-style-type: none"> • Introduction, Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions, Pricing Policies and Strategies, Pricing Methods 	



6	Integrated Marketing Communications	6
	<ul style="list-style-type: none"> Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process 	
7	Market Segmentation	6
	<ul style="list-style-type: none"> Bases for market segmentation of consumer goods, Industrial goods and services – Market Targeting and positioning strategies 	
8	Recent Trends in Marketing	6
	<ul style="list-style-type: none"> Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing 	

Reference Books

Principles of Marketing

- *Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.*
- *Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.*
- *Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.*
- *Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.*
- *Marketing Management - A South Asian Perspective by Philip Kotler & Kevin Lane Keller, 15th Edition*



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

First Year

Semester I

Effective Communication Skills- I

Course Code: 1612UMMEC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2016-2017

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ARTS & MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF SCIENCE
(AUTONOMOUS)
MALAD (W), MUMBAI - 400 084**

Syllabus of Course of BMM Program at Semester I

Core Course
Effective Communication Skills- I

Objectives:

- To understand the fundamental approaches to interpersonal, public, and organizational communication.
- To Analyse communication problems effectively
- To describe principles of effective audience-based strategies for public speaking and perform informative speeches.

Course Outcomes:

After the completion of the course the Learner will be able to:

- CO 1: Understand the Process of Communication. (Understanding)
 CO2: Demonstrate a familiarity in Note taking, Letter - writing. (Understanding)
 CO3: Recognize the Process of Transition ((Understanding)
 CO4: Acquire skills of Public – Speaking and Anchoring. (Knowledge)
 CO5: Write messages to suit Target Audience (Apply)
 CO6: Apply Translation skills (Apply) **(Employability)**

Sr. No.	Modules / Units	No. of Lectures
1	The concept of communication	5
	Process and Barriers	
2	Reading (English, Marathi or Hindi)	6
	<ul style="list-style-type: none"> • 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. 	
3	Writing (English, Marathi or Hindi) (Skill Development)	
	<ul style="list-style-type: none"> • Letter Writing – Application Letter, Resume, Personnel 	



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	<p>Correspondence, Informal, Paragraph writing</p> <ul style="list-style-type: none"> • Introduction to feature and script writing 	
4	Oral Communication (Skill Development)	5
	Presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
5	Thinking and Listening Skills	6
	<p>Types of thinking (rational and logical)</p> <ul style="list-style-type: none"> • Errors in thinking • Partialism • Time scale • Egocentricity • Prejudices • Adversary Thinking • Extremes • Types of listening, Barriers to listening 	
6	Introduction of Translation & Views of Translation (Skill Development)	7
	<ul style="list-style-type: none"> • Concept and importance of translation, External view of translation – Textual reliability, The Translator’s reliability, Timeliness, Cost, Trade-offs. • Internal view of translation – <ol style="list-style-type: none"> 1. Translator as a learner, 2. 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. 	


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7	Processing in Translation	6
	<ul style="list-style-type: none"> • 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:	5
	<ul style="list-style-type: none"> • Types of Media Interview : Accident or Incident, Genral, Talk Show, Ambush, Remote, Edited • Internal Assessments – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/Presentation and Reading & Oral components be included. 	

Reference Books

Effective Communication Skills 1

- *Business Communication - Rhoda A. Doctor and Aspi H. Doctor*
- *Communication Skills in English – Aspi Doctor*
- *Teaching Thinking - Edward De Bono*
- *De Bono's Thinking Course – Edward De Bono*
- *Serious Creativity – Edward De Bono*
- *The Mind Map Book – Buzan Tony*
- *Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas*
- *Robinson*
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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

First Year

Semester I

Introduction to Computers

Course Code: 1616UMMIC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2016-2017

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Syllabus of Course of BMM Program at Semester I

**DCE Allied:
Introduction to Computers**

Objectives:

- To make student understand the importance of computer in the mass media industry.
- To give basic knowledge for designing.

Course Outcomes: -

After the completion of the course the Learner will be able to:

CO 1: Understand Computer Fundamentals and operating of computers (Understanding)

CO2: Familiarize operating systems, peripheral devices, networking, multimedia and internet (Understanding)

CO3: Familiarize with Graphic Design, Vector and Raster Images (Understanding)

CO4: Acquire skills of PPT Presentation, Image Editing, and Graphic Designing. (Knowledge)

CO5: Can able to make Advertising, Posters, Pamphlets (Apply) **(Employability)**

Sr.No.	Modules / Units	No . of Lectures
1	Computer Basics	5
	<ul style="list-style-type: none"> • 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	5
	<ul style="list-style-type: none"> • 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	5

	<ul style="list-style-type: none"> • Domain names, web servers, 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	5
	<ul style="list-style-type: none"> • Creating, Typing, Saving documents • Editing documents (formatting characters, lines and paragraphs, section & PageBreaks, Headers & Footers, Tool, index) • Language Tools (spelling, grammar thesaurus) • Inserting images, cut, copy, paste, Creating Tables Mail merge, Use of keyboard shortcuts. 	
5	Microsoft Excel	5
	<ul style="list-style-type: none"> • 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	5
	<ul style="list-style-type: none"> • 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 & custom) • Setting up slide show, timings on clicks, hyperlinks, etc. • Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts 	
7	Photoshop	5
	<ul style="list-style-type: none"> • 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, 	



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	<ul style="list-style-type: none"> 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)	5
	<ul style="list-style-type: none"> 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	5
	<ul style="list-style-type: none"> CorelDraw Terminology and Concepts Drawing Ellipses, Circles, Arcs, and PieShapes Drawing Lines in CorelDraw Drawing Rectangles, Squares, Polygons and Stars Cloning objects, applying colour and tone effects 	



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**Nagindas Khandwala College
(Autonomous)**



Programme Code: UMM

Bachelor of Mass Media

First Year

Semester I

Mass Communication

Course Code: 1611UMMMC

Under Choice Based Credit, Grading and Semester System

Effective for Academic Year- 2016-2017

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Syllabus of Course of BMM Program at Semester I

**Core Course
Mass Communication**

Objectives:

- To Understand what mass communication is and understand basic factors affecting mass communication and mass media;
- To develop an understanding of the mutual impact of Mass media and society and this influence on media presentation and design.
- To improve the ability of analytical and critical thinking skills concerning the mass media and mass media messages;
- To develop skills to translate mass messages, developed through reading and writing assignments and class discussions. **(Employability, Skill Development)**
- To appreciate the oratory skills of great communicators

Course Outcomes:

After the completion of the course the Learner will be able to:

CO1: Recognize New Mass Media Technologies (Understanding)

CO2: Identify effects of technology on existing messages (Understanding)

CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)

CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)

CO5: Analyze and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyze)

Sr. No.	Modules / Units	No of Lectures
1	Mass Communication	9
	<ul style="list-style-type: none"> • 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 	

	<ul style="list-style-type: none"> • Functions of Mass Communication • Barriers of Mass Communication 	
2	Impact of Mass Media	9
	<ul style="list-style-type: none"> • Introduction to Mass Media. • Content and Nature of Mass Media, Impact & Influence of Mass Media – The Indian Context: reach, access and nature of audience. • Differentiate between Mass Communication & Mass Media. • Means & Tools of Mass Communication: <ol style="list-style-type: none"> 1. Traditional & Folk Media: 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	9
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	
4	The New Mass Media	9
	<ul style="list-style-type: none"> • 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	9
	1. Education 2. Children 3. Women 4. Culture 5. Youth 6. Development	

Reference Books	
Mass Communication	
<ul style="list-style-type: none"> • <i>Mass Communication Theory: Denis Mcquail</i> • <i>Mass Communication: Rowland Lorimer</i> • <i>The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)</i> • <i>Mass Communication Effects: Joseph Klapper</i> • <i>Mass Communication & Development: Dr. Baldev Raj Gupta</i> • <i>Mass Communication in India: Keval J Kumar</i> • <i>Mass Communication Journalism in India: D S Mehta</i> • <i>The Story of Mass Communication: Gurmeet Singh</i> • <i>Towards a Sociology of Mass Communication: Denis Mcquail</i> • <i>Perspective Human Communication: Aubrey B Fisher.</i> • <i>Communication Technology & Development: I P Tiwari</i> • <i>The Process of Communication: David K Berlo</i> • <i>Cinema & Television: Jacques Hermabon & Kumar Shahan</i> • <i>Mass Media Today: Subir Ghosh</i> • <i>You & Media: Mass Communication & Society: David Clark</i> • <i>Mass Culture, Language & arts in India: Mahadev L Apte</i> • <i>The Communication Revolution: Narayana Menon</i> • <i>Communication Facts & Ideas in Business: L. Brown (Prentice Hall)</i> • <i>Introduction to Communication Studies: John Fiske</i> • <i>India's Communication Revolution: Arvind Singhal and Everett Rogers</i> • <i>Many Voices One World: Report of the McBride Commission</i> • <i>Here's the News: Paul de Maesener</i> • <i>The Myth of Mass Culture: Alan Swing wood</i> • <i>Communication: C.S. Rayadu, (Himalaya Publishing House, Mumbai)</i> • <i>Communication-concepts & Process: Joseph A Devito 26. Lectures on Mass Communication: S Ganesh.</i> 	